

Political and Advocacy Advertising

General.

The Minnesota Star Tribune will only accept Advocacy Ads and Political Ads that meet its standards and that comply with applicable law.

Definitions.

- An **“Advocacy Ad”** is any advertisement (excluding a Political Ad) that expresses an opinion or urges change on almost any matter of public interest.
- A **“Political Ad”** is any advertisement that: (i) advocates the election or defeat of one or more candidates for public office, or (ii) advocates the passage or defeat of a specific question or proposition that is on the ballot in a public election.
- An **“Independent Expenditure Ad”** is any Political Ad that advocates the election or defeat of one or more candidates for public office, but is made without the express or implied consent, authorization, or cooperation of, and not in concert with or at the request or suggestion of, any candidate or any candidate’s principal campaign committee or agent.
- NOTE: An ad that comments on or expresses a point of view about public or controversial issues but does not advocate the election or defeat of any candidate for public office or the passage or defeat of any ballot question is an Advocacy Ad.
- **“Responsible Entity”** means, with respect to any Advocacy Ad or Political Ad, each person, committee, or other entity participating in the preparation or dissemination of the ad.

Procedural Requirements: All Advocacy Ads and Political Ads (print and digital) must meet the following procedural requirements prior to publication:

1. The Responsible Entity must complete and submit an “Advocacy or Political Advertising Application” agreement form; and
2. The ad must be reviewed and approved for publication by the Minnesota Star Tribune Policy Team (which may require further review up to and including review by the Publisher).

Content Requirements: All Advocacy Ads and Political Ads (print and digital) must also meet the following content requirements:

1. All Ads must meet the Minnesota Star Tribune standards of good taste.
2. Each Ad must include the words “PAID ADVERTISEMENT” at the top in legible text size and font.
3. Each Political Ad must also include a disclaimer (in the applicable form set forth below), in legible text size and font, identifying each Responsible Entity’s name and address.
4. Legible text size for disclaimers is 8 points for black type on white background, or 12 points for reverse. Additionally, color screening of serif/fine script fonts should be larger than 12 points. Legibility of type/font size is subject to Policy Team review.
5. If an Ad uses the name or likeness of a person to endorse or oppose a candidate or

ballot issue, the advertiser must have written permission from each such person for the use of their name or likeness for that purpose. If an ad states or implies that a candidate or ballot issue has the support of a political party or unit of a party or other organization, the advertiser must have proof that each such organization has given consent for its name to appear in the Ad in the context in which it appears. The Minnesota Star Tribune reserves the right, in its sole discretion, to require a separate written release from persons named (or whose image/likeness appears) in an Ad, or a written confirmation from any organization whose name appears in an Ad.

6. Political advertisements that solicit funds must disclose (where applicable) that contributions are not deductible for income tax purposes.
7. Advocacy Ads that solicit funds must disclose whether contributions are deductible for income tax purposes.

Required Disclaimers: For all Advocacy Ads and Political Ads (print and digital), the disclaimer must prominently identify the name and address of each Responsible Entity. The address must be either the Responsible Entity's mailing address or (if the Responsible Entity's website includes its mailing address) the website of the Responsible Entity.

1. For Political Ads that are not Independent Expenditure Ads, the disclaimer must be substantially in the following form:
"Prepared and paid for by [name of each Responsible Entity], [address of each Responsible Entity]."
2. For Political Ads that are Independent Expenditure Ads, the disclaimer must be substantially in the following form:
"This is an independent expenditure prepared and paid for by [name of each Responsible Entity], [address of each Responsible Entity]. It is not coordinated with or approved by any candidate nor is any candidate responsible for it."
3. For Advocacy Ads, the disclaimer must be substantially in the following form:
"Prepared and paid for by [name of each Responsible Entity], [address of each Responsible Entity]."
4. LIMITED EXCEPTION: An online banner ad or similar electronic communication does not need to include one of the above disclaimers so long as it links directly to an online page that includes the appropriate disclaimer.

Rate Application.

- As required by law, rates charged for advertising to support or oppose a candidate or ballot question will be the same as the charges made for any other political candidate and may be no greater than charges made for any other comparable purpose or use.
- Rates charged for any Advocacy advertising will be consistent across all opinions expressed and will be no greater than charges made for any other comparable purpose or use.
- Advocacy Ad and Political Ad print rates are typically set annually when advertising rates are established (and, subject to applicable laws, may be changed at any time at the publisher's discretion).