

ACOG National Advertising Guidelines

The following guidelines shall apply to all advertisements proposed for ACOG:

- ACOG informs all potential advertisers that the inclusion of an advertisement in any publication does not constitute an approval or endorsement by the American Congress of Obstetricians and Gynecologists or the American College of Obstetricians and Gynecologists of the advertised products or services. Furthermore, advertisers must not, in any collateral advertisement or promotional material, include the fact that a product or service is advertised or mentioned in an ACOG publication.
- Advertisements may not include endorsements or recommendations by individual doctors or general statements that a product is recommended by doctors.
- Any pharmaceutical or medical devices featured in advertisements must be approved by the FDA for the specific use and indication for which they are advertised.
- Any claim that a product or service will have a beneficial effect on the user's health, pregnancy outcome, or fetal development must be supported by peer-reviewed studies. ACOG may require the advertiser to submit such studies before approval may be granted.
- Advertisements must be readily distinguishable from editorial content. If the distinction is unclear, the word "advertisement" must be added.
- Advertisements for the following categories of products and services are prohibited (ACOG may make additions to this list at any time, in its sole discretion):
 - Alcoholic beverages
 - Products containing tobacco
 - Ultrasounds for keepsake other non-medical purposes
 - Home Doppler devices
- Advertisements for some categories of products and services shall be subject to a heightened level of scrutiny and may not receive approval. Potentially controversial or sensitive products and services include but are not necessarily limited to, the following:
 - Diagnostic tests or laboratories, including direct to consumer DNA testing
 - Services purporting to enable a woman to select the sex of her fetus
 - Products enhancing sexual performance or enjoyment
 - Cosmetic surgery or non-surgical enhancements
 - Home laboratory or diagnostic testing, other than home pregnancy and ovulation testing
 - Commercial cord blood stem cell storage services
 - Products and programs sponsored or supported by tobacco or alcohol manufacturers