

# Reuters Global Advertising and Sponsorship Guidelines

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## 1. General Principles

Reuters is committed to unbiased, independent journalism. Accepting funds for advertising or sponsored content allows Reuters to expand our coverage of global news and events consistent with the Trust Principles. The following guidelines apply to all advertising and explain how Reuters protects our journalistic integrity and the trust of our readers and customers while working with advertisers and sponsors.

- No relationship with an advertiser or advertising deal will compromise Reuters' strict compliance with the Trust Principles, which require independence, integrity and freedom from bias.
- Reuters' editorial staff will not create, edit, influence or otherwise contribute to the production of advertising, nor will a Reuters journalist appear in any advertising.
- Advertisements will be clearly distinguishable from content created by Reuters' editorial staff. If necessary to make the distinction, an advertisement will be prominently marked "Advertisement."
- Advertisers are responsible for the content of their advertisements. Their advertising must comply with all applicable laws, regulations and guidelines and must not be false or misleading.
- Advertisements do not reflect the views of Reuters or its editorial staff. Even so, Reuters reserves the right to reject or remove any advertisement if in Reuters' opinion the advertisement is inaccurate, misleading or could harm Reuters' reputation.

## 2. Display Advertising Guidelines

- The advertiser must agree to Reuters advertising terms and conditions
- Advertisers must confirm in writing they have the right to use any third party's intellectual property, e.g., trademarks, copyright, graphics, etc., and that they have cleared all rights of publicity to use a person's image or likeness.

- Reuters trademarks may not be used in any third-party advertising without Reuters' prior written consent.
- Advertising must match all Reuters technical and creative specifications.
- Reuters does not accept advertising that contains pictures or text advocating prejudice or discrimination based on race, national origin, religion, disability or handicap, gender, age, or sexual orientation

### **3. Sponsored Advertising Guidelines**

Sponsorship means a third party finances in whole or in part Reuters editorial or Reuters Plus content, like an event or content on Reuters.com, with a view to promoting the sponsor.

**The following guidelines apply to content independently created by Reuters' news department, but funded in whole or in part by a paying sponsor:**

- Sponsorship of editorial content and events must be approved by the Editor-in-Chief or their designee who will determine whether sponsorship is permissible based on the guidelines below.
- Accepting funding from sponsors to create editorially-independent content may allow Reuters to enrich our news file, expand our offerings for readers and customers, or explore previously examined news subjects in a new way or with a more in-depth analysis.
- Reuters may accept funding from paying sponsors if we would produce the content even without the funding because it is newsworthy.
- Reuters will agree to accept funding for content if the editorial leadership of Reuters News, including the Editor-in-Chief, agree that the sponsorship deal is consistent with Reuters' editorial standards and the Trust Principles.
- Sponsored content must be editorially independent content that is just as valuable, unbiased and reliable as all other Reuters news content. This means:
  - (a) At the beginning of a sponsorship deal, Reuters and the sponsor may agree on broad subject areas for coverage. The sponsor may suggest more specific topics for Reuters to cover, but Reuters is not obligated to accept the sponsor's ideas and will do so only if, in Reuters' editorial discretion, the topics are newsworthy and of legitimate interest to our customers.
  - (b) Reuters journalists, or journalists acting at the direction of Reuters' editorial staff, will collect facts and information, and produce and edit the content

without input or influence by the sponsor, to the same standards that apply to other Reuters news content. Reuters will not show copy to sponsors prior to publication.

**The following guidelines apply to content created by Reuters Plus under the direction of a sponsor:**

- Content created by Reuters Plus should be white-labeled or attributed to Reuters Plus, which should be described as the content marketing unit of Reuters.
- There should be no implication that the content is associated with, or created by, Reuters News.

#### **4. Privacy: Cookies and Interest-based Advertising**

##### **4.1 Collection & Sharing of data**

Collection of personal information and use of cookies and tracking technologies must comply with Thomson Reuters's [Privacy Statement](#) and Thomson Reuters' [Cookie & IBA Policy](#).

Among the key rules in those policies:

- Reuters and our Advertisers must have a lawful basis for collecting personal information and may collect only the minimum amount of data needed. Cookie IDs, IP addresses, and other identifiers are personal information.
- Collection or use of special categories of data (such as, for example, age, location, biometric data, race, and political beliefs) must be approved by the Thomson Reuters Privacy Office.
- Reuters and our Advertisers must have a process in place to promptly respond to requests by data subjects to access or delete their data, or opt out of the use or sale of their data.

##### **4.2 Cookies and other data collection technology**

Advertisers must have Reuters' prior written consent to 'drop' cookies on users' computers or use pixels, web beacons, or any other data collecting technology, and those third-party mechanisms must be added to the Reuters consent management tool.

In compliance with any local laws and regulations that require individual user consent, such consent must be obtained *in advance*. Neither Reuters nor our Advertisers may use any tools to bypass user controls or the requirement of prior explicit consent.

Cookies and other data collection technology, and any data collected therefrom, may be used only in connection with advertising. Any deviation from this principle with any Advertiser must be reflected in a written agreement with the Advertiser that has been approved, in advance, by the Thomson Reuters Privacy Office.

##### **4.3 Contextual Targeting**

Advertisements may be sold against keywords to appear in specific content on the Reuters site, but Advertisers may not advertise specifically alongside stories about themselves.

#### 4.4 Interest-Based Advertising (IBA)

Interest-based advertising, also referred to as “targeted advertising,” “personalized advertising,” and “behavioural advertising,” means personalized and/or targeted advertising is served based on the browsing history of the user, user profiles, and other information collected about them by Reuters or our Advertisers and their partners.

All Interest-based advertising must comply with Thomson Reuters policies (including the procedures outlined in the Thomson Reuters’ [Privacy Statement](#) and [Cookie & IBA Policy](#)), as well as industry best practices. Reuters must allow individuals to opt-out of interest-based advertising and honor those requests.

## 5. Labeling Guidelines

### Display Advertising

- Advertising must be clearly distinguishable from editorial and transparent to the user.
- Advertisements should not have the same look and feel as a Reuters news story, so as to avoid confusion on the part of the customer.
- Native advertisements must be marked “ADVERTISEMENT” at the top and, if necessary to distinguish it from editorial content, add a border or the advertiser’s logo.
  - Reuters may require a disclaimer to distinguish the advertisement from editorial content.

### Sponsored Editorially-Independent content:

- **Content:** “This [article/content] was sponsored/sponsored in part by [Brand X]. It was independently created by Reuters’ editorial staff.”
- **Event:** “This event was sponsored/sponsored in part by [Brand X]. It was independently produced by Reuters’ editorial staff.”
- **Promotion/use on Reuters social media:** “Sponsored by”

### Reuters Plus-created Content for the Sponsor:

- **On Reuters Microsite:**
  - No reference to Reuters other than Reuters Plus.
  - Display sponsoring brand logo.
  - Clearly identify at top: “This [article/content] is sponsored by Brand [X] and created by Reuters Plus, the content marketing unit of Reuters.”
- **Reuters Plus social media promotion of custom/brand content:**
  - “Paid for and posted by”

- **On Brand Site or Platform:**
  - White-labeled but if any reference to Reuters, must be to Reuters Plus and add *“This content is sponsored by [Brand X] and created by Reuters Plus, the content marketing unit of Reuters.”*
- **Branded Event:**
  - *“Sponsored by [Brand X] and Produced by Reuters Plus, the content marketing unit of Reuters”*
- **Reuters Plus social media promotion/use of custom/brand event:**
  - *“Paid for and posted by”*
- **In the case of political advertising, whether for a candidate for office or for advocacy of a policy, the following applies to all the categories above:**
  - *All advertisements should also carry the name of the organization paying for the advertisement, such as “Paid for by [Organization X]”*
  - *Where the advertisement is for a candidate for office, it should also note if the message was approved by the candidate, such as “The message is approved by [Candidate X]”*

## 6. Restrictions on Content/Advertising

Reuters will not accept the following categories of advertising:

- **GAMBLING**  
Reuters does not accept advertisements for betting, lotteries or gambling unless it is for national or local government-sanctioned lotteries such as state-sponsored lotteries in the United States.
- **TOBACCO**  
Reuters does not accept tobacco, tobacco brand or tobacco product advertisements.
- **FIREARMS AND OTHER WEAPONS**  
Reuters does not accept firearm/weapons advertisements.
- **RELIGIOUS**  
Reuters does not accept advertisements from religious organizations.
- **POLITICAL**  
Reuters accepts public policy, government and government agency advertising as well as advocacy ads, political party or candidate advertising. Advocacy, political party and candidate advertising cannot contain false or misleading information and should not create the impression that Reuters is biased in favor of one candidate or policy over another. They must be clearly labeled as detailed above in the Labeling Guidelines. All advocacy, political party and candidate advertising should be vetted by the Ethics and Standards Editor and the Chief Marketing Officer. Reuters reserves the right to turn

down any political advertising at its discretion.

- **OBSCENE or PORNOGRAPHIC**  
Reuters does not accept advertising that it deems to be vulgar, indecent or in bad taste and/or contains erotic or primarily sexual content or purpose.
- **ALCOHOL**  
Reuters accepts alcoholic beverage advertising. It must follow relevant regional laws/guidelines.

**The following guidelines apply to advertising of prescription drugs, diet drugs, diet regimens and other health products:**

- Reuters does not accept advertisements offering unsubstantiated claims.
- Pharmaceutical advertising to consumers must be in compliance with regional laws/guidelines such as FDA guidelines for Direct to Consumer (DTC) advertising in the U.S.

**The public version of these guidelines are published on the Reuters website**

**<https://www.reuters.com/advertising-guidelines>**