

MLU Advertising Policy

Purpose: The purpose of this document is to outline the advertising policy of MLU, an open-access scientific journal. The journal recognizes the importance of maintaining editorial independence and integrity while also generating revenue to support its operations.

Decisions on advertising will be made jointly by the publisher and the editorial office.

Acceptance Criteria:

- 1. Relevance:**
Advertisements must be relevant to medico-legal aspects and align with the scope and interests of the journal's readership.
- 2. Ethical Standards:**
Advertisements must comply with ethical standards and legal regulations, including but not limited to those related to accuracy, truthfulness, and non-deception. Advertisements must not make false or misleading claims and must not promote products or services that are harmful or unethical.
- 3. Independence:**
Acceptance of advertisements does not imply endorsement or approval by the journal or its editorial team. The journal reserves the right to reject any advertisement that may compromise its editorial independence or integrity.
- 4. Prohibited Advertisements:**
Advertisements soliciting medico-legal lawyer representation or legal services will not be entertained as law firms cannot advertise their services in India.

Types of Advertisements:

- 1. Display Ads:**
Display advertisements may appear on the journal's website and in print copies, including on article pages, homepages, or other relevant sections. These ads may include banners, sidebars, or other graphical elements. Display ads will not be positioned at random; they will be placed in the periphery of content to avoid impacting the reading experience.
- 2. Sponsored Content:**
Sponsored content may be accepted if clearly identified as such and labeled as "sponsored" or "advertisement." Sponsored content must adhere to the same ethical standards as other advertisements and must not be presented as editorial content.

Ad Placement and Design:**1. Placement:**

Advertisements will be placed in locations that are clearly distinguishable from editorial content and do not interfere with the readability or usability of the journal's website or print copies.

2. Design Guidelines:

Advertisements must meet design specifications provided by the journal, including dimensions, file formats, and resolution. Advertisements must be visually appealing and professionally designed.

Disclosure:**1. Transparency:**

The journal will provide clear disclosure to readers about the presence of advertisements on its website and in print copies. This may include a statement in the website footer or another prominent location indicating that the journal accepts advertising.

2. Conflicts of Interest:

Editors, reviewers, and other individuals involved in the editorial process will not have a financial interest in advertising revenue or any financial relationship with advertisers that could influence editorial decisions.

Policy Review: This Advertising Policy will be periodically reviewed and updated to ensure alignment with evolving standards and best practices in advertising ethics and scholarly publishing.