

## **LDA ADVERTISING STANDARDS**

The Louisiana Dental Association (LDA) seeks to promote the art and science of dentistry and to improve the health of the public. In serving these objectives, the LDA communicates regularly with the dental profession, with allied health professions, and with the public. The LDA welcomes advertising in its publications as an important means of keeping the dentist informed of new and better products and services for the practice of dentistry. Such advertising must be factual, dignified, tasteful, and intended to provide useful product and service information.

These standards apply to all publications of the LDA in which advertising space is sold. The publication of an advertisement is not to be construed as endorsement or approval by the LDA or any of its subsidiaries, councils, commissions, or bureaus of the product or service being offered in the advertisement unless the ad specifically includes an authorized statement that such approval or endorsement has been granted. The fact that an ad for a product, service, or company has appeared in LDA publications shall not be referred to in collateral advertising.

As a matter of policy, the LDA will sell advertising space in its publications when the inclusion of advertising material does not interfere with the purpose of the publication. The LDA reserves the right to accept or reject advertising at its sole discretion for any product or service submitted for publication.

### **GENERAL REQUIREMENTS**

1. All ads submitted for display in an LDA publication are subject to review.
2. Ads must not be deceptive or misleading.
3. Advertisers are strongly encouraged to provide at least a one-month advance notice to the *LDA Journal* office before introducing any advertisements or promotions that involve the Louisiana Dental Association.
4. Products or services eligible for advertising in LDA publications must be germane to and effective and useful in the practice of dentistry. Products and services offered by responsible advertisers that are not related to dentistry but are of interest to dentists or auxiliary are eligible for advertising in LDA publications.
5. Ads will not be accepted if they conflict with or appear to violate LDA or ADA policy, the ADA Principles of Ethics and Code of Professional Conduct or either the LDA or ADA Constitutions and Bylaws, or if the ads are deemed offensive in either text or artwork, or contain attacks of a personal, racial, or religious nature.
6. By submitting advertising copy, advertisers certify that such copy and the advertised product(s) are in accord with applicable government laws and regulations (e.g., equal opportunity laws and regulations covering new drug applications and prescription drug advertising). Acceptance of advertising in LDA publications is not to be construed as a guarantee that the manufacturer has complied with such laws and regulations.
7. Complete scientific and technical data, whether published or unpublished, concerning product safety, operation, and usefulness will be required. The LDA reserves the right to decline advertising for any product involved with a government agency challenge or denial of product marketing and for any technique or product that is the subject of an unfavorable or cautionary report by an agency of the LDA or ADA.
8. All claims of fact must be fully supported and meaningful in terms of performance or any other benefit. The LDA may require a minimum of one study for certain types of ads.
9. An ad may cite, in footnotes, references from dental and other scientific literature provided the reference is truthful and is a fair and accurate representation of the body of literature supporting the claim made. Unwarranted disparagement or unfair comparisons of a competitor's products or services will not be allowed.
10. Comparative advertising must be fair and, unless it is "puffery," must be substantiated adequately. \* Comparative advertising which is not puffery is strictly reviewed because of the potential that it may unfairly attack a competitor or mislead dentists or the public. A minimum of one controlled study will be required for comparative advertisements. Additional studies may be required depending on the nature of the advertiser's claim. Studies must be conducted pursuant to the guidelines established by the ADA, and they must be among subjects representative of the population for whom the product is intended. All citable comparative studies related to an advertising claim should be taken into consideration. If other comparative studies give conflicting results, advertising claims not reflecting this are unacceptable. Comparative advertisements may include the use of a competitor's name and the description of a comparable product or service, including price, if the comparison is made in a manner that is not false or misleading.

**11.** Display advertising with respect to employment, purchase of practice, participation or any other contractual relationship with any dental care delivery mode or system shall not be accepted for publication. Such opportunities may be advertised in the classified ad section of LDA publications without any illustrations or graphics.

**12.** Alcoholic beverages and tobacco products are not eligible for advertising.

**13.** Special purpose foods and nutritional supplements (e.g., low-sugar foods, post-operative, and other therapeutic diets) are eligible when their uses are supported by acceptable data.

**14.** Books related to dentistry are eligible for advertising. Appropriate books of interest to dentists and their families as consumers are eligible for advertising in LDA publications.

**15.** An advertisement for an educational course is eligible if the course is conducted under the auspices of the LDA or ADA, and is recognized by the ADA Continuing Education Recognition Program, one of its constituent or component dental societies, a national certifying board or national society for one of the specialty areas of dental practice recognized by the ADA, an accredited dental or medical school, or any organization specifically referred to in the Bylaws of the American Dental Association. The LDA reserves the right to decline advertising for any course that involves the teaching or use of a product or technique that conflicts with Association policy, or is the subject of an unfavorable or cautionary report by an agency of the LDA or ADA. The ad must state which of the aforementioned organizations are associated with the course and, if applicable, the number and type of continuing education credits granted on completion of the course. The eligibility of an ad for a course conducted by or under the auspices of an organization or commercial venture other than the aforementioned will be determined on a case-by-case basis. Acceptance of ads for courses and education materials offered by commercial ventures and directed to the income of a dentist or to the commercial aspects of a dental practice will be reviewed for attractiveness, accuracy and dignity to determine eligibility.

**16.** Miscellaneous products and services not specified in these standards may be eligible to advertise on a case-by-case basis.

## **GUIDELINES FOR ADVERTISING COPY**

**1.** The advertiser and the product or service being offered should be clearly identified in the ad. In the case of drug advertisements, the full generic name of each active ingredient will appear.

**2.** Advertising that simulates editorial content must be clearly identified as advertising. The word “advertisement” must be displayed prominently for all advertorials.

**3.** Guarantees may be used in ads provided the statements that are “guaranteed” are truthful and can be substantiated. However, no guarantee should be used without disclosing its conditions and limitations. When space or time restrictions preclude such disclosures, the ad must clearly reveal where the full text of the guarantee can be examined before purchase.

**4.** Ads must not quote the names, statements or writings of any individual, public official, government agency, testing group or other organization without their express written consent.

## **TIME REQUIREMENTS**

Although the LDA cannot guarantee adherence in all cases to a fixed time schedule, every effort will be made to expedite LDA or ADA review. Advertisers are strongly urged to submit all ad copy in rough form if there is some doubt about adherence to LDA and/or ADA standards.

Review of advertising will range between five and 30 working days depending on the number of revisions and on whether the advertisement is for a new or existing product or a participant in an ADA Seal program. If supporting data are not provided or are incomplete, additional time will be required.

\* Comparative advertising is the practice of directly or indirectly comparing identifiable products or competitors in advertising messages and usually making a comparison on one or more specific attributes or characteristics. Puffery is advertising that makes general or vague claims about a product that cannot be measured and that neither mentions a competitor’s name nor makes comparisons to an identifiable product or group of products.