



JMVH Advertising Policy

Purpose of Advertising

The Journal of Military and Veterans' Health (JMVH) accepts advertising to support the production and distribution of the journal, ensuring it remains an open-access resource. The Australasian Military Medicine Association (AMMA), a not-for-profit organization, publishes JMVH with the goal of advancing knowledge in military and veterans' health. Paid advertising contributes up to 15% of the journal's total volume and is carefully managed to align with the journal's values and readership.

General Principles

1. **Relevance:** All advertising must be directly relevant to the interests of the journal's readership, including military health professionals, researchers, and policymakers.
2. **Scientific Integrity:** Advertisements must uphold the scientific and professional standards of JMVH, reflecting the evidence-based nature of the journal.
3. **Non-Endorsement:** Acceptance of advertising does not imply endorsement by JMVH, AMMA, or its editorial team.
4. **Transparency:** Advertising content will be clearly distinguished from editorial content to maintain the integrity and trustworthiness of the journal.

Acceptable Advertising Content

JMVH considers advertisements in the following categories:

- Products, services, and technologies relevant to military and veterans' health.
- Continuing education programs, conferences, and training opportunities in medical and health-related fields.
- Publications, research tools, and resources that advance medical knowledge and practice.

Prohibited Advertising

The journal will not accept advertising that:

- Promotes products or services unrelated to the journal's readership or scope.
- Contains misleading, false, or unsubstantiated claims.
- Conflicts with ethical or professional standards in health care or research.
- Includes offensive, discriminatory, or inappropriate content.

Advertising Placement and Volume

- Advertising will not exceed 15% of the total volume of each issue.
- Ads may be placed within designated sections to minimize disruption to editorial content.
- Placement decisions will prioritise maintaining the reader's focus on the journal's scientific material.



Approval Process

1. Advertisers must submit materials for review by the publicised Materials Date.
2. The editorial team will assess submissions for relevance, compliance with journal standards, and overall suitability.
3. The journal reserves the right to reject or request modifications to any advertisement.

Disclaimer

JMVH reserves the right to amend this policy at any time to better align with the journal's mission and the evolving needs of its readership. Advertisers are encouraged to review the policy periodically.

For inquiries or submissions, please contact:

Email: secretariat@amma.asn.au

Website: <https://jmvh.org/advertisers/>