

Italian Journal of Pediatric Allergy and Immunology

OFFICIAL JOURNAL OF THE "SOCIETÀ ITALIANA DI ALLERGOLOGIA E IMMUNOLOGIA PEDIATRICA" (SIAIP)

Advertising guidelines

These guidelines apply to advertising content ("Advertising Content") in the print versions of the Italian Journal of Pediatric Allergy and on the website at <https://www.riaponline.it/>.

All submitted Advertising Content is subject to approval by the editorial team and must comply with the points below. If Advertising Content has been approved by a relevant Regulatory Body, it will normally be accepted without changes.

Unless the Advertising Content has already been approved by a relevant Regulatory Body, all claims contained in Advertising Content must be justified by relevant supporting references, as recommended by the Uniform Requirements for Manuscripts Submitted to Biomedical Journals. "Data on file" is acceptable provided the documentation is produced if requested, which it may be in cases of clinical uncertainty. For online Advertising Content, such reference must appear on either the banner advertisement itself or the first webpage to which the banner is linked.

Supporting reference material may be required in exceptional circumstances.

Generic name and prescribing information of drugs must be provided within the Advertising Content. For online Advertising Content, such information must appear on either the banner advertisement itself or the first webpage to which the banner is linked.

For Advertising Content in languages other than English, the advertiser must supply translations. Such Advertising Content may only be targeted at those countries where the relevant language is commonly used. Advertisers must highlight on submission any non-standard advertisement/insert format—ie, paper quality, size, flash, animated gifs, etc.

Advertising Content for tobacco, alcohol, recreational drugs or any illegal products will not be accepted.

Commercial banner advertising must be clearly identifiable as such and the name of the advertiser should appear on the banner.

In all editions of the Italian Journal of Pediatric Allergy, advertisements or inserts must not break editorial text. Advertising Content must be in keeping with the professional and scholarly nature of the Italian Journal of Pediatric Allergy.

The principle of maintaining editorial independence from commercial influence will underlie decision-making. The Italian Journal of Pediatric Allergy do not allow advertising to influence editorial decisions: the editorial content of each issue and the Website is decided independently of the advertising planned for that issue. Details of the Italian Journal of Pediatric Allergy or the Website's editorial content or authorship are not available to advertisers before publication.

The Italian Journal of Pediatric Allergy will not knowingly solicit or accept advertising against specific articles, whether original or commissioned.

If approval is in doubt, the advertising department will inform the advertiser of the reasons, the action to be taken, and the estimated time of delay.

Special terms for online advertising

The standard Pacini Editore Terms and Conditions of Supply will apply to any accepted order. It is editorial policy that the Website shall not appear to be dominated by advertising. Some banner space is not available for sale to commercial advertisers and no single advertiser will be given exclusive rights to advertise on the Website.

Advertisers must send the complete creative content (banner and URL) for the Advertising Content to the Website's advertising department.

If the advertiser wishes to cancel or alter an order, it must notify the advertising department in writing at the earliest opportunity.