

Advertising Policy - All Classifications



- 1** Belo Media Group, an assumed name of *The Dallas Morning News*, reserves the right to edit or reject any advertising for any reason in *The Dallas Morning News*, dallasnews.com or any of its affiliate products and their websites (e.g., Al Día).
- 2** Payment by advertisers receiving a month-end statement is due on or before the 20th of each month.
- 3** Credit card payments of up to \$20,000 are accepted on outstanding monthly balances.
- 4** Ad copy relating or referring to other media, online services, internet addresses, amusement or entertainment categories, etc., may be charged at established rates for those categories.
- 5** Belo Media Group will attempt to accommodate position and/or color requests, but neither position nor color can be guaranteed. Section and position premiums are charged in some cases. Please contact your Belo Media Group representative for details.
- 6** Belo Media Group does not assume any responsibility for an ad beyond the cost of the ad itself. We are responsible only for the first incorrect insertion of an ad. Advertisers are advised to check their ad immediately after it appears in the paper and to report any error found that same day. Errors in Saturday or Sunday ads should be reported Monday morning for correction. Claims for adjustment must be made within 30 days of error occurrence.
- 7** Belo Media Group does allow advertisements promoting CBD-only by-products of cannabis that don't contain THC. Ads must utilize a "THC Free" graphic. Advertisements and claims must follow FDA guidelines. Ad imagery and logo must not contain photos or graphics that contain cannabis-themed imagery, such as a marijuana leaf, as determined by Belo Media Group in its sole discretion.
- 8** It is the policy of Belo Media Group not to accept advertisements for gun shows or for any type of assault, semi-assault or fully automatic weapon, silencer or any type of explosive material in *The Dallas Morning News*, dallasnews.com or any of its affiliate products. Those wishing to sell handguns must have a federal license, be legally registered as an arms dealer with the Federal Bureau of Alcohol, Tobacco and Firearms and provide their license number to Belo Media Group before the ad is published. Advertisements for rifles, shotguns and related accessories are accepted. As with all submitted advertising, these ads will be subject to photo and copy control standards. The same related policies apply to dallasnews.com, *briefing* and *al día* or any of its affiliate products.
- 9** *The Dallas Morning News* will accept alcohol advertisements, subject to photo and copy control standards. The same alcohol policies apply to dallasnews.com, Al Día, Briefing or any of its affiliate products.
- 10** It is the policy of *The Dallas Morning News*, *al día*, *briefing*, dallasnews.com and any affiliate products not to accept advertisements for gentlemen's clubs, adult entertainment or retail establishments that provide adult products and/or services.
- 11** *The Dallas Morning News* will not accept ads for adult services (e.g., adult massage, phone and escort services) and adult employment ads will not be accepted. Chat line ads will also not be accepted. The policies apply to dallasnews.com, Briefing and any of its affiliate products.
- 12** Belo Media Group will accept sexual enhancement advertisements in *al día*, dallasnews.com and *The Dallas Morning News*' Sports section. All ads will be subject to photo, copy and content adjacency control standards, which include but not limited to these non-accepted items: nudity, implied nudity, implied sexual situation, use of the word "erection" in bold or headline.

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- 13** Ads must not contain “before-and-after” images or images that contain unexpected or unlikely results. Ad content must not imply or attempt to generate negative self-perception in order to promote diet, weight loss, or other health related products. Ads for health, fitness or weight loss products must be targeted to people 18 years or older.
- 14** Any advertisement (or advertorial) created to have a similar look or style as editorial content, or ear ads, must contain the word “ADVERTISEMENT” in all caps, 9 point Helvetica, 100% black text centered at the top of ad, within the border. If background is a color, “advertisement” may be reversed out white. Fonts from the Miller family can never be used. In *Al Día*, “PUBLICIDAD.” Ear ads: position of “ADVERTISEMENT” should be above, inside top border or on the side of the ad. Integrated ads: Placement of “ADVERTISEMENT” disclaimer is case by case.
- 15** Any political print or digital ad must be clearly marked as advertising so that the reader does not confuse the ad with editorial content. The ad design must contain its own disclaimer “Paid for by” information. All disclaimers must be “clear and conspicuous.” Type may be reversed out white, black or color type and in any legible font group except for the Miller family. If the ad does not contain the “paid for by” information, the word “ADVERTISING” must be added. All political ads must follow guidelines provided by the Texas Ethics Commission.
- 16** Ads must not constitute, facilitate, or promote illegal products, services or activities. Ads targeted to minors must not promote products, services, or content that is inappropriate, illegal, or unsafe, or that exploit, mislead, or exert undue pressure on the age groups targeted. Ads must not promote the sale or use of illegal, prescription, or recreational drugs. Ads must not promote the sale or use of unsafe supplements, as determined.
- 17** Ads must not discriminate or encourage discrimination against people based on personal attributes such as race, ethnicity, color, national origin, religion, age, sex, sexual orientation, gender identity, family status, disability, medical or genetic condition.
- 18** Ads must not contain content that infringes upon or violates the rights of any third party, including copyright, trademark, privacy, publicity, or other personal or proprietary rights.
- 19** Ads, landing pages, and business practices must not contain deceptive, false, or misleading content, including deceptive claims, offers, or methods. Ads must not contain content leading to external landing pages that provide an unexpected or disruptive experience.
- 20** Ads must not contain false claims, profanity or lewd visuals, as determined by Belo Media Group in its sole discretion.