

## ADVOCACY & ADVERTORIAL GUIDELINES

# YOUR STORY. OUR AUDIENCE.

While your advertorial should accurately reflect your own views, it also must maintain the following standards set by FLORIDA TREND for this special advertising format.

### STANDARDS

- ▶ Final typeset copy for every advertorial, along with a layout, must be submitted for the Publisher's review and proofing. The Publisher will discuss any recommended changes with the advertiser or their agency prior to final typesetting to ensure that it meets the advertorial guidelines stated here.
- ▶ No advertorial is acceptable by the Publisher if it is misleading or deceitful, fraudulent or unlawful, suggestive or in bad taste.
- ▶ No advertorial is acceptable if it reflects unfavorably upon any individual, race, religion, occupation or institution, or if it discriminates or promotes discrimination against any person on the basis of race, age, sex, national origin or religion.
- ▶ FLORIDA TREND reserves the right to reject any advertising, notwithstanding the specific standards stated here. In addition, FLORIDA TREND assumes no responsibility for the costs of preparing or printing advertising materials subsequently ruled unacceptable for the publication.

### GUIDELINES AND RECOMMENDATIONS

FLORIDA TREND has established the following guidelines to maintain the consistency, believability, accuracy and good taste of advertorials, special advertising sections and special inserts. They can help ensure the success of your advertorial and assist you in creating an editorial look and feel.

#### Copy

- Write from a third-person perspective.
- Quote outside sources for authoritative copy and to support your viewpoint.
- Identify the writer with a byline or in a similar manner.
- Include a brief biography of the writer, if appropriate.

#### Design

- Headlines must be set in a serif typeface (required).
- The typeface for the text of your advertorial should be easy to read but must be different from the typefaces that are standard in FLORIDA TREND editorial (required).
- Design features similar to FLORIDA TREND are not acceptable.
- Use caps and lower case type.
- Charts and graphs may be used.
- The use of a logo is generally not recommended, although it is not prohibited.

#### General

- Identification of advertorials, or any advertisement that resembles editorial material, must be clearly indicated at the top of each page in a minimum of 9 pt. type with one of the following terms: "Advertisement", "Advertising", "Special Advertising Section" or "Special Advertising Report". As an option, this identification may be reversed out of a black or colored bar at the top of each page.
- The sponsor must be clearly identified (required).



# Florida Trend

The Issues, People and Ideas that Define Florida Business

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