

## Spotlight PA Sponsored Content Policy

### Purpose and Overview

Spotlight PA is the largest statewide news organization in Pennsylvania. We offer critical digital content and exposure for businesses and organizations to a highly engaged, curious, motivated, and rapidly growing audience across the Commonwealth.

Consistent with our mission, Spotlight PA connects organizations and businesses with the people they seek to reach through many of the same means we have found effective for connecting our award-winning journalism with a growing statewide audience. We view this work as an opportunity to play a positive role in the state by elevating positive messages of progress, innovation, investment, and how we can help build a stronger Pennsylvania.

### Available Opportunities

Sponsorship opportunities include:

- Sponsored content
- Events
- Newsletters
- Special sections / reporting initiatives
- Website advertising (digital banners)
- Newsletter e-blasts/dedicated sends
- Social media advertising
- Broadcast features and segments
- And more!

### General Sponsorship and Advertising Guidelines

1. Spotlight PA will accept sponsorships/advertising and publish sponsored content (also called Branded Content, Promoted Content, or Advertorial) at its sole discretion as a means of:
  - Generating revenue
  - Informing the community
  - Providing an effective branding and engagement vehicle for businesses and organizations
2. Editorial Independence:
  - Sponsors and advertisers have no control over or involvement in Spotlight PA's editorial process

3. Political Content Restrictions:
  - No political advertising from individuals actively running for office
  - No political party advertising
  - No content advocating for specific political candidates
  - Issue-oriented political advocacy is permitted if it is:
    - Affirmative in nature (not negative or attacking)
    - Factual
    - Provides valuable community information
4. Content Standards:
  - All sponsorships/advertising must be clearly labeled
  - No misleading or deceptive images
  - No AI-generated photographs or realistic images
  - All content must be factual
  - No clickbait
  - No inflammatory content
5. Prohibited Categories:
  - Commercial tobacco products
  - Non-medical cannabis
  - Alcohol
  - Firearms
  - Gambling

## **Sponsored Content Requirements**

1. Content Labeling:
  - Must be clearly labeled and differentiated from editorial content
  - Differentiation may include distinct typeface, colored background, or similar visual markers
  - Sponsor name must be clearly presented with the content
2. Production Guidelines:
  - Content must be produced by the client and/or non-newsroom staff
  - Spotlight PA newsroom staff (reporters and editors) will have no involvement
3. Content Standards:
  - Must provide factual information to the community
  - Must be affirmative in nature
  - No negative or "attack" pieces
  - No misleading or deceptive images
  - No AI-generated photographs or realistic images
  - No misinformation or disinformation
  - No clickbait or inflammatory content

## **Authority and Discretion**

1. Spotlight PA reserves the right to:
  - Refuse any campaign or issue sponsorship/advertisement
  - Request revisions to sponsored content
  - Reject any sponsored content
  - Make these decisions for any reason or no reason at all
2. Final decisions will be made by the CEO of Spotlight PA.

## **Exceptions**

Any exceptions to this policy must be approved in writing by the CEO/President or their designee.

## **Policy Review**

This policy will be reviewed and updated as needed to ensure it continues to serve the best interests of Spotlight PA and its employees.