



Your Story. Our Audience.

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

The following guidelines are intended to maintain the consistency, believability, accuracy and good taste of advertorials, sponsored advertising sections and inserts. These guidelines can help ensure the success of your advertorial and assist you in creating an editorial look and feel.



STANDARDS

- Final copy in layout must be submitted for the publisher's review. The publisher/production director will discuss recommended changes with the advertiser or its agency to ensure that these guidelines are met.
- No advertorial is acceptable if it is misleading, deceitful, fraudulent, 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.
- Florida Trend assumes no responsibility for the costs of preparing or printing materials subsequently ruled unacceptable for publication.

COPY RECOMMENDATIONS

- 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) and include a brief bio, if appropriate.

DESIGN GUIDELINES

- Headlines must be set in a serif typeface.
- The typeface for the text should be easy to read but must be different from typefaces that are standard in Florida Trend editorial.
- Design features similar to Florida Trend are not acceptable.
- Use caps and lower case type.

GENERAL REQUIREMENTS

- 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," "Sponsored Report," 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.