



# THE STANFORD DAILY

## **ADVERTISING ACCEPTABILITY GUIDELINES (APRIL 2018 REVISION)**

All advertisements will be reviewed and approved by The Daily's advertising department upon submission. The Stanford Daily reserves the right to reject part or all of any advertisement at its sole discretion for any reason or for no reason. Any advertisement having the appearance of editorial material may be identified as "Paid Advertising" at The Daily's sole discretion in order to make clear the distinction between The Daily's editorial content and its paid advertising.

With that in mind, The Daily also takes seriously its role as a forum for ideas and discussion from a wide range of viewpoints, and we understand that paid advertising can serve as an important medium for the communication of ideas. In general, we will not decline advertisements unless we feel that there is a compelling reason to do so, and we will strive to communicate those reasons to any affected advertisers.

The producer of an advertisement, along with the respective advertisers, advertising agencies and other contributors, jointly and severally assume responsibility for all content of that advertisement and for any claims made against The Stanford Daily relating to the publication of said advertisement, and agree to indemnify and hold The Stanford Daily harmless from all costs, expenses, liabilities and damages resulting from publication of the advertisement.

### **The Stanford Daily will not publish:**

- Advertisements that mimic The Stanford Daily's style or content (*see pg. 2*)
- Advertisements without the sponsor's name or branding
- Advertisements whose contents may tend to incite violence (*see pg. 3*)
- Advertisements that may be obscene or libelous (*see pg. 3*)
- Advertisements that may cast aspersions on individuals or groups on the basis of race, sex, sexual preference, national origin, age, physical disability or other invidious grounds (*see pg. 3*)
- Advertisements that are gratuitously offensive on religious, racial, ethnic or other grounds relating to personal or group identity (*see pg. 3*)
- Advertisements that contain inappropriate content (graphic violence, language, sexuality, etc.) (*see pg. 2*)
- Advertisements that contain fraudulent, deceptive, misleading or inaccurate (whether intentional or unintentional) claims, statements or illustrations (*see pg. 2*)
- Advertisements that do not comply with, or advertise products or ideas that do not comply with, applicable federal, state and local laws and regulations

The Stanford Daily does not have any institutional policy against advocacy, opinion or political advertising if such submissions adhere to the standards outlined above (*see pg. 3*).



# THE STANFORD DAILY

## **Advertisements that mimic The Stanford Daily's style or content**

The Stanford Daily strives to maintain a clear delineation between its editorial content and its paid advertising. Any advertisement or illustration whose independent affiliation may not be immediately clear to readers — whether intentional or unintentional — will not be accepted.

The use of column widths, typefaces, subheads, photographs, captions or other elements generally associated with The Stanford Daily's print and digital content in a manner that may mislead readers is not permitted.

In borderline cases, The Stanford Daily reserves the right to label any advertisement with the words "PAID ADVERTISEMENT," but if we deem that the advertisement could be misleading even with the incorporation of such a label, it will generally not be accepted.

## **Advertisements that contain inappropriate content**

The Stanford Daily does not accept vulgar language in its advertisements. This includes profanity, indecent or lewd language and slurs associated with an individual or a group on the basis of race, religion, sex, sexual preference, national origin or other personal grounds. On rare occasions, exceptions may be made for quotes or if the use of the language is vital for the context of the advertisement. These will be handled on a case-by-case basis.

Illustrations or descriptions of graphic violence or sexuality are not permitted.

## **Advertisements that contain fraudulent, deceptive, misleading or inaccurate claims**

The confidence of readers in a publication depends upon its credibility and integrity, both in its editorial content and in any paid advertising that may be associated with the publication. As such, The Stanford Daily will make every effort to prohibit commercial messages that are fraudulent, deceptive, misleading or inaccurate.

With that in mind, while we cannot exhaustively vouch for or verify every purported statement of fact in advertisements, we reserve the right to require documentation from advertisers in support of purported factual claims when it is deemed necessary.



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## **Advocacy/Opinion/Political advertising**

In keeping with the spirit of freedom of speech and freedom of the press, The Stanford Daily maintains an obligation to open its advertising space to individuals and organizations representing all points of view. The Stanford Daily thus does not prohibit paid advertising or messaging in which groups or individuals comment on public, controversial or political issues, regardless of our editorial position on any such subject. **Advertising in The Stanford Daily is not screened with relation to, and does not represent the views of, the publication, its editorial staff, its editorial board, its opinions columnists, its op-ed contributors, or of Stanford University.**

We do not, however, accept such advertising that include attacks of a personal nature, comment on private disputes, or are gratuitously offensive on racial, religious or ethnic grounds. Arguments primarily based in verifiably factual claims are acceptable; those that overly editorialize and make unnecessary generalizations, attacks, accusations or comparisons that may be deemed to be in poor taste are not acceptable.

We do not accept advertisements that promote illegal activities or actions, and do not accept advertisements that may be libelous or legally actionable. We do not accept advertising that accuses an entire country, race, religion or ethnic group as being guilty of a crime. We do not accept advertising that trivializes or denies great human tragedies like the Holocaust, the World Trade Center Attacks or the Armenian Genocide.

Advertisements that include names, photographs or other attributions of individuals as signatories that state or imply endorsement of the viewpoints entailed in the advertisement must be accompanied by a signed release wherein the sponsors certify that no individual's attribution has been included in the advertisement without their consent.

Advocacy or opinions advertisements **must** include the sponsor's name, branding (if applicable), and some method for direct content (mailing address, phone number, and/or email address). Political advertisements advocating the election or defeat of candidates for public office must include an attribution to the individual or committee paying for the advertisement, and indicate whether the advertisement has been authorized by the candidate's authorized committee.