

Star Tribune Sponsored Content Policy

(Updated May 2025)

This policy applies to all Sponsored Content and Native Advertising published in Star Tribune print and digital products.

Definitions:

- **“Sponsored Content”** is paid content created by or on behalf of a party, presented in the style of news or editorial content, and published on Star Tribune platforms, including print, digital, video, and audio.
- **“Native Advertising”** means paid placements designed to visually match the format of the platform (e.g., homepage modules), created using approved templates in Google Ad Manager.

General:

The Minnesota Star Tribune requires a clear separation between our journalism and any paid advertising. Internally, that means that our news, editorial, and advertising departments maintain independence in their decision making. Externally, that means that paid advertising that resembles or could be confused with Star Tribune content (in print, digital, audio, and video) must be clearly differentiated to ensure that our audience will not confuse it with Star Tribune news or editorial content.

Content Requirements: All Sponsored Content and Native Advertising must also meet the following content requirements:

- All Ads must meet the Minnesota Star Tribune standards of good taste.
- Print, digital, and video Sponsored Content/Native Advertising must include a legible disclaimer indicating that it is a paid advertisement.
- If an Ad uses the name or likeness of a person (including a distinctive voice of a well-known personality), the advertiser must have written permission from each such person for the use of their name, likeness, or voice for that purpose. The Minnesota Star Tribune reserves the right, in its sole discretion, to require a separate written release from persons named (or whose image/likeness/voice appears) in an Ad, or a written confirmation from any organization whose name appears in an Ad.
- Ads that fall into specifically regulated categories (e.g., health-related claims, alcohol, CBD/THC, firearms) may be subject to additional legal requirements.

General Standards:

- Sponsored Content/Native Advertising must be clearly labeled and visually distinct to ensure that a reasonable reader can consistently differentiate it from editorial content.
 - It is the advertiser's responsibility to ensure that all Sponsored Content/Native advertising complies with all relevant legal requirements, is properly substantiated, and is not libelous, defamatory, or in violation of any person's intellectual property rights.
 - Procedural Requirements: All Sponsored Content and Native Advertising will be reviewed for publication by the Minnesota Star Tribune Policy Team (which may require further review up to and including review by the Publisher).
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Print Guidelines

- The words **"SPONSORED CONTENT BY [BRAND]"** or **"PAID ADVERTISING BY [BRAND]"** or similar must appear at the top of the page:
 - **Typeface: Sans serif, bold, all uppercase, with no letter spacing (no kerning).**
 - **Size: 8 pt (black on white); 12 pt (for reverse or color screening).**
 - All text must be legible and is subject to review by Star Tribune.
 - A standard disclaimer must be included:

"Sponsored content is paid for and provided by advertisers and published in collaboration with Star Tribune Advertising. Star Tribune's News and Opinion departments are not involved."
 - Sponsored content that appears on a page shared with editorial content must be separated by a 3-point vertical rule line.
 - Star Tribune reserves the right to require additional labels or design adjustments to ensure clarity.
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Digital Guidelines

- All sponsored content must use approved templates:
 - Native ads are built using Star Tribune's custom Google Ad Manager templates that provide distinct visual separation from editorial content.
 - Articles will automatically be given a byline or tagline that clearly identifies the sponsor (e.g., "Provided by [Brand]").

Audio Guidelines

- All Sponsored Content in audio format must include an audible introduction similar to the following: "The following is a paid advertisement from [Brand]. *Star Tribune's News and Opinion departments were not involved in the production of this content.*"

Video Guidelines

- All Sponsored Content in video format must include (i) an audible introduction similar to the following: "The following is a paid advertisement from [Brand]" and a (ii) a visible and legible standard disclaimer in the following form:

"Sponsored content is paid for and provided by advertisers and published in collaboration with Star Tribune Advertising. Star Tribune's News and Opinion departments are not involved."