



ADVERTISING AND SPONSORSHIP GUIDELINES

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INTRODUCTION

Advertising and sponsorship are important to any publisher. If executed well, they provide funding and can enhance the consumer experience by adding to the editorial proposition. However, if executed badly, they pose a reputational risk and endanger future relationships.

These guidelines have been written to protect Quotespeak's reputation and to ensure that our editorial integrity and independence is maintained. They set out the types of advertising and sponsorship relationships that are acceptable. The guidelines should be read in conjunction with any applicable regulatory codes.

The guidelines should be applied in the spirit as well as the letter. This means that common sense should be applied. A strict legal interpretation should not be used to justify accepting an advertiser or sponsor who the guidelines are intended to stop. Similarly, an unreasonable interpretation should not be used to prohibit something which is clearly in line with the intention of the guidelines.

Any proposal to step outside these guidelines must be editorially justified. It must be discussed and agreed in advance with a senior editorial figure.

BANNER ADVERTISING

1. Principles

All advertising on Quotespeak must be legal. It must follow applicable advertising laws and regulations which may differ by territory. In determining what an acceptable standard in a particular territory is, consideration should be given to local market practice; Quotespeak should always seek to position itself at the top end of market best practice. For example, in the UK, websites should follow the Advertising Standards Authority CAP Code; in the US, to the Federal Trade Commission (FTC) Advertising and Marketing Rules on the Internet.

Advertising must not be misleading, harmful or offensive. Generally acceptable standards must be applied to the content of all advertising materials so as to provide adequate protection for members of the public from the inclusion of offensive or harmful material.

Advertising must not jeopardize the good reputation of Quotespeak or our values. It should:

- be suitable for the target audience
- not bring Quotespeak into disrepute
- not give rise to doubts about the editorial integrity and independence or impartiality of Quotespeak

All advertising must be clearly presented as commercial content, distinct from editorial content.

The nature of an advertising relationship must be transparent so that it is clear to the audience that they are seeing a commercial message. Surreptitious or subliminal advertising is not allowed.

Quotespeak retains editorial control and responsibility for all editorial content. Advertisers must not

influence content in such a way as to impair the responsibility and editorial independence of Quotespeak.

Advertising arrangements must not include any endorsement by Quotespeak and should avoid creating the impression of Quotespeak endorsement.

2. Categories of Advertising

We do not limit advertising excessively as Quotespeak readers are mainly adults. However, children may also use our website if they are looking for a quote for a birthday card or some school work.

Therefore, we must ensure that readers of all ages find not only high quality content on our website but also when they follow an advertiser link.

It is all about trust and authority. We wish that our readers trust our recommendations (adverts).

Advertisements in the following categories must obtain special approval from the Senior Management before they can be accepted for publication:

- political advertising
- advertising for faith, religion and equivalent systems of belief
- advertising for adult products and services
- advertising for tobacco products
- pharmaceutical adverts promoting adult-oriented drugs
- advertising for weapons and gun clubs
- advertising by tourism boards and trade or investment boards
- advertising by charities, foundations and non-governmental organizations
- advertising by governments and government agencies (except tourism boards and trade or investment boards)
- advertising by lobby groups
- betting, gaming, gambling, casinos and lotteries

Surrogate advertising

Where a product or service shares a name or trademark with a prohibited product or service, advertising is only acceptable where it does not give the impression of promoting the prohibited product or service and cannot be seen as a backdoor route to advertising the prohibited product or service.

3. Format of Advertising

Advertising should not appear in a similar style to the editorial content to which it is adjacent so that consumers can clearly distinguish between editorial content and advertising. Advertising should not emulate Quotespeak's editorial content.

The current formats available to advertisers can be found on the Quotespeak website: [Advertise with Us](#)

Online advertising must not unduly interrupt the user's experience of the editorial content without the user's permission. Users should normally signal intent before receiving intrusive forms of advertising such as audio or video playback (e.g. click or hover to initiate).

Any proposal to accept a new advertising format must be approved by the Senior Management. The Senior Manager may then provide operational guidance for the execution and ongoing use of such a format as it evolves.

4. Share of Voice and Exclusive Arrangements

An advertiser may seek to buy all available advertising space, giving them 100% share of voice. This is often called a 'takeover', a 'buyout' or a 'solus' advertising arrangement. This is distinct from sponsorship because no form of credit can be given. For example, 'In association with ...'.

Takeover arrangements must be time limited to ensure there is no impression of Quotespeak endorsement or a perception of sponsorship in circumstances where sponsorship is not allowed.

Any proposal for takeover lasting more than 48 hours must be approved by the Senior Management.

In determining whether a takeover is acceptable, the following factors should be considered:

- the duration and/or recurrence of the takeover
- the audience (or level of traffic) attracted to the content being taken over
- whether the takeover involves all inventory, or whether some space will remain unsold or used for 'house ads'
- the proximity between the advertiser and the content. The closer the advertiser is to the subject matter of the editorial content, the harder it would be to justify exclusivity
- the frequency with which online editorial content is updated. For example, sections, which are updated less frequently may be more acceptable for longer term takeovers

An advertiser may seek an exclusivity arrangement, where they are the only advertiser from a particular category of advertiser. Such arrangements must be time limited.

5. Third Party Supplied Advertising

In some cases, Quotespeak may contract a third party to supply advertising. For example, an advertising agent may sell advertising on Quotespeak as part of a wider arrangement with a provider. Similarly, an online Ad Network, Ad Exchange or other automated buying platform might provide advertising.

Where a third party is responsible for the sale, broadcast or publishing of advertising, the contractual arrangements should include a requirement to comply with these guidelines. Any proposed exceptions must be agreed in advance by the Senior Management.

The Marketing Manager must ensure that regular sample reviews of advertising provided by third parties are conducted to ensure that the arrangements comply with these guidelines. The results of such reviews should be presented to the Senior Management.

NATIVE ADVERTISEMENT

Native Advertisement, as the name implies, are advertisements that are presented in an editorial style. They are paid for by the advertiser and under their control. Native Advertisement is sometimes referred to as an advertiser's 'microsite', as an advertorial, or as an advertisement feature.

Native Advertisement must remain distinct from the editorial content, so that the consumer knows it is a Native Advertisement and not editorial. They may be written and designed by editorial staff.

Native Advertisement must:

- be informative and interesting, and add value for the reader
- be of an appropriate quality to be published alongside Quotespeak content
- not influence, or reasonably be perceived to have influenced, the editorial content of the service or publication
- not imply endorsement of any product or service by Quotespeak
- remain distinct from the editorial content of the service or publication, so that consumers know they are reading a Native Advertisement

Native Advertisement must be clearly and prominently labelled as advertising. The label 'Advertorial' should normally be used, unless other wording has been agreed in advance by the Senior Management.

All Native Advertisement deals and content must be approved by the Senior Management.

1. Prohibited and Restricted Categories of Native Advertisement

The following categories of Native Advertisement are prohibited:

- advertising for political causes
- advertising for faith, religion and equivalent systems of belief
- advertising for adult products and services
- advertising for tobacco products
- advertising for weapons and gun clubs

Native Advertisement in the following categories must be approved in advance by a senior editorial figure:

- advertising by governments and government agencies (except tourism boards and trade or investment boards)
- advertising by charities, foundations and non-governmental organisations
- advertising by lobby groups
- betting, gaming, gambling, casinos and lotteries
- advertising for any product or service which shares a name or trademark with a prohibited product or service, sometimes referred to as 'Surrogate advertising'

2. Promotion of Native Advertisement

A Native Advertisement may be promoted elsewhere within the website, provided any such promotion is clearly labelled as advertising. For example, a 'Sponsored link' to a Native Advertisement may be included alongside a featured slider module.

Where a Native Advertisement is hosted on Quotespeak, the Quotespeak URL may not be quoted in any promotion or advertising. Instead a 'vanity' URL should be used which redirects to the Native Advertisement. For example, LifeStory.com could redirect to quotespeak.com/sponsored/story/...

SPONSORSHIP

Sponsorship is where another party (not engaged in the provision or production of content) makes a contribution to the financing of editorial content with a view to promoting their name, trade mark, image, activities or products.

Sponsorship includes Advertiser Funded Content (or 'AFC'). Sponsorship is distinct from advertising because a sponsor is credited for their direct investment, providing them with a closer association with the content.

1. Principles

All sponsorship arrangements must meet the principles for advertising set out in this document.

All sponsorship arrangements must be signaled clearly and transparently through the use of a sponsorship credit.

Sponsorship arrangements must not lead to the creation or distortion of editorial content so that it becomes a vehicle for the purpose of promoting the sponsor. In all cases, Quotespeak should have a full understanding of the relationship between the contributor and the editorial content, as well as a full appreciation of the motivation and reasons a contributor is financing content.

Quotespeak must retain editorial control and responsibility for all editorial content. Sponsorship arrangements must not influence content or scheduling in such a way as to impair the responsibility and editorial independence of Quotespeak.

2. Choice of Sponsor

All sponsors must be approved in advance by the Senior Management.

Organisations may not sponsor content if they are not allowed to advertise in that medium or territory.

Sponsorship by advertisers in the following categories are prohibited from sponsoring any content:

- political causes
- faith, religion and equivalent systems of belief
- adult products and services
- tobacco products
- weapons and gun clubs

3. Sponsorship Credits

The primary purpose of a sponsorship credit is to identify the sponsor and establish the relationship between the sponsor and the sponsored content.

The sponsorship credit should normally use the term 'sponsored by' or 'in association with', unless this is not established practice in the particular market. The use of any other term should be approved by a senior editorial figure.

The sponsor's name or logo should be displayed or clearly identified, provided it does not imply that they have ownership or editorial control of the content.

The sponsorship credit must not suggest that the content has been made by the sponsor.

ADVERTS MUST BE SUITABLE FOR CHILDREN TO SEE

Quotespeak is a trusted provider of content for young adults. This age group may mean that minors and children access the site.

As such, we have a responsibility to ensure that advertising around our content is appropriate for children of all ages and does not encourage to undertake any harmful activities.

Advertising should therefore be suitable for children and young people, and must not contain any material which would not be suitable for an unsupervised child or teenager.

Strictly prohibited are any adverts directed to children 13 years of age or younger.

Advertisements must not:

- contain anything that is likely to result in the physical, mental or moral harm of children
- encourage children to copy any practice that might be unsafe for a child. It should not contain behaviour that is likely to be easily imitable by children in a manner that is dangerous.
- encourage children to enter strange places or talk/communicate with strangers. For example, advertisements should not encourage children to use websites which are not suitably moderated
- contain offensive or profane language
- suggest that a child is inferior or unpopular for not buying a particular product
- seek to exploit children's credulity, loyalty, vulnerability or lack of experience
- actively encourage children to replace main meals with unhealthy snack foods. Due consideration should be given to local custom and market best practice

Advertisements that involve promotions must not:

- encourage excessive purchases in order to participate in the promotion
- exaggerate the value of any prizes on offer, or the chances of winning them.

DEFINITIONS

Adult products and services

This category includes pornography (such as British Board of Film Classification rated R18 films), sex chat lines, sexually explicit publications and websites, sex toys, sexual products and services, and escort agencies. It also includes advertising that promotes casual sex or international match-making services. It does not include dating services of a non-sexual nature.

Advertiser Funded Content

An Advertiser Funded Content (or 'AFC') is sponsored content (e.g. a whole category) with which the sponsor has had involvement in the commissioning and/or creation, usually by directly funding the production. This type of advertising is also known as 'Native Advertisement'.

Note that Quotespeak must retain ultimate editorial control over all content it publishes, including advertiser-funded content.

Faith, religion and equivalent systems of belief

This category includes advertising, about any matter, by or on behalf of bodies that are wholly or mainly concerned with religion, faith or other systems of belief that can reasonably be regarded as equivalent to those that involve recognition of a deity, including belief in the non-existence of deities. It also includes advertising that promotes psychic practices or practices related to the occult.

Political advertising

Political advertising (as defined in section 321 of the Communications Act 2003) is:

- an advertisement which is inserted by, or on behalf of, a body whose objects are wholly or mainly of a political nature
- an advertisement which is directed towards a political end
- an advertisement which has a connection with an industrial dispute Objects of a political nature and political ends include each of the following:
 - influencing the outcome of elections or referendums, whether in the United Kingdom or elsewhere
 - influencing the policies or decisions of local, regional or national governments, whether in the United Kingdom or elsewhere
 - influencing public opinion on a matter which, in the United Kingdom, is a matter of public controversy

Surrogate advertising

This category includes advertising for any product or service which shares a name or trademark with a prohibited product or service. For example, a product which shares its name with a tobacco brand, or a product which shares its name with an alcohol brand in a territory where alcohol cannot be advertised.

Tobacco products

This category includes all tobacco products, including rolling papers and filters and other smoking accessories.

It does not include electronic cigarettes providing the advertising does not contain anything which promotes any design, imagery or logo style that might reasonably be associated in the mind of consumers with a tobacco brand. Advertising for electronic cigarettes must always be socially responsible.

Weapons and gun clubs

This category includes all guns (including replica guns), gun clubs, arms fairs and offensive weapons made or adapted to cause injury. It does not include antique weapons that are clearly presented as collectable items and which are not working models.