

ADVERTISING POLICY OF THE JOURNAL *KOLOPROKTOLOGIA*

The journal receives revenue from advertising and reprints, so the journal's advertising policy has been approved, the main principles of which are set out below:

1. Editorial decisions shall not depend on the cost of advertising or printing of the reprint.
2. The functions of the editor and advertising manager in the journal shall be separated.
3. Advertisers and sponsors shall not have control over the editor's decisions, regardless of the terms of advertising or other agreements.
4. Reprints shall be published only in the form in which they were originally published in the journal (including subsequent corrections), so there shall be no additions or changes.
5. The content of special additional issues of the journal shall be regulated only by the decisions of the editor, and the content of such issues shall not be influenced by sponsors or advertisers.
6. Restrictions on the volume of advertising materials in the journal must not be over 30% of the total volume of the journal.
7. The journal has a formal advertising policy, it is available for all members of the editorial and publishing process.
8. All advertisements must clearly identify the advertiser and the product or service offered. Ads for medicinal products must include the full name of each active ingredient.
9. Commercial advertising must not be placed next to any editorial article or article that discusses the advertised product, and it must not contain links to the issue of the journal in which it is published.
10. Advertising content must differ from editorial and other materials so that the difference between them is obvious.
11. Advertising must not deceive or mislead.
Ads must not exaggerate the actual characteristics of the advertised product.
Ads must not contain offensive religious and/or racial considerations.
12. Advertised products must focus on medical practice, medical education, or medical care.
13. The journal shall have the right to refuse to publish any advertising message if the advertising materials do not comply with the journal's policy and the Charter of the organization.

The text is prepared based on the [Recommendations on Publication Ethics Policies for Medical Journals](#) WAME.