



**College of Intensive Care Medicine
of Australia and New Zealand**
ABN: 16 134 292 103

Document Reference
Document Type
Document Category
Date Established
Date Last Reviewed

AP01 | 2020
Policy
Corporate
08/07/2021

ADVERTISING POLICY

INTRODUCTION

The Critical Care and Resuscitation Journal has the right to refuse any advertisement that, in its sole discretion, is unsuited to its mission or inconsistent with the values of members, the publication/web site or the organisation. Advertisements are subject to review by the editor and or editorial team. In no case shall separate agreements supersede this policy and advertisements may require pre-approval before they can appear.

1 Prohibited Advertising Categories

Advertising for the following categories is prohibited:

- Alcohol
- Tobacco
- Weapons, firearms, ammunition
- Fireworks
- Gambling and lottery
- Pornography or related themes
- Political and religious advertisements
- Advertisements that claim to have a “miracle” cure or method.
- Advertisements that make unsubstantiated health claims for the products advertised.
- Advertisements directed at children.
- Advertisements that are discriminatory and/or contain sexist or racist content.

2 Advertisement Types

The Critical Care and Resuscitation Journal welcomes and encourages information-rich advertising. Advertisements, advertising icons and advertiser logos must be clearly distinguishable from editorial content and may require special labelling to distinguish them as such. All advertisements will be accompanied with text under the advertisement stating “Advertisement”. This is non-negotiable.

All advertisements must be accompanied with a click through to a link to an associated page or digital flyer.

The Journal only allows for one type of advertisement in banner form; specifications and styles can be found via the Critical Care and Resuscitation Journal Media Kit.

References and sources

Critical Care and Resuscitation Journal Media Kit - <https://ccr.cicm.org.au/cicm-ccr/media/CCR-Media-Kit/CCR-Digital-Media-Kit.pdf>

Acknowledgments

None

Document Control

Date created	8/07/2021
Date approved by Board	30/07/2021
Revision frequency	3 years
Document revisions	
Next review	

Revision History

Date	Pages revised/ Brief explanation of revision

Publishing Statement

Published by CICM: July 2021. Critical Care and Resuscitation Journal published advertising policies are not comprehensive and are subject to change at any time without notice.

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