The Daily Princetonian
Advertising Guidelines

I. Introduction

These Advertising Guidelines set forth The Daily Princetonian’s relationship with its advertising partners and the relationship between editorial and advertising content. Our central principles are the promotion of free speech and protection of the ‘Prince’s editorial integrity. Establishing, publicly displaying, and adhering to these Guidelines is important to protect the trust and transparency that should exist between a publication, its readers, and its advertisers.

Because no set of Guidelines can address every situation that may arise, these Guidelines will be reviewed and updated from time to time.

II. General Print and Digital Advertising Guidelines

The principles in this section apply to all advertisements published by the ‘Prince’, whether in print or digitally. (Additional guidelines also apply to specific types of advertising, as set forth in Sections III and IV below.)

• The ‘Prince’ will not allow an advertiser relationship to compromise its editorial integrity.

• All advertising content must be clearly distinguishable from editorial content. The ‘Prince’ will label an advertisement with the word “Advertisement” or “Sponsored” when, in its opinion, this is necessary to make clear the distinction between editorial material and advertising.

• Advertisers are responsible for ensuring that their ads are adequately substantiated and comply with all applicable laws, regulations, and guidelines.

• The content of advertising does not necessarily reflect the views of the ‘Prince’ or its staff. The ‘Prince’s acceptance of any advertising does not constitute, and should not be construed as, an endorsement of the advertiser, its product or services, and/or its message. Accordingly, the ‘Prince’ will operate with the presumption of allowing an advertiser to share its message with readers, consistent with the promotion of free speech, regardless of whether its staff agrees with the advertiser or its message.

• The above-presumption notwithstanding, the ‘Prince’ will exercise its right to refuse (or remove) advertising that it determines, in its sole discretion, to possess any of the following attributes:
  o Advertising that is unlawful.
  o Advertising that is defamatory or infringes upon the intellectual property, publicity, privacy, or other rights of any third party.
  o Advertising that is demonstrably false or deceptive.
  o Advertising that is indecent, vulgar, or profane.
o Advertising that includes hateful, inflammatory, or violent text advocating against any individual, group, or organization.
o Advertising that is merely a personal attack against an individual or organization.
o Advertising for illegal products or services, including drugs or other illegal substances.
o Advertising that will disparage, harm, damage, or otherwise undermine or be inconsistent with the intellectual integrity, authority, and character of its mission or reputation.
o Advertising whose content or style otherwise is deemed inconsistent with the publication’s environment or general standards.

- The ‘Prince’ may remove advertising content at any time if such content is inconsistent with these policies, with or without prior notice to the advertising client and regardless of whether the advertising content has previously been accepted or displayed by the ‘Prince’.

III. **Native Content Guidelines**

“Native Content” shall refer to any paid advertising content, over which the advertiser retains final control, but that takes similar form, qualities, sensibility, and tone as the ‘Prince’s editorial content, whether appearing in print or digitally. Any paid social media post shall also be considered to be Native Content.

(“Native Content” is intended as distinct from both (a) traditional “boxes and banners” advertising, i.e., print or digital advertising clearly distinct in form and placement from editorial content, and (b) underwritten content, i.e., content for which financial support is received from a third party, but over which the ‘Prince’s Editorial staff retains full editorial control and over which the third party does not exert influence.)

In addition to the general guidelines set forth in Section II above, given the unique risks posed by Native Content, the following additional principles shall also apply.

**A. Editorial Independence**

To ensure editorial independence, the ‘Prince’ will establish a wall between its Editorial staff (all staff members whose line of reporting ultimately runs to the Editor-in-Chief, including members of the appointed Editorial Board) and its Native Content endeavors, by implementing the following principles:

(1) A dedicated staff reporting solely to the Business Manager will be responsible for the sale and production of any Native Content (the “Native Content Team”). The Editor-in-Chief will have no involvement with (or authority over) the Native Content Team or its work.

(2) No individual may create content for both the Native Content Team and the Editorial staff during the same undergraduate Managing Board term. (For the avoidance of doubt, provision of ancillary services supporting the creation of content, such as design assistance or copy editing, shall not be subject to this prohibition.)
B. Disclosure Requirements

All Native Content and/or links thereto shall be published with the following disclosures and/or visual indicators in order to avoid misleading readers. (Though it is not subject to Federal Trade Commission jurisdiction as a non-profit, the ‘Prince’ strives to employ the disclosure principles of clarity, proximity, and prominence that the FTC requires of for-profit publishers.)

(1) Native Content published on dailyprincetonian.com:

- **HOMEPAGE:** A separate “Sponsored Content” section (equivalent to the “Sports” or “Photo of the Day” sections) will be established on the homepage; links to Native Content posts may only appear in this section.
  - Assuming it is reasonably feasible technologically, this section shall feature distinctive font color and background shading from the rest of the homepage.
- **TAG:** Each post will include a tag of “SPONSORED CONTENT” above the headline (i.e., the same location in which “News|| USG” or “Sports” tag appears).
- **URL:** If technologically feasible, “sponsored_content” shall appear in each post’s URL.
- **DISCLOSURE:** The following (bolded) disclaimer shall appear at the bottom of the article: “This article was created by 48U Studios, the Daily Princetonian’s brand marketing studio. The Daily Princetonian’s editorial staff was not involved in the production of this article.”

(2) Native Content published in print:

- **TAG:** Each article shall include a tag of “SPONSORED CONTENT” above the headline (i.e., the same location in which “News || USG” or “Sports” tag appears).
- **VISUAL APPEARANCE:** Distinctive formatting will be used for each article, either in the form of shading and/or use of framing borders.
- **DISCLOSURE:** The following (bolded) disclaimer shall appear at the bottom of the article: “This article was created by 48U Studios, the Daily Princetonian’s brand marketing studio. The Daily Princetonian’s editorial staff was not involved in the production of this article.”

(3) Native Content bylines (regardless of medium of publication):

- If authored by a member of the Sponsor Content Team, the byline shall read: “{Author Name}, {Sponsored Content Team Name}.”
- If authored by the client, the byline shall read either “{Sponsored Content Team Name}” or “[CLIENT], a {Sponsored Content Team Name} advertiser.”

(4) Promotion of Native Content via email newsletters:

- Native Content may only be promoted (linked to) within a separate “Sponsored” section (equivalent to the “News” or “Sports” sections).
  - The section shall feature distinctive font color and background shading.
- Native Content (or reference thereto) should never be made in the introductory section of any editorial email (i.e., the “Daily Morning Briefing”).

(5) Paid Social Media posts (including links to Native Content):

- Any paid Facebook, Twitter, or Instagram post shall begin: “#SPONSORED | …”
IV. Political Advertising

Political advertisements also present unique challenges for any publication. Accordingly, in addition to the general guidelines set forth in Section II, the following guidelines shall apply to any advertising proposed by a candidate for political office or a political advocacy group (i.e., a non-501(c)(3) organization that has the primary purpose of advocating on electoral or public policy issues) (a “Political Advertiser”).

- No discount, including volume-based ones, will be offered to any Political Advertiser; rather, Political Advertisers will be charged at the highest applicable “national advertiser” rate set forth in the ‘Prince’s rate card.

- The ‘Prince’ will not undertake creation of Native Content advertising for any Political Advertiser (including without limitation paid social media posts).

- As described above, the ‘Prince’ does not make judgments on an advertiser’s opinions and, accordingly, accepts political advertisements that express divergent points of view. Political advertisements thus will be accepted if there is a basis for the claims and such claims fall within the bounds of reasonable debate.

- The ‘Prince’ will not endeavor to independently fact check political advertisements, but reserves the right to require substantiation of factual claims made by an advertiser. The ‘Prince’ will not publish any political advertisement that includes known factual misrepresentations.

V. Application and Elevating Concerns

All determinations of the application and administration of these Guidelines shall be within the sole discretion of the ‘Prince’s Business staff.

- Should a Business staff member have concerns either (a) that publication of a particular advertisement is or would be inconsistent with these Guidelines or (b) as to the Guidelines generally, he or she should immediately inform the Business Manager. The Business Manager may, but is not required to, consult with the next most senior member of the Business staff to determine how to proceed.

- Particular care should be given to the review of (and any objections to) Native Content, paid social media posts, and political advertising. The Business Manager shall ensure that any such advertisements are reviewed by at least two members of the Business staff (of which he or she may be one) before publication.

- If multiple Business staff members raise the same concern, and the Business Manager continues to disagree with that concern, he or she is required to notify a designated member of the Board of Trustees, who will then work with the Business Manager to determine the appropriate action with respect to the particular advertisement.
The ‘Prince’ s Editorial staff, including the Editor-in-Chief, will \textbf{not} be involved in administering these Guidelines or in deciding whether to accept or reject specific advertisers or advertisements (including without limitation Native Content and paid social media posts). The foregoing notwithstanding:

\begin{itemize}
  \item Should an Editorial staff member have concerns that a particular advertisement is inconsistent with these Guidelines, he or she should notify the Editor-in-Chief and explain the nature of the concerns. The Editor-in-Chief will then determine whether to raise the concerns to the Business Manager. If the Editor-in-Chief elects to raise concerns to the Business Manager, the Business Manager shall, as soon as reasonably practical, undertake a good faith review of the advertisement in question to ensure it complies with these Guidelines. The Business Manager will retain full discretion in applying these Guidelines, and shall \textbf{not} be required to provide an explanation to the Editor-in-Chief or the Editorial staff member as to the basis for his or her conclusion.
  
  \item Should an Editorial staff member have concerns regarding either the outcome of the forgoing review process or the Guidelines generally, he or she should notify the Editor-in-Chief, who will determine whether the concerns should be brought to the a designated member of the Board of Trustees.
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\textbf{VI. Transparency and Training}

These Guidelines will be published on dailyprincetonian.com.

These Guidelines will be shared with all Editorial and Business staff on an annual basis.

Each incoming Editorial and Business Managing Board will receive annual training on these Guidelines from a member of the Board of Trustees. That training will include a review of the escalation measures set forth in Section V hereof.