

DTN/PF Digital Advertising/Marketing Policies

The core of DTN/PF advertising principles, regardless of venue or delivery method, are based on the following key objectives:

1. Transparency. The reader/listener should at all times clearly and prominently know when content is provided by editorial hands and when by a marketer/advertiser.
2. Protect editorial integrity. As a business-to-business media outlet, we routinely report on businesses and industries that advertise with DTN/PF. Content creation and supervision policies should be consistent with the DTN/PF code of ethics and with preserving the respectful distance editorial staff should have from the advertisers they cover, and vice versa. Editorial staff should not be directly involved in creation of or the production of marketing/advertising materials.

Editors may need to know about such projects, however, so as not to unknowingly come under suspicion from readers/customers. Sometimes the best way to avoid the appearance of a conflict of interest is to know that the possibility of a conflict is present.

Editors are known as subject matter experts, however, and are often called on to speak at advertiser-sponsored events, serve as hosts or moderators for panels, webinars or other discussions that involves subjects in which someone on the editorial staff is an expert. Such services are allowable, providing there is no expressed or implied support for the advertiser, the product or idea involved, or related ideas. Such activities should be discussed ahead of time with the Editor-In-Chief and others as appropriate.

3. Provide interactive venues for advertisers to present commercial and promotional information to potential customers who are DTN/PF readers. This will increasingly include a mix of written, audio and video content, and will likely move the customer from DTN/PF web and mobile platforms to platforms controlled by the advertiser or other party.

Creation of Content

The key characteristic of how content is created, regardless of digital or print venues, is who/what has control and/or input over the content. The following categories delineate who creates and who has input over various types of content.

Special Interest Editorial Package/Content

Content created by and/or involving DTN/PF editorial staff, including bylined freelancers and vendors, should be completely under the control of editorial. Advertisers/sponsors may approve and offer suggestions for the original concept, but will have no oversight of content once the package idea is approved. Advertisers/sponsors support the editorial content through traditional advertising and display acknowledgements, support can be by a single advertiser/sponsor or multiples.

Traditional Advertorial Package

Content created by or at least partially directed by the advertiser(s). This could include content ideas initiated by DTN/PF, or content ideas that originate from an advertiser or its representative (agency). Advertiser has direct editorial influence and oversight on content. Content will prominently display "Advertorial" or similar labeling. Recent FTC rulings suggest "Sponsored Advertising Content" or more direct "Advertising Content."

In the case of print venues, content will be created in different typestyle, design/layout, shading and format than editorial copy. In digital venues, where significant change in type and format is not possible, content will use clear, prominent labelling and shading/shadowing to call attention to the reader that this is not "standard" editorial content. Content can be created or supplied by advertiser, or created for advertiser by DTN/PF. Content created by DTN/PF will use non-bylined freelancers. DTN/PF editorial staff may be informed of content and may participate in early discussions around subject matter so as to not conflict with planned editorial content, but will not be involved in the actual preparation and creation of the content, writing, photography or editing.

DTN/PF does not require that Sponsored Content steer clear of controversy. Indeed, we expect Sponsored Content, like our own editorial content, may sometimes address contested issues and will be written with a distinct point of view. That said, even with the caveat that Sponsored Content does not necessarily reflect the views of DTN/PF or its editors, DTN/PF retains the right to refuse publication of such content that does not meet DTN/PF standards for decency and appropriateness for DTN/PF readers and subscribers, or that, in DTN/PF's judgment, would undermine the intellectual integrity, authority, credibility and character of the DTN/PF enterprise and brand. This would include content created for new advertising venues such as native digital advertising.

DTN Spotlights

Content for DTN/PF public digital space, specifically the DTN Spotlight space, will be similar in creation and coordination to "Advertorial" content. It will not directly involve writing, photography, audio or video or other art/content created by DTN/PF editorial staff. Specific shading and other distinguishing visuals per design created by Product Management will clearly set this content apart from editorial content. Content should be informative and educational in nature, and not be "display advertisements" simply placed in native ad space. Content should have clear value to our audience and not be explicitly sales or product oriented.

When advertiser native content (Spotlights) takes readers to other areas of the DTN/PF site, each page or location the information appears needs to contain similar labelling/shading consistent with the main location for that content.

Links to video, audio or additional content from native ads should be labeled and designed and designated as advertiser content so the reader knows he/she has moved to another platform/site. This may, according to recent FTC standards, require similar disclaimers on the advertiser's site as on the DTN/PF site, since readers could possibly access the content without passing through the DTN/PF site, and it could be assumed DTN/PF editorial staff created the content for the advertiser's site.

Audio or video using recognizable DTN/PF editorial staff, analysts and other staff (via request from advertiser) will be clearly labelled as advertising or advertorial content at the beginning and end of the content. Typically, we would prefer such "voice over" work NOT be directly linked to or imbedded as part of editorial content using the same editorial member.

Ideas for sponsored content may come from a variety of sources. The advertiser or its agency may have information it wants to share with readers; DTN/PF sales/marketing may have content ideas it would like to share that are of interest to specific advertisers. Likewise, DTN/PF editorial may have ideas for content that could be created by the advertiser or its agents to present as advertiser content. Advertisers/agencies may also approach DTN/PF sales for general content ideas to financially support.

DTN/PF editorial/sales will create a group of content providers (freelance vendors) who can be used when an advertiser requests DTN/PF to produce content on behalf of the advertiser.

The cost of such content to the advertiser will reflect the amount of content that has to be prepared for the advertiser: the more DTN/PF is involved in content creation, the higher the cost. DTN/PF Editors-In-Chief will work with sales/marketing and Product Management to establish costs that adequately cover the product provided. These individuals will be separate from DTN/PF freelance vendors who would normally write about similar subjects, though "editorial" freelancers could do commercial work on subjects they wouldn't normally create for editorial purposes.

DTN/PF Editors-In-Chief and Managing Editors may need to be involved, along with DTN/PF sales/marketing and Product Management, to shepherd the preparation of sponsored content. Additional DTN/PF editorial staff will not be directly involved, but may be asked for input on content, timing, reader needs or similar with the goal of creating useful content that does not inadvertently conflict or seem repetitive with editorial content.

This separation of editorial staff includes work DTN/Schneider Electric creates with partner companies related to development of a shared business strategy.

As in the case of more traditional advertorial content, DTN/PF retains the right to refuse publication of content that does not meet DTN/PF standards for decency and appropriateness for DTN/PF readers and subscribers, or that, in DTN/PF's judgment, would undermine the intellectual integrity, authority, credibility and character of the DTN/PF enterprise and brand.

OTHER EDITORIAL/ADVERTISER POLICIES

Links to non-DTN/PF content within editorial copy, including blogs, should be at the discretion of the editor, and should not be part of the advertiser's marketing program. All reasonable efforts should be made to not confuse such links or mentions with sponsored content about that product or company.

DIGITAL ADVERTISING

DTN/PF editorial staff will not produce content for advertiser websites, blogs or other venues for fees or as part of an advertiser's marketing program, including "ghost writing" such content without identification. If an editorial staff member adds content or posts to an advertiser-sponsored site either in the course of their coverage or as a personal comment, the content will be clearly bylined or otherwise identified and, if necessary, to clarify the reason for its existence, an "editor's note" will be added.

DTN/PF editorial staff will not provide commentary as part of an advertiser's marketing campaign via their individual Twitter, Facebook or other social media tools/platforms, other than to alert readers to the existence of packages or other special editorially-produced content. This follows the previous stated strategy of if content is created, edited and produced by editorial and under the full control of editorial, it can be announced through the editorial's social media. If content is produced etc. under the direction of an advertiser or its representative, DTN/PF editorial staffs' personal social media tools/platforms can't be used to promote that content.

The DTN/PF "branded" social media accounts can carry sponsored advertiser content when clearly marked as such.



www.dtn.com/ag/advertising

