



# Sponsored Content Guidelines and Policies

**Sponsored Content** is paid content resembling more closely the native content on its publication site relative to traditional advertising. This offers our partners a unique way to reach out to **The Harvard Crimson's** audience, but as **a news organization with a responsibility to maintain its journalistic integrity**:

**The Harvard Crimson** has defined the following policies to dictate the publication of all sponsored content. *All sponsored content must be consistent with these guidelines as well as **The Crimson's** policies for advertising at large.*

## Policies on Article Content

- (1) Articles will be explicitly product-focused and will not involve subtle promotion techniques or reporting,
- (2) will not profile or interview *Harvard affiliates*,
- (3) will not cover Harvard events from a *non-promotional* perspective
- (4) will not defame, violate rights of privacy or publicity, or infringe on any intellectual property rights of any third party.
- (5) All statements in the article are true, the article is not deceptive or misleading, and the article complies with all applicable laws and regulations.
- (6) Any sponsor will hold harmless and defend The Harvard Crimson and its officers, trustees, owners, employees, and agents from and against all damages and liabilities (including attorneys' fees) relating to any claim or demand arising out of Sponsor's breach of this agreement or the Harvard Crimson's publication of the article.

## Policies on Article Style

- (1) Articles will name the sponsor or product in the **headline and beginning**,
- (2) will not replicate a reported piece by The Crimson,
- (3) will name The Crimson Brand Studio as a collaborator, a default website function

## Policies on Article Design

- (1) Articles will denote "Paid Post by" in the built-in website header,
- (2) will be visually differentiated from native Crimson web content

## Table of Contents

### General Policies

- Article Content
- Article Style
- Article Design

### Pre-written Articles

- Additional Policies
- Process
- Pre-flight Checklist

### Custom Articles

- Additional Policies
- Process
- Pre-flight Checklist

## Contact The Crimson

Our Brand Studio Team  
[marketing@thecrimson.com](mailto:marketing@thecrimson.com)

Our Accounts Team  
[advertising@thecrimson.com](mailto:advertising@thecrimson.com)



## Guidelines on Client-Produced Articles

These are essentially guest articles posted on The Crimson by sponsoring partners in collaboration with The Crimson Brand Studio. **All written content and images are provided by the partner, and are subject to approval by The Crimson's editors.**

### Policies on client-produced articles

#### Article Content

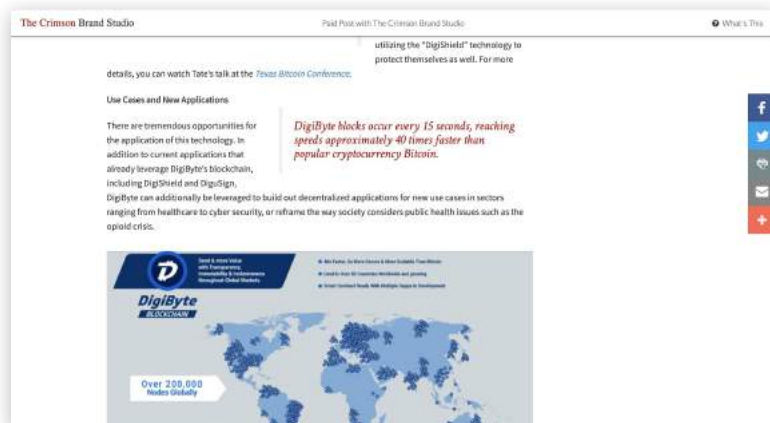
- (1) Your drafted article should *hyperlink facts* to substantiating sources.
- (2) *Refrain* from irregular use of bolded or italicized text, ellipses, and words in all-caps.
- (3) You should either own the rights to any images, or they should be available for *commercial use*.

#### Article Design

In addition to design policies applicable to all sponsored content, the layout for client-produced articles is pre-fixed. It includes:

- White background with grey accents
- Black sans serif font
- Pull-quotes from your article throughout in crimson-colored font
- Optionality to left, middle, or right align images and pull-quotes
- Optionality to size images small, medium, large

*Note the pre-written article example below*



## PREFLIGHT CHECKLIST

✓ **Written article with**  
(1) **click-through URLs** and  
(2) **desired pull-quotes.**  
*Pull-quotes are emphasized in Crimson-color text and aligned right or left (see image for example)*

✓ **High resolution images with usage rights.** (providing evidence of ownership)

✓ **Optional: Desired URL Link.**

All URLs will begin with [www.thecrimson.com/sponsored/](http://www.thecrimson.com/sponsored/)\_\_\_\_\_

1

### Materials

Provide all relevant written content and images as specified in the *Pre-flight Checklist*.

2

### Review

Our editors will review all content and communicate any necessary edits within 48 hours.

3

### Preview

After you and your team review these edits, The Crimson Brand Studio will provide you with a preview of the article before publication.

4

### Publication

Once you have reviewed and are satisfied with the preview, we will publish and send you the link to the article.



## Guidelines on *Premium Studio* Articles

These are dedicated articles **created from scratch** by our Crimson Brand Studio team specifically to **complement your brand narrative**, with included custom design, layouts, and article content. You will work closely with our team to ensure that your message is communicated most effectively to the best audience.

### Policies on *Premium Studio* articles

In addition to policies listed on page (1), *Sponsored Content Guidelines and Policies*, the following are also applicable to Premium Studio articles:

#### Article Rights

- (1) The Crimson owns all rights and intellectual property in work produced by The Crimson Brand Studio.
- (2) You will request permission from and cite The Crimson Brand Studio when reusing material from the Premium Studio article.

#### Article Content

- (1) You should either own the rights to any images, or they should be available for *commercial use*.

#### Article Design

- (1) Articles will not imitate The Crimson's native design,
- (2) will only include quotes provided in the form of customer testimonial, not requiring interviews from Brand Studio staff,

## PREFLIGHT CHECKLIST

- ✓ **High resolution images, logos, graphics with usage rights.**
- ✓ **Facebook Post Newsfeed Description.** Note: all posts will be prefaced with "From Our Advertiser:"
- ✓ **Optional: Desired URL Link.**  
All URLs will begin with [www.thecrimson.com/sponsored/](http://www.thecrimson.com/sponsored/)\_\_\_\_\_

1

### Pre-Production

Discuss your message and target audience with our Brand Studio team and decide on an article topic to pursue and a publication date.

2

### Materials

Provide all relevant written content and images as specified in the *Pre-flight Checklist*.

3

### Production

According to a preset timeline, our team will create written and design drafts for you and your team to review.

4

### Preview

After you and your team review these edits, The Crimson Brand Studio will provide you with a preview of the article before publication.

5

### Publication

Once you have reviewed and are satisfied with the preview, we will publish on *both our website and on Facebook*.

