

American Society of Magazine Editors



MAGAZINE CENTER/575 LEXINGTON AVE., NEW YORK, N.Y. 10022/212 PLAZA 2-0055

March 5, 1982

Memo to: ASME Members

From: Bob Kenyon

Attached are guidelines for special advertising supplements prepared by a special committee, with Jack Dierdorff as chairman and Gerry Rhoads, Ed Kosner and Marvin Stone as members; and approved by the ASME Executive Committee on February 3, 1982.

We hope it will be helpful to you in your decisions on this topic.

We'd be interested in knowing your reaction to it and your probable use of the guidelines.

We are advising Magazine Publishers Association of this action.

REK:mb

Att.



GUIDELINES FOR SPECIAL ADVERTISING SUPPLEMENTS
AMERICAN SOCIETY OF MAGAZINE EDITORS

1. Each page of special advertising must be clearly and conspicuously identified as messages paid for by advertisers. The U.S. Postal Service Domestic Mail Manual explicitly states this requirement. *
2. In order to identify special advertising supplements clearly and conspicuously:
 - (a) The words "advertising," "advertisement," "special advertising section," or "special advertising supplement" should appear prominently on every page of such supplements containing text, in type at least equal in size and weight to the publication's normal editorial body type face.
 - (b) All type used in such supplements should be distinctly different from the publication's normal type faces.
 - (c) Special advertising supplements should not be slugged on the publication's cover or included in the editorial table of contents.
 - (d) If the sponsor or organizer of the supplement is not the publisher, the sponsor should be clearly identified.
3. The editors' names and titles should not appear on, or be associated with, special advertising supplements, nor should the names and titles of any other staff members of or regular contributors to the publication appear or be associated with special advertising supplements. The publication's name or logo should not appear as any part of the headlines or text of such supplements.
4. Editors should not prepare advertising supplements for their own publication, for other publications in their field, or for advertisers in the fields they cover.
5. The publication's chief editor should monitor compliance with these guidelines. This should include reviewing the text of special advertising supplements before publication for problems of fact, interpretation, and taste and for compliance with any relevant laws.

* U. S. Postal Service Domestic Mail Manual, Paragraph 422.232:

- a. General. The term advertising includes all material for the publication of which a valuable consideration is paid, accepted, or promised; that calls attention to something for the purpose of getting people to buy it, sell it, or support it.
- b. Specific. If an advertising rate is charged for the publication of reading matter or other material, such material shall be deemed to be advertising. Articles, items, and notices in the form of reading matter inserted in accordance with a custom or understanding that textual matter is to be inserted for the advertiser or his products in the publication in which a display advertisement appears, are deemed to be advertising...

Paragraph 463.11:

...Editorial or other reading matter contained in publications entered as second-class mail and for publication of which a valuable consideration has been paid, accepted, or promised must be plainly marked advertisement by the publisher...

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3/4/82