



American Planning Association

Creating Great Communities for All

Planning Sponsored Content Policy-Print

Sponsored content (sometimes known as “advertising features” or “advertorials”) must be clearly and easily identified as such, carrying the label “sponsored content” in the publication’s specified formats (below).

Print

The sponsored content is not included in the print publication’s table of contents or promoted as editorial content. Sponsored content must be a minimum of one page. Sponsored content must carry the following label, across the top of at least one page of each spread of the sponsored content: **SPONSORED CONTENT**. The label must be:

- In Myriad Pro, Helvetica, or a similar sans serif
- In all caps
- In 10-point type
- Centered on the page
- .375” distance from the top of the page (trim)

Tone/voice of content

Sponsored content must be written from a third-person perspective and must include sources outside the advertising organization to support the advertiser’s viewpoint. Ideas and/or thoughts and solutions within the sponsored content must be presented clearly without using advertising language. Sponsored content must not imply that *Planning* magazine or the American Planning Association endorses the advertiser’s organization or the content presented.

Review by APA

APA’s Editor in Chief will review all advertorial concepts before submission of final materials to ensure alignment with our mission and the magazine issue or website in which the sponsored content is to appear. The Editor will also review the final ad.

Planning reserves the right to reject sponsored content that is poorly written, inappropriate, conflicts with APA’s mission as an association, or otherwise does not meet *Planning* magazine’s sponsored content and editorial guidelines. Sponsored content that is misleading, deceitful, discriminatory, fraudulent, or slanders another company or person will be rejected.