

Journal of the National Hispanic Medical Association (JNHMA)

Advertising Policy

Purpose

The Journal of the National Hispanic Medical Association (JNHMA) is committed to maintaining the highest standards of scientific integrity, editorial independence, and ethical publishing. Although the Journal has not historically accepted commercial advertising, this policy establishes the standards that will govern any future advertising.

Editorial Independence

Editorial decisions are made independently of advertising and commercial interests. Acceptance of advertising does not imply endorsement of any product, service, organization, or claim by the Journal of the National Hispanic Medical Association (JNHMA), the National Hispanic Medical Association (NHMA), its editors, or its Editorial Board.

Advertisers may not influence editorial content, peer review, manuscript selection, publication timing, editorial policies, or any aspect of the scientific review process. All manuscripts are evaluated solely on their scientific merit and relevance to the Journal's mission.

Advertising Standards

All advertisements must support the integrity and educational standards of the medical profession and be consistent with the mission of JNHMA.

Products and services advertised must:

- Be commercially available.
- Be relevant to the practice of medicine, medical education, public health, healthcare delivery, biomedical research, or related professional services.
- Comply with all applicable federal, state, and local laws and regulations.

Advertisements for prescription drugs, biologics, medical devices, or other regulated healthcare products must comply with applicable U.S. Food and Drug Administration (FDA) regulations and clearly identify the sponsoring company. Generic names of active pharmaceutical ingredients should be included where appropriate.

Advertisements must not:

- Contain false, misleading, or deceptive claims.
- Make unsubstantiated clinical or scientific claims.
- Include unfair comparisons or disparage competing products or services.
- Promote products or services that are illegal or inconsistent with accepted medical standards.
- Conflict with the ethical principles or mission of JNHMA or NHMA.

Prohibited Advertising

JNHMA will not accept advertising that:

- Promotes tobacco products, electronic cigarettes, vaping products, nicotine delivery devices, recreational drugs, or products intended primarily for nicotine or cannabis consumption.
- Promotes alcoholic beverages.
- Advertises firearms, weapons, or related products.
- Promotes products or services that are illegal or inconsistent with accepted medical or public health standards.
- Contains false, misleading, deceptive, or unsubstantiated medical or scientific claims.
- Promotes discrimination, hate speech, harassment, or content inconsistent with the mission and values of the National Hispanic Medical Association.
- Constitutes political campaign advertising or is intended to influence the outcome of elections or ballot initiatives.
- Violates applicable laws, regulations, or accepted standards of medical ethics.

The Journal also reserves the right to reject advertising for products or services that, while legally marketed, are not supported by credible scientific evidence or are inconsistent with evidence-based medical practice.

Separation of Advertising and Editorial Content

Advertising shall be clearly distinguishable from editorial content through formatting, labeling, placement, and design. When appropriate, advertisements will be identified with the label **"Advertisement."**

Digital advertisements will not be placed in a manner that suggests endorsement of or association with specific published articles or editorial content. Advertisers are not permitted to select keywords based on specific drug names, drug classes, individual article titles, or article content in a manner that could create the appearance of editorial influence.

Acceptance of Advertising

The National Hispanic Medical Association reserves the sole right to accept, reject, suspend, or discontinue any advertisement at its discretion. Decisions regarding advertising acceptance are made independently of editorial decisions and do not require explanation.

Acceptance of advertising in one issue does not guarantee acceptance in future issues.

The Editor-in-Chief and the National Hispanic Medical Association reserve the right to reject any advertisement that, in their judgment, is inconsistent with the Journal's scientific integrity, educational mission, ethical standards, or commitment to improving the health of Hispanic and Latino communities.

Advertising Rates

Current advertising specifications, formats, submission deadlines, and rates are maintained separately from this policy and are available from the Journal upon request. Advertising rates may be revised periodically without requiring modification of this policy.