

THE ADVERTISING PRINCIPLES *of* AMERICAN BUSINESS*

TRUTH

Advertising shall tell the truth, and shall reveal significant facts, the omission of which would mislead the public.

SUBSTANTIATION

Advertising claims shall be substantiated by evidence in possession of the advertiser and advertising agency, prior to making such claims.

COMPARISONS

Advertising shall refrain from making false, misleading, or unsubstantiated statements or claims about a competitor or his/her products or services.

BAIT ADVERTISING

Advertising shall not offer products or services for sale unless such offer constitutes a bona fide effort to sell the advertising products or services and is not a device to switch consumers to other goods or services, usually higher priced.

GUARANTEES AND WARRANTIES

Advertising of guarantees and warranties shall be explicit, with sufficient information to apprise consumers of their principal terms and limitations or, when space or time restrictions preclude such disclosures, the advertisement should clearly reveal where the full text of the guarantee or warranty can be examined before purchase.

PRICE CLAIMS

Advertising shall avoid price claims which are false or misleading, or saving claims which do not offer provable savings.

TESTIMONIALS

Advertising containing testimonials shall be limited to those of competent witnesses who are reflecting a real and honest opinion or experience.

TASTE AND DECENCY

Advertising shall be free of statements, illustrations or implications which are offensive to good taste or public decency.

Adopted by the American Advertising Federation Board of Directors, March 2, 1984, San Antonio, Texas.

