



NABP e-Advertiser Approval Program

The National Association of Boards of Pharmacy® (NABP®) e-Advertiser Approval^{CM} Program targets Internet advertisers that offer only limited pharmacy services or other prescription drug-related services online. Established in March 2010, the e-Advertiser Approval Program resulted from NABP's efforts to limit the proliferation of rogue Internet drug outlets and to support policy changes implemented by major search engines that require ads placed in the United States by Internet drug outlets to be accredited through the Verified Internet Pharmacy Practice Sites^{CM} (VIPPS®) program.

Because the VIPPS accreditation program is structured to address licensed pharmacies engaged in the practice of pharmacy and a full range of defined business activities online, NABP has developed the NABP e-Advertiser Approval Program to complement the VIPPS program, and to provide for legitimate Internet advertisers that offer only limited pharmacy services or other prescription drug-related services online.

Legitimate Internet advertisers that receive e-Advertiser Approval are eligible to display sponsored links on those search engines through their advertisement programs.

Which Program is Right for You?

- **You may want to apply for NABP e-Advertiser Approval if you are:**
 - A brick and mortar pharmacy that is not engaged in any pharmacy or drug-related practice over the Internet, but that is seeking to advertise pharmacy services or products online
 - A brick and mortar pharmacy accepting only refill orders over the Internet
 - A drug information site
 - A pharmacy information site
 - A physician's office
- **You may want to apply for VIPPS or Vet-VIPPS® if you are:**
 - An independent pharmacy, chain drugstore, mass retailer pharmacy, HMO pharmacy, or PBM pharmacy facilitating orders to purchase prescription drugs over the Internet

- **Among other areas, the NABP e-Advertiser Approval standards examine:**
 - Licensure
 - Legal compliance
 - Steps taken to ensure patient privacy
 - Web site transparency
- **Find NABP e-Advertiser Approved Sites:**
 - Listings of Approved e-Advertisers, VIPPS and Vet-VIPPS accredited sites, and Not Recommended Internet drug outlets are available on www.nabp.net.

More information about buying medicine online and the e-Advertiser Approval Program is available at www.nabp.net.