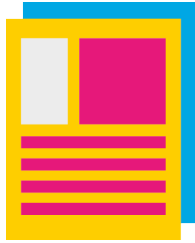


# Product Guidelines

## Sponsored Article



### What will the client do?

- Client will discuss and confirm the editorial content, target audience, and objectives with their Mediaplanet contact.
- Client will submit sponsor's logo: vector file preferred, but a high-resolution JPG (a minimum resolution of 300dpi) is also acceptable.
- Client will provide contact information for relevant sources.
- Client may submit high-resolution, unbranded photography that complements the content. *Optional*

**Submission of materials:** Email logo, contact details, and other relevant materials to your Mediaplanet contact.

### What will Mediaplanet do?

- Mediaplanet will produce the sponsored article using the objectives discussed with the client and any approved source materials.
- Mediaplanet will send the article to client to fact-check and review for accuracy. (**Note:** Editorial standards, style, and tone will remain under the control of Mediaplanet's editorial team.)

#### Specs:

- Half page: maximum of 1 brand mention; horizontal layout in print; sponsor's logo appears at the top of the article in both print and online.
- Full page: maximum of 3 brand mentions; sponsor's logo appears at the top of the page in both print and online.

### Who owns the content?

- Both the client and Mediaplanet will have rights to the sponsored article and will be able to share and distribute the file as each party wishes.
- Client may distribute the article through any channels or platforms.
- If republished outside of its original form, both Mediaplanet and the author must be credited.

### What is the proofing process?

- Client will review the article for accuracy in a Word or text document and can track any requested changes. (**Note:** Client will not receive a proof of the page layout or design files.)
- Client may request one round of changes to the article. All additional changes after this will be charged at an extra cost.