

ILLINOIS DENTAL NEWS

THE OFFICIAL JOURNAL OF THE
ILLINOIS STATE DENTAL SOCIETY

Executive Offices:
1010 South Second Street
Springfield, Illinois 62704
Telephone: 217/525-1406
FAX: 217/525-8872

ADVERTISING STANDARDS

The acceptance of advertising in the *Illinois Dental News* can be a mutual benefit to the dental profession and to the advertiser. Advertisements should be developed to provide the profession with useful information about relevant products and services. All advertising must adhere to and be compatible with the ethics of the dental profession, and must not be deceptive, false, or offensive in any manner.

The appearance of advertising in any publication of the Illinois State Dental Society is not a guarantee or endorsement by the Society of a product or service, or the claims made for a product by a manufacturer.

The following requirements and guidelines constitute the advertising standards of the Illinois State Dental Society. The Society will periodically review its advertising standards with the objective of keeping pace with changes that occur in the dental profession. The Society reserves the right to reject any advertising.

ADVERTISING COPY GUIDELINES

1. In all advertisements, the advertiser and the product or service offered should be clearly identifiable.
2. The word "advertisement" may be required on any advertisement that is designed in a manner that allows confusion between the advertisement and the editorial content of the *Illinois Dental News*.
3. Although comparative advertising is acceptable, unwarranted disparagement or unfair comparison of a competitor's products or services will not be permitted.
4. Scientific literature citations are permitted in advertisements, providing such references justly represent the referenced text.

These advertising standards are subject to change without notice.

ELIGIBILITY REQUIREMENTS

1. Products or services useful in the practice of dentistry are eligible for advertising in the *Illinois Dental News*. Also, responsible advertising for products or services of interest to those in the dental profession and to their families will be considered eligible, providing the standards for dental advertising are met.
2. Pharmaceutical products requiring a New Drug Application by the Food and Drug Administration will not be eligible until such an application has been obtained.
3. Advertisements containing claims that have been the subject of an unfavorable report or decision by the Food and Drug Administration or by the Federal Trade Commission will be considered ineligible.
4. The *Illinois Dental News* reserves the right to reject advertising for any product, service or technique that has been the subject of an unfavorable or cautionary report by the American Dental Association or any of its agencies.
5. The *Illinois Dental News* may require scientific and technical data in support of the safety, efficacy, and usefulness of dental therapeutic products and dental materials. Products of secret composition are ineligible.
6. Advertisements that violate, or assist in violating, any dental practice act or other government regulations or statutes are ineligible.
7. An advertisement for an educational course must state the organization responsible for the conduct of the course. The *Illinois Dental News* reserves the right to determine the professional qualifications of sponsoring organizations, and to reject advertising for any course that

involves a product or technique that is the subject of any unfavorable report by the American Dental Association or any of its agencies. Advertisements related to the commercial aspects of dental practice will be reviewed for their accuracy and dignity.

8. No advertisement that is false or misleading in any manner will be accepted.
9. Advertisements that violate ethical codes of the dental profession will not be accepted. Also unacceptable are advertisements that are indecent or offensive, or contain personal, racial or religious attacks.
10. Advertisement for tobacco products in any form, and for alcoholic beverages are ineligible.

FOR ADDITIONAL DISPLAY ADVERTISING INFORMATION, CONTACT:

Jennifer Walker — Telephone: 217/525-1406 – Fax: 217/525-8872
Illinois State Dental Society – 1010 South 2nd Street – Springfield, IL 62704

SHIP AD MECHANICALS AND DIRECT INQUIRIES REGARDING SPECIFICATIONS TO:

Jennifer Walker — 217/525-1406
Illinois State Dental Society
1010 South Second Street – Springfield, Illinois 62704
email: jwalker@isds.org

FOR CLASSIFIED ADVERTISING, CONTACT:

Gloria Pitchford — 217/525-1406
Illinois State Dental Society
P.O. Box 376 – Springfield, Illinois 62705