

# The Annals Advertising Guidelines

1. The Annals, in its sole discretion, reserves the right to decline any submitted advertisement and to review, suspend or terminate publication of any advertisement previously accepted.
2. The Annals does not, in any way, endorse any company, product or service appearing in its advertising. The Advertiser is therefore wholly and solely responsible for its content of the advertisement.
3. These guidelines are only intended to provide general guidance for advertising eligibility. They are not intended to be exhaustive, and are subject to change by the Annals Editorial Board at any time.

## Advertisements that are generally acceptable

- Pharmaceutical products and medical-equipments products and services approved by Health Science Authority (HSA) and Ministry of Health (MOH) and are in compliance with Singapore Association of Pharmaceutical Industries (SAPI) code of Marketing Practices. Complete scientific and technical data for the product's safety, operation and usefulness may be needed.
- Practice-management and services (e.g. medical software products, medical billing systems etc).
- Healthcare conference, congresses, talks or seminars
- Recruitment for healthcare professionals
- General purpose foods (e.g. fruits, vegetables, bread, rice)

## Advertisements that will be considered with certain conditions

- Insurance
- Alternative Medicine
- Lifestyle products (e.g. property, cars, vacations)
- Special purpose food (e.g. food for restricted diets and other therapeutic diets) and dietary supplements are eligible only when the safety and efficacy of the products are approved Health Sciences Authority, Government of Singapore and supported in the current literature. This also applies to herbal medicine.

All types of advertising not mentioned above will be reviewed on a case-by-case basis. Advertisers, media buyers and others with specific questions about advertising in the Annals should email [annals@ams.edu.sg](mailto:annals@ams.edu.sg).