***MOTHER JONES* ADVERTISING POLICY AND GUIDELINES**
Our award-winning journalism is a touchstone for people who are passionate about politics, the environment, culture, food, health and human rights.

No other news organization is like *Mother Jones*, and no audience is like ours. Craft your custom campaign and reach millions of readers on one or more of our high-performing channels.

***Mother Jones* Advertising Policy**
Advertising helps pay the costs of publishing independent, nonprofit journalism. *Mother Jones* maintains a strict separation between advertising and our newsroom. Editorial independence is foremost.

Advertising does not reflect the views of *Mother Jones* or its staff. However, we reserve the right to reject specific advertisements that, in our judgment, undermine the integrity and character of our brand, fail to meet our production standards, or blur the distinction between client-paid promotion and *Mother Jones'* editorial content. Examples of this include:

- *Any content that contains false, misleading, libelous, exploitative, hateful, or illegal elements.* Headlines or subject lines that mischaracterize the content or the facts, or that conceal the conditions for engagement, such as inviting users to take an action conditioned on a donation or purchase without disclosing that condition.
  - False functionality, such as an element designed to generate a click without leading to the expected or relevant content, such as misleading "close" icons or a landing page that does not match what a user would expect.
  - Text or images that are likely to make a user believe that they are viewing a news report when in fact they are not (for example, text such as Breaking News, Consumer Alerts, or images, names, and logos that mimic media outlets.

These guidelines may be amended at *Mother Jones*' discretion as platforms and formats evolve, to ensure a clear delineation always remains between advertisements and *Mother Jones* editorial content.

These guidelines apply to all **advertising platforms with *Mother Jones*. Current platforms include digital banners** purchased under AAAA/IAB Standard Terms and Conditions**, emails (direct or embedded in newsletters), podcast ads (audio files or text), print ads, and sponsored content.** The guidelines above and below may be amended at Mother Jones' discretion to ensure a clear-cut demarcation always remains between advertising and *Mother Jones* editorial content.

Ad Guidelines

The guidelines below cover *Mother Jones*' current suite of advertising opportunities.

1) Print ads in *Mother Jones*
2) Digital banners on www.motherjones.com purchased under AAAA/IAB Standard Terms and Conditions
3) Dedicated emails or newsletter ads to opt-in audience

4) Podcast verbal/audio ads
5) Event sponsorships
6) Sponsored/branded content (print or digital)

1) Print

- Typeface and design cannot mirror those used in *Mother Jones* magazine. Gray-area creative design will have "Advertisement" printed in the top folio of the page to ensure they're not mistakable for editorial content. Advertorials/native ads are covered by the ASME editorial guidelines.
- *Mother Jones* has an all-digital workflow based on the pdf/x-1a file format. Please follow those specifications when creating your print advertising files for our publication. For assistance, confirmation of deadlines, or specifications, please contact your advertising representative.
- Send ad materials to **creatives@motherjones.com**. If your ad file exceeds 5 mb, use your favorite file-delivery service or contact your *Mother Jones* account representative for our Hightail upload service instructions.

2) Digital banners

Ads on www.motherjones.com must adhere to IAB rules and standards and be submitted as simple image-based creative at least two business days before the start of your campaign. For video campaigns, overlays, and other involved setups, please submit at least five business days in advance of your campaign.

- Animated GIFs can cycle a maximum of four times with a two-second pause between each cycle.
- Animation must not run longer than 15 seconds.
- Advertiser may submit a maximum of three separate creatives.
- All sound must be user-initiated; no sound may play automatically as the ad loads.
- *Mother Jones* tracks impressions via our ad server. If you'd like impressions tracked by a third party, please ensure the creative you've selected is set up with the appropriate third party provided.

3) Sponsored emails

Also known as dedicated emails, they must comply with the governing body of email, the [FTC's CAN-SPAM Act](#).

Sponsored emails are third-party messages that are not endorsed by *Mother Jones* management or staff. The user experience must never be one of confusion or bait and switch. Sponsored email messages must:
• Be clearly labeled as sponsored.
• Be visually differentiated from *Mother Jones*-created emails.
• Be patently clear on what is being promoted or solicited and by whom.
• Avoid dishonesty or confusion about the purpose of the email.

• Not include false or misleading claims.
• Not misrepresent *Mother Jones*' internal procedures.
• Not create confusion about whether the content was produced by *Mother Jones*
• Not allude to negative consequences for the reader for not participating or clicking.
• Not contain malware nor misleading links (e.g., a claim of fact should link to documentation backing the claim up, not to a fundraising page), so the user will know where they're going if they click a link.

Readers should:
- Be able to tell quickly that a sponsored email's content was not created by *Mother Jones.*
- Know where they're going if they click a link.
- Be delivered to a functioning, clearly labeled landing page with no error, security notifications, or misleading UX (e.g., a close button that won't close).

Specifications
Please submit an HTML document that contains all the code for your message.

- Messages should be not much wider than 750 pixels; 600 pixels width is recommended.
- Use simple tables with minimal nesting of cells.
- If you'd like to include a background color, we recommend placing your entire message within an HTML table and then coloring the background of the table.
- *Mother Jones* can add some personalization to your message such as the recipient's name or email address; please clearly mark in your message code where you'd like this personalization to appear.
- Using CSS is not recommended; if you must include, please ensure all CSS is in-line.
- JavaScript and other scripting languages do not function in email messages.
  Do not use <body> tags; many users will view the message in a web-based email client that already has a present <body> tag on the page.

Requirements

- Please include any images that you would like *Mother Jones* to host.
- *Mother Jones* hosts images with our Email Sending Programing, Maropost; the files are directly accessible from any email client or browser.
- If you'd prefer, you can host the images and include them in your message using HTML.
- Please ensure each image is (if possible) around 40K in file weight and that in total the images are not much more than 300K.
- Include a subject line for your message.

4) **Newsletters**

- Advertisements appear embedded in *Mother Jones* editorial content to opt-in subscribers. Each newsletter contains either two 300x250 pixel or two 970x250 pixel advertising banners.
- Advertisements must be submitted with links to landing pages at least two business days prior to publication as JPG, GIF, PNG formats.
- Animated creatives should cycle through three frames max.

5) Podcasts

- Each podcast has three advertising spots: **pre-roll**, **mid-roll**, and **post-roll**
    - **Pre-roll** runs before the main content of the podcast. Should be around 10 seconds or one sentence in length.
    - **Mid-roll** runs in the middle of the content of the podcast. This is a longer segment and should be between 150 and 300 words in length.
    - **Post-roll** runs after the main content of the podcast. Should be around 10 seconds or one sentence in length.
- Guidelines for host-read ads:
    - Advertisers will submit scripts to ML-Ad_Ops@motherjones.com by the morning of the Thursday prior to show week.
    - If a script raises factual or ethical concerns, *Mother Jones* may request that claims be removed and/or that noneditorial voice talent be used.
    - Personal endorsements are subject to host approval.
    - Hosts cannot read political or campaign ads. Noneditorial voice talent will be used in those (rare) occurrences.
    - Hosts are not available to communicate with advertisers. The managing producer will sit in on those pre-show meetings as needed.

6) Live Event Sponsorship

- Sponsor logos (300 dpi, .eps or .ai) are to be sent to the event coordinator 45 days before the event date to be included in event promotional materials.
- The name of sponsor representative (if speaking), or sponsor talking points for the emcee, must be provided one week prior to the event date.
- Podcast scripts must be delivered by the Thursday prior to the podcast show week.
- Remaining deadlines sponsor deliverables (ad creative, etc.) will be specified by the *Mother Jones* advertising team (and/or along with the podcast team, if podcast sponsorship is also in the mix).
- *Mother Jones* may decline or rescind sponsorships in situations where the sponsorship presents an ethical conflict.
- The event program/communications team will promptly share event promotional materials once they are finalized (6-8 weeks prior to the [anticipated] event date) and will share day-of assets (to promote the live stream, etc.) two days prior to the event date.

7) **Sponsored/Branded Content** (also known as Native Advertising or advertorials) must comply with the FTC guidance [Native Advertising: A Guide for Business](#).
- Sponsored Content is created or commissioned by advertisers in collaboration with *Mother Jones*' advertising team in formats that may include articles, videos, podcasts, or emails. Editorial staff is not involved in the creation of Sponsored Content, and sponsors or content will not be allowed to compromise the integrity of the newsroom.
- *Mother Jones* will not accept Sponsored Content that it believes could blur the line between promotional and editorial content, or that may mislead users or suggest that it was created by *Mother Jones*' editorial staff. Sponsored Content must clearly display the name, brand, or product being advertised. It should be of high quality, with solid factual

underpinnings. Advertisers may be asked to provide third-party substantiation to support certain claims.

- *Mother Jones* will prominently label all Sponsored Content as "Sponsored Content" and will include a disclaimer on all Sponsored Content to note that *Mother Jones*' editorial staff is not involved in curating or creating the content and that the content does not reflect the views of the organization or its staff. *Mother Jones* may also include other language defining the nature of the content for readers. Treatment and design of Sponsored Content will be clearly differentiated from editorial content.
- Images or videos must be relevant and appropriate to the advertised product, service, or call to action. There should be a clear and logical link between the supplied image or video and the ad message to users. Sponsored videos must include a logo or the sponsor's name prominently displayed throughout the video, as well as a "Sponsored Content" label. At no point can the video omit this label. Sponsored videos must be shared with *Mother Jones* for approval.