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Massachusetts Veterinary Medical Association

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## **MVMA Advertising Policy**

All advertising is subject to the written and direct approval of the Massachusetts Veterinary Medical Association (MVMA), via communication from the Executive Director.

The MVMA has the right to accept or to reject any advertisement, without justification or explanation, at any given time.

Hence, MVMA maintains the sole discretion to determine the utility of all advertisements.

Advertisements will be subject to the following guidelines:

1. Advertised products, tools, or procedures should not violate FDA, CDC, or other regulatory or scientific guidelines.
2. Extra-label diagnostic or therapeutic claims or protocols should not be promoted.
3. Claims should be supported by high levels of peer-reviewed evidence.