



## Advertising Policy

- **SAAFP** supports the principle of Evidence Based Medicine (EBM). EBM is defined as the conscientious, explicit, judicious use of current best evidence in making treatment decisions.
- **SAAFP** will consider all advertisements but may elect not to accept advertisements for any form of medication or treatment modality, the use of which is supported by anecdotal evidence only.
- Advertisements must be factual and in good taste.
- Alcoholic beverages, Tobacco products and other substances considered harmful to health may not be advertised on **SAAFP**.
- Advertised products or services must be in compliance with regulations of the Medicines Control Council (MCC) and Health Profession Council of SA. (HPCSA)
- The **SAAFP** reserves the right to decline or cancel an advertisement at any time.
- Under no circumstances shall the acceptance of advertising by **SAAFP** be considered an endorsement of the product(s) advertised or the company that manufactures/distributes it.
- A clear separation between advertising and editorial processes and decision-making is maintained by **SAAFP** current or potential sponsors do not dictate editorial content appearing on any **SAAFP** website.

If you are interested to advertise on a **SAAFP** website, contact our online sales agents:

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Lonsdale Building  
Lonsdale Way  
Pinelands  
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