

## **THE ATLANTIC**

### **Advertising Guidelines**

These Guidelines set forth standards that govern *The Atlantic's* relationship with its advertising partners and the relationship between editorial and advertising content. The overriding consideration is that *The Atlantic* must maintain its editorial integrity and the trust of its readers. We believe that 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.

We also recognize that no set of Guidelines can address every situation or issue that may arise in the course of doing business, especially given the pace of change within the media industry. Accordingly, we anticipate that these guidelines will be revisited and updated from time to time. In particular, we will remain teachable and open to suggestions, criticism, and correction from our readers and other interested parties.

#### **GENERAL ADVERTISING GUIDELINES**

The Guidelines in the following section apply to all advertisements and sponsor content served by or appearing in the print and digital publications of *The Atlantic* and its affiliates (hereinafter "*The Atlantic*"), including ads purchased under AAAA/IAB Standard Terms and Conditions.

- The Atlantic will not allow any relationship with an advertiser to compromise *The Atlantic's* editorial integrity.
- All advertising content must be clearly distinguishable from editorial content. To that end, *The Atlantic* will label an advertisement with the word "Advertisement" 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. While the content of advertising reflects the views and opinions of the advertiser—and not of *The Atlantic* or its editors—if it comes to the attention of *The Atlantic* that an ad, in our opinion, contains demonstrably false or unlawful content, *The Atlantic* will refuse or remove the ad in whole or in part.
- *The Atlantic* may exercise its discretion to refuse or remove any advertising that is inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to *The Atlantic's* brand.
- Although *The Atlantic* will evaluate whether to work with advertisers on a case-by-case basis, some examples of advertising *The Atlantic* will not accept are the following:
  - Advertising that *The Atlantic* believes, in its opinion, is indecent, vulgar, suggestive, profane, or offensive.

- Advertising for illegal products or services, including drugs, illegal substances, or any related products or services.
- Advertising that *The Atlantic* believes includes hateful or violent text advocating against any individual, group, or organization.
- Advertising that *The Atlantic* determines to be inflammatory.
- Advertising that *The Atlantic* determines represents a personal attack against an individual, country, or organization.
- Advertising that *The Atlantic* believes will undermine the intellectual integrity, authority, and character of its mission and brand.

All determinations of the application of the foregoing standards to particular advertisements or advertisers shall be within the sole discretion of *The Atlantic's* business-side staff. *The Atlantic's* editors will not be involved in deciding whether to accept or reject specific advertisers.

- All advertising agreements or contracts must include the standard terms and conditions from *The Atlantic's* Insertion Order, which will supersede any Agreement between *The Atlantic* and its advertisers, including the AAAA/IAB Standard Terms and Conditions. Moreover, *The Atlantic* may remove advertising content at any time if such content is inconsistent with the policies described herein, with or without prior notice to the advertising client and regardless of whether the advertising content has been accepted or displayed within *The Atlantic* for any period of time.

#### **SPONSOR CONTENT GUIDELINES**

The guidelines in the following section shall apply to all Sponsor Content served by or appearing in the print and digital publications of *The Atlantic*, including ads purchased under AAAA/IAB Standard Terms and Conditions. (These are in addition to the general guidelines for advertising content that appear above, which apply to Sponsor Content as well.)

- Sponsor Content is content created by or expressly on behalf of advertisers in conjunction with *The Atlantic's* marketing team ("Atlantic Marketing"). *The Atlantic* allows Sponsor Content in two forms: (1) Content produced by Atlantic Marketing on behalf of its advertising partners and (2) Content produced by advertisers.
- As with all advertising, Sponsor Content ultimately reflects the views and choices of the advertiser—not of *The Atlantic* or its editors. Accordingly, *The Atlantic* will prominently display the following disclaimer on all Sponsor Content: 'SPONSOR CONTENT.' *The Atlantic* will additionally include the following disclaimer on all Sponsor Content: 'This article is written by or on behalf of our Sponsor and not by *The Atlantic's* editorial staff.' *The Atlantic* may additionally include, in certain areas and platforms, further explanation defining Sponsor Content to *Atlantic* readers. In addition, *The Atlantic* will ensure the treatment and design of Advertising and Sponsor Content is clearly differentiated from its editorial content.

- *The Atlantic* does not require that Sponsor Content steer clear of controversy. Indeed, we expect that Sponsor Content, like our own editorial content, will sometimes address contested issues and will be written with a distinct point of view. That said, even with the caveat that Sponsor Content reflects the views of an advertiser and not of *The Atlantic* or its editors, *The Atlantic* will refuse publication of such content that, in its own judgment, would undermine the intellectual integrity, authority, and character of our enterprise.
- As with all advertising, and consistent with the foregoing General Advertising Guidelines, *The Atlantic* may reject or remove any Sponsor Content at any time that contains false, deceptive, potentially misleading, or illegal content; is inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to *The Atlantic's* brand.
- *The Atlantic* may in its sole discretion enable readers to comment on Sponsor Content on *The Atlantic's* sites. If comment functionality is enabled on Sponsor Content, the sponsor will not have any role in moderating such comments. The only moderation of such comments will be performed by *Atlantic* employees who implement *The Atlantic's* generally applicable Terms and Conditions (<http://www.theatlantic.com/terms-and-conditions/>)—which prohibit spam, obscenity, hate speech, and similar content—elsewhere on the site.