

STANDARDS OF ADVERTISING ACCEPTABILITY

expect the world®

The New York Times
nytimes.com

**THE SUCCESS
OF ADVERTISING
DEPENDS UPON ITS
CREDIBILITY.**

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**NO MATTER HOW
TECHNICALLY BRILLIANT
OR COMPELLING AN
ADVERTISEMENT MAY BE,
UNLESS READERS BELIEVE IT,
IT FAILS IN ITS PURPOSE.**

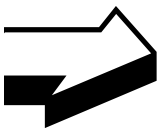
Moreover, the confidence of readers in a newspaper, its news, editorial and advertising columns, depends upon the integrity of those columns.

For these reasons The New York Times makes every effort to protect its readers and advertisers by barring commercial messages that are misleading, inaccurate or fraudulent; that make unfair competitive claims; or that fail to comply with its standards of decency and dignity.

The Times maintains a Department of Advertising Acceptability whose function is to examine advertisements before they are published. All advertising submitted to The Times is carefully read to determine if it meets the standards of acceptability The Times has developed throughout the years.

If an advertisement contains statements or illustrations that are not acceptable, and that The Times thinks should be changed or eliminated, the advertiser is notified. If an





advertiser refuses to negotiate changes, the advertisement is declined.

Frequently, the Advertising Acceptability Department will conduct an investigation to obtain information about statements in an advertisement and thus establish their accuracy.

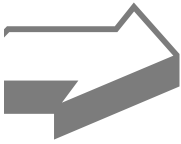
Recognized agencies of investigation, such as the Better Business Bureaus, may be consulted.

The Advertising Acceptability Department investigates all complaints from readers about advertising in The Times. If investigation proves the complaints to be valid and shows that the business practices of an advertiser are unfair, The Times will decline further advertising from that advertiser.

Advertising must sometimes be changed or declined because of the applicability of laws dealing with such matters as libel, copyright and trademark, the right of privacy, the sale of securities, the sale of real estate and political advertising.



**THE FOLLOWING
DESCRIBES SOME
OF THE KINDS
OF ADVERTISING
WHICH THE TIMES
WILL NOT ACCEPT:**



1. GENERALLY

- Advertisements that contain fraudulent, deceptive or misleading statements or illustrations.
- Attacks of a personal nature.
- Advertisements that are overly competitive or that refer abusively to the goods or services of others.

2. INVESTMENTS

- Advertisements that do not comply with applicable federal, state and local laws and regulations.

3. OCCULT PURSUITS

- Advertisements for fortune telling, dream interpretations and individual horoscopes except when ordered for entertainment sections or guides and when the emphasis is on amusement rather than serious interpretation.

4. FOREIGN LANGUAGES

- Advertisements in a foreign language (unless an English translation is included) except in special circumstances and when a summary of the advertisement in English is included.



5. TOBACCO

- Advertisements for cigarettes and other tobacco products.

6. ENDANGERED SPECIES

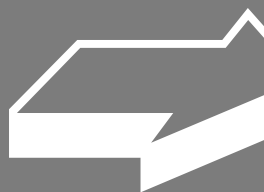
- Advertisements offering furs or products made from the furs or hides of animals included on government endangered species lists.

7. DISCRIMINATION

- Advertisements that fail to comply with the express requirements of federal and state laws against discrimination, including Title VII and the Fair Housing Act, or that otherwise discriminate on grounds of race, religion, national origin, sex, age, marital status or disability.

8. OFFENSIVE TO GOOD TASTE

- Indecent, vulgar, suggestive or other advertising that, in the opinion of The Times, may be offensive to good taste. This list is not intended to include all the types of advertisements unacceptable to The Times. Generally speaking, any other advertising that may cause financial loss to the reader, injury to the readers health, or loss of the readers confidence in reputable advertising and ethical business practices is unacceptable.



TYPES OF ADVERTISING





REAL ESTATE ADVERTISING

All real estate advertising of four column inches or larger must contain the Equal Housing Opportunity logo published at 24 C.F.R. 109.30(a), which includes the words “Equal Housing Opportunity,” or the following statement:

We are pledged to the letter and spirit of U.S. policy for the achievement of equal housing opportunity throughout the Nation. We encourage and support an affirmative advertising and marketing program in which there are no barriers to obtaining housing because of race, color, religion, sex, handicap, familial status or national origin.

The logo in such advertisements must meet the following minimum size requirements:

- 2"x2" in half page or larger;
- 1"x1" in one-eighth page to half page;
- 1/2"x1/2" in four column inches to one-eighth page

All real estate display advertising of less than four column inches must contain the slogan “Equal Housing Opportunity.” All logos, statements or slogans must be clearly visible and must be printed in display face roughly equivalent to other print found in the advertisement.



Advertisements that fail to meet these requirements will be rejected or amended to reflect the requirements, at The Times's option and without notice to the advertiser.

If depictions of human models are used in display advertising for housing, the models should be clearly identifiable as reasonably representing majority and minority groups in the New York-Northern New Jersey-Long Island, NY-NJ-CT Consolidated Metropolitan Statistical Area ("CMSA"), *including without limitation that area's black population, so that the models employed convey a message of general inclusiveness of all persons regardless of race or color. Black and other minority models must be depicted in a manner, size and setting generally comparable to the depiction of white models in any particular advertisement or group of advertisements published.

*According to the 2000 Census, the population of the CMSA is approximately 70% white, 20% black and 10% other.

RETAIL ADVERTISING

Statements or representations that disparage the goods, price, service, business methods or advertising of any competitor are not acceptable. Statements that make or imply unsupported claims that an advertiser will undersell competitors are not acceptable.



MAIL ORDER ADVERTISING

Mail order advertising is accepted subject to the following conditions:

- Only merchandise of which delivery within 30 days is assured may be advertised.
- If delivery is not made within 30 days, customers must be offered an opportunity to cancel their orders with full refund.
- Full and prompt refunds must be issued to customers who mail back unused merchandise within 10 days from the date of receipt. Personalized merchandise is not covered by this rule.
- Substitution of items without the customer's prior consent is not allowed.
- Firearms or other weapons may not be offered for sale in mail order advertisements.

MEDICAL ADVERTISING

All medical advertising is carefully scrutinized. Before accepting the advertising of any preparation, medication or treatment, The Times may seek the opinion of medical authorities. These include recognized local and national medical information bureaus. The Times does not accept the advertising



of any preparations that might lead to self-diagnosis or self-medication of any serious condition or illness. The Times does not accept medical advertising that contains offers of exaggerated remedial, relief or curative claims.




OPINION ADVERTISING

In support of free expression in the realm of ideas, The Times keeps its columns open to those who wish to express divergent points of view. Under this policy, The Times often accepts opinion advertisements with which others vigorously disagree.

It requires that opinion advertisers stay within the bounds of decency and good taste.

It expects opinion advertisers to avoid inaccurate or misleading statements of purported facts. However, the volume of advertising is such that The Times cannot check all statements that are purportedly factual. The Times does not vouch for the accuracy of such statements.

The sponsor of an opinion advertisement must be clearly identified. Where the sponsor is not a known organization as in the case of an individual or an "ad hoc" committee, the sponsor's mailing address




or telephone number must also appear in the advertisement.

All legal requirements must be met by political advertisers.


If names or photographs of people are to appear in an advertisement, the advertiser must certify that all such persons have granted permission for the use of their names or photographs.

If affiliations are noted for people who are named or pictured in an opinion advertisement, then a line of copy reading “affiliations listed for identification purposes only” must also appear in the advertisement.



**TYPOGRAPHY,
FORMAT AND USE
OF NEW YORK TIMES
MATERIAL**





The New York Times maintains a clear separation between news and editorial matter and advertisements.

Accordingly, advertisements that include elements usually associated with New York Times news or editorial matter (*Times-style headlines, sub-headlines, bylines, datelines, captions beneath photographs, brief biographies of authors, news-style column arrangements, layouts or typography, etc.*) will not be accepted.

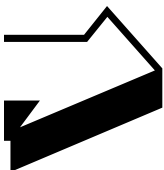
The Times reserves the right to designate any advertisement as such with an “ADVERTISEMENT” slug when, in its opinion, this is necessary to make clear the separation between news and editorial material and advertising.

Therefore, advertising that bears a resemblance to news or editorial matter but that does not imitate New York Times style shall be labeled (*slugged*) with the word “ADVERTISEMENT” as a condition of acceptance.

Slugs shall be set horizontally (no vertical slugs will be permitted) in Helvetica type or equivalent, all capitals. No italic or script typefaces will be used or permitted. In all cases where an advertisement occupies the full depth of a page and requires slugging, the slug or slugs will be placed at the top and within the body of the advertisement.

**SIZE AND
NUMBER OF**
SLUGS





RUN-OF-PAPER:

from 1 to 5 column width

**... 1 slug, 8 point, centered
full page**

... 2 slugs, 8 point, 1 in each corner

MAGAZINE OR TABLOID

all column widths

... 1 slug, 8 point centered

**8 1/2" X 11" OR SMALLER
(SPECIAL SECTIONS)**

all column widths

... 1 slug, 8 point centered

THE

USE

OF NEW YORK TIMES

EDITORIALS,

NEWS REPORTS,

PHOTOGRAPHS,

FEATURE ARTICLES,

REVIEWS OR

OP-ED PAGE

COLUMNS IN

ADVERTISING

TO BE PUBLISHED IN

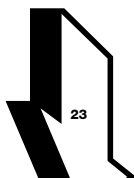
THE NEW YORK TIMES

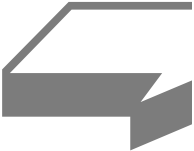
IS PERMITTED SUBJECT

THE FOLLOWING

CONDITIONS:

1. The use, in whole or part, of New York Times editorials, news reports feature articles, reviews or Op-Ed page columns written by members of The New York Times staff is permitted provided the material is quoted accurately and has not been taken out of context. If reproduced in full, such material must contain a copyright credit line (copyright The New York Times 200____) and clearly disclose the identity of the advertiser. The advertisement will be designated as such and a distinctive border will be placed around it. Any statement or implication that The New York Times endorses a product or service or that The New York Times approves or vouches for statements, assertions or conclusions in a political or opinion advertisement is prohibited.
2. The use, in whole or in part, of news reports, feature articles, reviews or Op-Ed page columns written by other than members of The New York Times staff is permitted, as above, provided the use has been approved by The Times Agency



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3. The use of New York Times photographs is permitted, as above, provided the use has been approved by The Times Agency
 4. Restaurant reviews may be used, as above, but must include the date on which the review appeared. If a restaurant has been reviewed more than once, only the latest review may be cited in an advertisement.
 5. The use of texts of speeches or documents as published in The Times is permitted if such texts are not copyrighted.



THE

USE

**OF NEW YORK TIMES EDITORIALS,
NEWS REPORTS, PHOTOGRAPHS,
FEATURE ARTICLES, REVIEWS
OR OP-ED PAGE COLUMNS IN
ADVERTISING TO BE SUBMITTED
TO PUBLICATIONS OTHER THAN
THE NEW YORK TIMES MUST
BE APPROVED IN ADVANCE BY
THE TIMES AGENCY**



CONTACT INFORMATION

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The New York Times
nytimes.com