

ADVERTISEMENT POLICY

Pakistan Journal of Neurological Sciences follows the [Advertisement of Therapeutic Goods Guidelines](#) by the Drug Regulatory Authority of Pakistan.

1. What will be advertised?

- Advertisements related to therapeutic drugs and devices may be published.

2. What will not be advertised under any condition?

- The products that are prohibited for advertisement in Pakistan will not be advertised.
- Advertisements containing exaggerated claims or indecent/offensive contents will not be published.
- Advertorials (sponsored articles that convey information about a product) will not be published.

3. Who controls what advertisements will be published?

- The decision to publish a particular advertisement lies with the editor and/or the publisher only.

4. Where will the advertisements be published?

- The advertisements may be published in the print versions of the journal.
- The advertisements will be clearly distinguishable from the editorial content.
- The exact location of the advertisement within the digital/print version of the journal is the prerogative of the editor/publisher only.

5. Can the advertisements be aligned with specific editorial content for more relevance?

- Advertisements will not be specifically published close to a journal article that may be seen as an endorsement of the advertisement.
- Advertisers will have no control over, or knowledge of, specific editorial content that is yet to be published.

6. What are the minimum requirements for a product to be advertised in this journal?

- The drug/ device must be FDA approved or approved by local authorities.
- The trademark or identifying signature of the advertiser must be clearly displayed.
- Brand names of pharmaceutical products must be accompanied by generic name, quantity of active substances, generic names of other ingredients known to cause problems, approved indications, recommended dosage, major adverse reactions, precautions, contraindications, warnings, major interactions, reference to appropriate scientific literature, price, and the name and address of manufacturer or distributor.

7. When will advertisements be published?

- A print advertisement will be published in the following print issue of the journal, provided the request is received at least two weeks before the scheduled printing.

8. Who will be responsible in case of false information in an advertisement?

- Publication of an advertisement in the journal is neither an endorsement nor a guarantee of a product, company, or the claims made in such advertising.
- The advertiser is solely responsible for any false, deceptive or misleading information; the consequences of such advertisements (legal or otherwise) shall be borne solely by the advertiser.