TribTalk

The Texas Tribune has long been committed to providing the in-depth news and information Texans need to be educated on and engaged in the issues facing the state, from education and health care to transportation, immigration, energy and the environment. Now we’re rolling out another tool to help our readers join the conversation: a user-generated op-ed site.

TribTalk is a new section within texastribune.org that serves as a home for debate, dialogue and community engagement on politics and policy.

**TRIBTALK’S FIRST PHASE WILL INCLUDE:**

- User-generated op-eds, photos, audio and videos by request and submission on key issues facing Texans
- Sponsored content — op-eds, white papers, multimedia — that live within the featured content and are clearly branded and distinguished
- A unique social media presence and cross-promotion on texastribune.org
- Advertisements — large rich-media format that allows visitors to interact with the brand on the page

Sponsored content will mirror the design of the rest of the site’s content and reside in line with it, offering the same functionality as editorial content. It can include rich-media elements: live links, sharing (social), video, slideshows and infographics.

Large format, rich ad units will separate the content and will add logos, fonts and images that send a striking visual or interactive message.

These opportunities — both sponsored content and ad units — will allow for a cleaner and more engaging user interface with enhanced capabilities for advertisers.
SPONSORED CONTENT

TribTalk’s sponsor-generated content program allows you to promote your organization’s brand, issues and ideas in a smart, essential, must-read manner. Sponsored content is created by organizations, companies or individuals who, like advertisers, pay The Texas Tribune for the placement. All sponsored content will include a disclaimer noting that the placement has been paid for. The treatment and design of sponsored content will be clearly differentiated from other submitted and solicited op-eds.

WHAT ARE THE SUBMISSION GUIDELINES FOR SPONSORED CONTENT?

Sponsored content can take the form of written columns, video, audio, slideshows or infographics on the subject of the sponsor’s choice, as long as they relate in some way to Texas public policy.

THEY SHOULD:

• be between 500 and 800 words, if written; 1-7 minutes if audio or video.
• be thoughtful, provocative, well-argued and, most important, entirely original.
• be timely and tightly pegged to the news or issues of the day.
• be fact-based, fact-checked and backed up with hyperlinks.
• include a primary image (a high-resolution photo, infographic, logo or rendering).

The content is produced or curated by our sponsors, lives on TribTalk within texastribune.org, and is promoted alongside regular submitted or solicited content. The Texas Tribune’s editorial department will have no involvement in the creation of sponsor-generated content. Sponsored content will only be accepted if it is deemed informative and compelling, and is intended to educate readers or advocate for policy issues.

TribTalk editors will review all sponsored content ahead of publication. They reserve the right to reject or remove any sponsored content that contains false, deceptive or illegal statements, or that they believe would undermine the integrity or character of TribTalk or The Texas Tribune.
TIMING AND INVESTMENT

Sponsored content will be featured on the primary TribTalk landing page for a set period of three days, and also promoted in rotation on other texastribune.org site pages for a seven-day period utilizing a 300x250 medium rectangle promotional unit - 100,000 impressions. The sponsored content URL will remain indefinitely.

**Sponsored Content Set Net Investment:** $2,500

**BENEFITS**

- Sponsors may use the same platform as other TribTalk contributors.
- They can engage readers by posting interesting content that has full social sharing and commenting capabilities.
- TribTalk will be promoted to the Tribune’s primary site audience and to a new, engaged audience interested in starting a dialogue on hot-button issues.

**SUBMISSION SPECIFICATIONS**

- Headline: 8 to 10 words max; 5 to 8 words best
- Two sentence summary of the content
- Primary image: high-resolution photo, 2:1 ratio, that can be cropped to 1600X814 pixels
- Photo credit and photo caption
- If written: 500 to 800 words
- If audio or video: 1 to 7 minutes
- Logo (.eps)
- Author’s name and company title
- Boilerplate brand statement of 50 words or less
- Company URL
**F.A.Q.**

**WILL COMMENTERS BE ABLE TO ENGAGE WITH SPONSORED CONTENT?**
Yes. Interaction with site users is encouraged via a lively comments section that will be curated by TribTalk staff. Any comments that devolve into profanity, offensive speech, personal attacks or name-calling will be removed at TribTalk’s discretion. The sponsor will not play a role in moderating comments.

**DO YOU HAVE IN-HOUSE ARTISTS TO ILLUSTRATE MY SPONSORED CONTENT?**
No, you must produce your own image and submit it along with the content.

**WHAT ARE YOUR TECHNICAL CAPABILITIES FOR HOSTING VIDEO AND AUDIO?**
We prefer that you use embedded content from online services such as YouTube, Vimeo, SoundCloud, Flickr or other popular media services.

**WILL MY CONTENT RUN ANYWHERE OTHER THAN TRIBTALK, AND HOW DOES COPYRIGHT WORK?**
As with the content on our news site, all content will be available for any news organization to run free of charge after we’ve published it. As long as the content is published first on TribTalk, it can be republished in any other format.
Democrats killed the filibuster. Now they’ll pay.
By Ted Cruz, Nov. 20, 2013
Content tag: Politics

How Texas can get Obamacare to work
By Julián Castro, Nov. 19, 2013
Content tag: Health Care

Mock sting not a laughing matter
By Greg Abbott, Nov. 21, 2013
Content tag: Immigration

Cruz, not Christie, will lead the GOP revival
By Kaitlin Poirier, Nov. 20, 2013
Content tag: Politics

Goodbye, Wright Amendment. Hello, America.
By Southwest Airlines, Nov. 20, 2013

Content tag: Sponsored

How do the Highland Lakes work?
By LCRA, Nov. 19, 2013

Texas children can’t afford to lose algebra II
By Concerned Parent, Nov. 18, 2013

Content tag: Public Education
Maecenas pulvinar leo et iaculis varius.


Caption: Cras vitae libero arcu.

Sponsored by company XYZ

Contributor/Org Name
Vestibulum facilisis, nulla ornare
@handlename

Curabitur imperdiet lacus dolor, at venenatis nulla ornare sed. In mollis neque elit. Etiam tortor nibh, tempor quis imperdiet vitae, placerat vitae nisl. Nunc lobortis

Share

AN EXCLUSIVE PUBLICATION OF
THE TEXAS TRIBUNE

For additional information contact April Hinkle at ahinkle@texastribune.org
ADVERTISEMENTS

Large, rich-media advertisements will be strategically placed within the vertical stream of TribTalk content.

We are utilizing new technologies and trends for TribTalk and want to push our advertising specifications forward as well. These details are approximate and are subject to change upon final designs.

TIMING AND INVESTMENT
Advertisements will run for a 30-day period and will appear between content entries on an every fourth feature transition.

Net Investment: $12,500

SPECIFICATIONS
• Advertisements will be submitted as code and should be compatible with google’s DoubleClick ad serving platform, and content is limited by their specifications.
• Supported formats include plain text, image (.jpg, .png), video (delivered via url) and rich-media content (embedded video, javascript, HTML5/Canvas).
• Dimensions for advertisements are approximately 1000px by 440px.
• Advertisement should be responsive (scaleable for smaller displays, including tablets and smartphones).
• We are not responsible for the performance of embedded code.
• We reserve the right to remove code that could potentially comprise the security of our website and/or its users.
• Static images should be provided as a placeholder backup.
Maecenas pulvinar leo et iaculis varius.


Sponsored by company XYZ