



AOAC Inside Laboratory Management Advertiser Guidelines

AOAC welcomes advertising from companies serving the food and agricultural analytical science communities

1. ACCEPTABLE CATEGORIES

ILM accepts ads and sponsored content relevant to laboratory science and analytical work, including:

- ▶ Instruments and equipment
- ▶ Software, LIMS, and digital tools
- ▶ Sample preparation, consumables, and reagents

2. SPONSORED CONTENT REQUIREMENTS

Sponsored articles must:

- ▶ Be clearly labeled as “Sponsored Content”
- ▶ Present factual, nonmisleading information
- ▶ Undergo AOAC review prior to publication

3. PROHIBITED CONTENT

- ▶ Claims implying AOAC endorsement or approval
- ▶ Use of AOAC logos, program marks, or certification marks without written permission
- ▶ Unsubstantiated scientific or performance claims
- ▶ Misleading references to AOAC *Official Methods*SM, *Performance Tested Methods*SM certifications, or AOAC programs
- ▶ Political, discriminatory, or inappropriate content
- ▶ Content that conflicts with AOAC’s mission or regulatory obligations

4. REQUIRED DISCLAIMERS AND LABELING

The following disclaimer is published in each issue of ILM:

- ▶ “Advertisements and sponsored content appearing in *Inside Laboratory Management* are paid placements and do not constitute an endorsement, recommendation, or approval by AOAC INTERNATIONAL.”

5. REVIEW AND APPROVAL

These guidelines outline the standards, requirements, and expectations for all advertising and sponsored content to ensure clarity, transparency, and alignment with AOAC’s mission and neutrality. All advertising/sponsored content is subject to review by AOAC Publications staff. AOAC reserves the right to decline any advertisement/sponsored content at its discretion.

- ▶ AOAC may request edits for clarity, accuracy, or compliance
- ▶ AOAC may reject ads/sponsored content that do not meet policy standards
- ▶ Advertisers may request adjacency to specific editorial content, however final placement is determined by AOAC

6. DEADLINES AND SUBMISSION

- ▶ Material must be submitted by the deadline listed on the AOAC Publications Rate Card; late submissions may be moved to a future issue
- ▶ Submit materials to AOAC Publications Department at pubs@aoac.org

7. PAYMENT AND CONTRACTS

- ▶ Payment terms: Net 30 days from invoice date
- ▶ Ads will not run without a signed insertion order
- ▶ AOAC Organizational Members and Research Institute Contributing Members receive 10% discount
- ▶ Companies submitting articles on their PTM certification **WITHIN A YEAR OF APPROVAL** receive 10% discount on advertising and PTM articles published free of charge (if one year has passed, discount on advertising does not apply and there is a charge for PTM articles). Ads and PTM articles do not necessarily have to run in the same issue.
- ▶ Discounts cannot be combined
- ▶ Cancellations must be submitted in writing

Contact the AOAC Publications Department at pubs@aoac.org for your advertising needs