

ADVERTISING GUIDELINES FOR TEXAS FUNERAL DIRECTORS ASSOCIATION (TFDA) PRINTED PUBLICATIONS AND ELECTRONIC MEDIA

The members of Texas Funeral Directors seek to encourage creative use of The Director Magazine by marketers. By protecting editorial integrity, the following guidelines attempt to protect advertising effectiveness. The guidelines are intended to enhance the value of the magazine for both readers and advertisers, both members and non-members of TFDA. Non-compliance of the guidelines compromises the intended editorial integrity and commercial value of the magazine.

The best practices and guidelines printed below contain the foundation of the suggested and followed practices of the American Society of Magazine Editors.

If any marketer should wish to dispute any decisions concerning advertising or editorial content, the concern may be directed for review and final consideration by the Board of the Texas Funeral Directors Association at the next regularly scheduled meeting.

But the guidelines can be summarized as follows:

- The reader should always be able to tell the difference between edit and ads.
- Consideration always be given to appearance and content that would be seen by non-members and those outside the funeral profession. Thus it is important that any and all editorials and/or advertisements within or attached to the magazine not contain any content as to cost or discount of any product of services being mentioned.
- The practices herein described in this document were adopted for use by the Board of Texas Funeral Director Association on January 16, 2013.

BEST PRACTICES FOR PRINTED MAGAZINE (The DIRECTOR)

Advertising and the Cover

- a) The cover is the editor and publisher's brand statement. Advertising on the cover increases the likelihood of editorial-advertising conflicts. The cover and spine will not be used to advertise products other than the magazine itself.
- b) False covers and cover flaps are not accepted to date for use with the magazine.
- c) To prevent the appearance of editorial endorsement, cover stickers should not be used to advertise products.

Magazine and Advertiser Logos

- a) Magazine logos may be used on pages promoting the magazine, its products and its marketing partnerships, including on the cover of a sponsored section, but cannot be used on the page(s) of an advertising section
- b) Magazine logos should not be used on advertising in the magazine to suggest editorial endorsement unless the advertised product or service has received an editorial award.
- c) Advertiser logos should not appear on editorial pages except in an editorial context; that is, editorial coverage of a company and its products and trademarks.

Magazine and Advertiser Graphic Design

- a) Advertisements should not imitate the graphic design of the magazine in which they appear; advertisements should not use type fonts, graphic elements or color treatments that would lead the reader to mistake advertising for editorial.
- b) Advertisements that could be mistaken for editorial content, even if they do not mimic the graphic design of the magazine in which they appear, should be labeled as advertising. See When to Label Advertising, Section 4.

When to Label Advertising

Editors and publishers should be aware that under some circumstances, labeling advertising is required by federal law. USPS Domestic Mail Manual 707.3.6.4 (Marking of Paid Reading Matter) states: "Under 18 USC 1734, if a valuable consideration is paid, accepted, or promised for the publication of any editorial or other reading matter in a Periodicals publication, that matter must be plainly marked 'advertisement.'"

Advertising Adjacencies

- a) Editors and publishers should avoid positioning advertisements near editorial pages that discuss or show the same or similar products sold by the advertiser (a rule of thumb used by many magazines is, the reader must turn the page at least twice between related ad and edit).
- b) Editors and publishers should also avoid the following:
 - i. positioning advertisements for products and services endorsed by or associated with public figures near editorial content concerning those public figures
 - ii. positioning advertisements for motion pictures, television programs, recordings and similar works near editorial content concerning participants in those works
 - iii. allow any indication of pricing, cost or discounting from the advertiser to the potential reader within the magazine, its cover or any special inserts

Sponsorships

- a) Sponsorships of special issues, editorial inserts, onserts and outserts and special sections and contests are acceptable under the guidelines.
- b) Sponsorships of out-of-book events such as award shows, conferences and trade shows are acceptable under the guidelines.
- c) Covers of sponsored sections should be labeled as advertising when they include sponsor logos; advertising content of sponsored sections and related promotions elsewhere in the magazine should be labeled as advertising.

- d) Sponsorships may be acknowledged in editorial content, but products or services associated with sponsors or their business partners should not be promoted or endorsed in editorial content.
- e) Sponsors should not exercise editorial direction; editorial content should not be shown to sponsors in advance of publication.
- f) Sponsors will not indicate, mention or list any reference to cost or discount of any product or service.
- g) To prevent editorial-advertising conflicts, sponsorships of regularly published editorial sections, departments and features should not be accepted.

Single-Advertiser Issues

- a) Single-advertiser issues are acceptable under the guidelines but should be explained to readers in an editor's letter or publisher's note published in the same issue.

Advertising Sections ("Advertorials")

- a) Advertising sections ("advertorials") are not editorial content, and every page of such sections should be labeled.
- b) The logo of the magazine should not appear on the cover or any other page of an advertising section.

Editorial Participation in Advertising

- a) Editorial staff and frequent contributors should not appear in, or participate in the creation or production of, advertising that appears in their own magazine.
- b) Publications engaged in or associated with the manufacturing or marketing of branded products and services should ensure that advertisements or promotions for their own products and services cannot be mistaken for editorial content.

Product Placement and Integration

- a) Publishers should not accept payment from advertisers to place or promote products in editorial content.
- b) Editors should not create content, place content near advertisements, promote products or cover a public figure associated with an advertised product in exchange for advertising.

Advertiser Review

- a) Magazine covers, tables of contents, articles, photographs, page layouts and other editorial matter should not be submitted for advertiser review.
- b) To prevent the appearance of advertiser review, advertisements should not directly refer to editorial content, including specific articles or page numbers.

BEST PRACTICES FOR DIGITAL MEDIA

Suggestions from ASME type guidelines protect the editorial integrity of magazine content published on digital platforms and ensure its value to users and advertisers. Users will not return to a website or use an app they suspect lacks credibility; those who do will be less inclined to buy the products advertised there.

Like the guidelines for print magazines, the best practices for digital media can be summarized in one sentence: Users should always be able to tell whose content they're looking at.

When to Label Advertising

- a) Marketing messages should be visually separated from editorial content—by rules, for example, or background colors—and easily identifiable as advertising.
- b) Advertisements placed above the navigation bar and on the right rail usually do not need to be labeled as advertising. Advertisements placed elsewhere on the page, especially those that interrupt editorial space, should always be labeled as advertising.
- c) Advertiser-provided content should be clearly labeled as advertising, and the source of the content and the affiliation of the authors should be clearly acknowledged. Examples of such content include sponsored links, interactive tools, games and “thought leadership” columns.
- d) “Sponsored By” and “Brought to You By” are standard labels for editorial content supported by a single advertiser and should not be used for advertiser-provided content.
- e) “Powered By” should be used only for providers of editorial content or technological features, as should “Partner” when used in consumer-facing content. These terms should not be used for advertisers or sponsors.
- f) “Advertorial” should not be used as a label for a microsite (a microsite is a content presentation ranging from a small website to a simple landing page that is created by or for a single advertiser or sponsor).

Editorial Participation in Advertising Content

- a) Editorial staff and frequent contributors should not participate in the creation or production of advertising content that may appear on a website that employs them.
- b) Bloggers should not participate in the creation of advertising content that may appear on any site on which their blog appears.

Product Placement and Integration

- a) Websites should not accept payment from advertisers to place or promote products in editorial content.
- b) Websites should not promote products or cover a person associated with an advertised product in exchange for advertising.

Paid Links

- a) Paid or sponsored links may be embedded in editorial content as long as they are identified as such with a distinct label or design.
- b) Collections of paid links should be visually distinct from editorial sidebars. If the unit contains links from multiple sources, the name of the sponsor or the destination URL should be readily apparent for each link.

Sponsored Microsites

- a) Sponsored microsites should be visually distinct from the main website and should not share key site design elements, such as the masthead or navigation bar, with the main site.
- b) Microsite sponsors should be clearly identified.
- c) The relationship with the main website should be acknowledged. “A [Sponsor Name] microsite presented by [Editorial Website Name]” is a standard way to label microsites.
- d) Design and engineering staff may build microsites for advertisers or sponsors, but editorial staff and frequent contributors should not contribute original content. Sponsored microsites may repurpose editorial content from the main website as long as editorial content is clearly distinguished from advertiser-provided content.

Interruptive or Unusual Advertising

- a) The acceptance of advertising that obscures editorial content or disrupts the user experience should be subject to editorial approval.
- b) Interruptive advertisements should have a prominent “Skip” or “Close” button.
- c) It is recommended that interruptive advertisements should last no more than 10 seconds. It is also recommended that video pre-roll should last no more than 15 seconds.
- d) Advertisements in unusual configurations and positions should always be labeled as advertising. The difference between editorial and advertising should always be readily apparent.

E-commerce Relationships

- a) E-commerce relationships must be self-evident or clearly disclosed on any page on which e-commerce options appear adjacent to related editorial content.
- b) E-commerce partners should not receive preferential treatment in search results, shopping recommendations, price comparisons and similar applications that may be perceived as editorial content
- c) Sponsored search results may be displayed adjacent to editorial content as long as they are clearly labeled as advertising.

Blogs and Social Media

“Guides Concerning the Use of Endorsements and Testimonials in Advertising,” published by the Federal Trade Commission, includes regulations affecting blogs and bloggers. Editors and publishers may wish to review these regulations before using content generated by independent bloggers. These guidelines also require or recommend the following for blogs and social media:

- a) The same rules that govern other content on the site apply to content created by bloggers. Marketing messages in blogs should not be integrated with editorial content.
- b) Bloggers should disclose in their blogs any commercial relationship they have with an advertiser or marketer mentioned in any content they create.
- c) Editorial social media are intended for editorial promotion and community activities only. Editorial staff and frequent contributors should not cover subjects or endorse products in social media in exchange for advertising.

Tablet Media

Mobile versions of magazine content designed for tablets (including the iPad and Android tablets) should adhere to the same general guidelines that govern print magazines and magazine websites. The chief goal is transparency: Users should be able to distinguish easily between content produced by editors and content delivered on behalf of advertisers.

Because many apps do not display adjacent pages, it is especially important that advertisements should not use typefaces, design elements and color schemes similar to those used on editorial pages. Users may otherwise mistake advertising for editorial.

- a) Advertisements should not use on-page navigational controls that resemble those used for editorial content. For example, if a magazine uses a uniquely designed interface to control a slide show, an advertisement that includes a slides show should use a different control interface.
- b) Advertisements that take over the user interface should include a prominent “Skip” or “Close” control.
- c) To ensure that interactive advertisements meet the technical standards of the magazine, editorial staff must receive advertising materials in advance to allow for quality assurance review.