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## Advertising Policy

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1. **Separation of Content:** Advertisements are clearly distinguishable from editorial material and placed apart from article pages and peer-reviewed content.
2. **Editorial Independence:** Advertising decisions are made solely by the MedPulse Spectrum commercial team; editors and reviewers have no influence over ad acceptance or placement.
3. **Truthful & Accurate:** All advertisements must be fact-checked and free from misleading or unscientific claims. Ads for products known to be harmful to health are prohibited.
4. **Regulatory Compliance:** Advertisers are responsible for ensuring compliance with all applicable laws and industry regulations in the jurisdictions where ads appear.
5. **Review & Approval:** The MedPulse Spectrum commercial team reviews and approves every advertisement against these standards. Ads may be rejected or withdrawn at any time at the journal's discretion.
6. **No Endorsement:** Placement of an advertisement does not constitute endorsement by MedPulse Spectrum, its editors, or its commercial team.
7. **Transparency to Indexing Agencies:** This policy is publicly disclosed in our "Policies" section to satisfy DOAJ's transparency criteria and ICMJE's requirement for clear separation of advertising from editorial content.
8. **Safeguarding Autonomy:** Our advertising policy aligns with Wiley's model of protecting editorial autonomy while permitting revenue-generating ads under strict guidelines.
9. **Advertiser Liability:** Advertisers indemnify MedPulse Spectrum against any claims arising from their ads (e.g., copyright, defamation, privacy).

MedPulse Spectrum reserves the right to amend this policy. A summary of changes will be posted on the Policies page.

***NOTE: MedPulse Spectrum do not accept any advertisement for the year 2025-26.***