# Advanced Custom Fields:

**PROS:**

* Allows JavaScript to be added to the WordPress page
* Allows for permissions to be given to a particular type of user (admin, etc.)
* Only applies the code to the specific page
* Can specify what type of content is allowed in the text area (allow HTML or not)

**CONS:**

* header.php and footer.php templates in the theme need to be edited to work with this
* The writer of the page needs to know how to write JavaScript code
* Doesn’t apply the same code to each page, so you need to type the same functions multiple times
* Not the easiest plug-in to set up (although easy to use afterwards)