ADVERTISING POLICIES AND GUIDELINES

Pacific Community Media (PCM) is a subsidiary of Pacific6 Enterprises. The principles of Pacific6 guide business development, sustainability and the strategic vision for PCM, but do not direct editorial decisions or news coverage. Advertising profits are reinvested back into the publications and community.

Integrity and maintaining the public’s trust in our work is paramount to all we do at PCM. The following ethical framework outlines our current policies and guidelines:

PCM derives income from companies that advertise with us, sponsor or underwrite events and special sections, and subscriber memberships.

PCM does not take payments of any kind in return for coverage.

PCM will not adjust their editorial coverage to advertisers wishes.

Employees of PCM are governed by a conflict-of-interest policy on personal financial gains to include gifts, trades for personal benefit and will not allow any relationship with an advertiser to compromise PCM’s editorial integrity.

Advertisements and sponsored content on PCM’s sites are both targeted from an outside vendor or local advertisers that are working with the PCM directly.

PCM reserves the right to refuse or remove any advertising that is inconsistent with or may tend to bring disparagement, harm to reputation, or other damage to PCM’s brand.

Some examples of advertising PCM will not accept are the following:

- Advertising that PCM believes is indecent, vulgar, suggestive, profane, or offensive.
- Advertising for illegal products or services.
- Advertising that PCM believes includes hateful or violent text advocating against any individual, group, or organization.
- Advertising that PCM determines to be inflammatory.
- Advertising that PCM determines represents a personal attack against an individual, country, or organization.
- Advertising that PCM believes will undermine the intellectual integrity, authority, and character of its mission and brand.

Sponsored Content

PCM offers “sponsored content” which is a paid ad that matches the visual look and feel of the editorial content of our print publication and websites. These native ads are clearly marked as sponsored and include but are not limited to formatting changes, alternative typefaces, and colored backgrounds and/or borders, the name of the sponsoring advertiser, and the logo of the sponsoring advertiser. Generally, sponsored content does not include a byline.
Sponsored articles meant for print may not be submitted “camera ready”; they must be submitted as clean copy, with photos or other assets attached, and our production team will lay the article out and provide the client with a digital proof prior to publication.

PCM allows sponsor content in two forms: (1) Content produced by PCM freelance writers on behalf of its advertising partners and (2) Content produced by advertisers.

All sponsored content goes through editorial review to ensure it is factually correct and meets PCM’s standards for ethical journalism. These advertisements are not to be written or produced by anyone in the news department, in order to keep separation between news and the business interests of the organization.

Regardless of subject matter, sponsored content should be appropriate for a general audience, well produced, informative and of interest to the publication’s readers.

**Sponsored Social Media Posts**

PCM offers sponsored social media posts which are paid ads on Pacific Community Media social media accounts - the Facebook, Instagram, Twitter and Linkedin accounts of the Long Beach Post, Hi-lo and Long Beach Business Journal accounts. These posts are clearly marked as sponsored or paid content with the word (SPONSORED) at the beginning of the post copy.

**Political Advertisements**

The Long Beach Post accepts, at its discretion, advertising from political candidates and measures. All political advertisements must comply with the requirements of the California DISCLOSE Act, including (but not limited to) the disclosure of the person or entity who funded the advertisement.

We do not offer discounts on political advertisements.

All determinations of the application of the foregoing standards to particular advertisements or advertisers shall be within the sole discretion of PCM’s business-side staff. PCM’s editors will not be involved in deciding whether to accept or reject specific advertisers.

No set of guidelines can address every situation or issue that may arise in the course of doing business, especially given the pace of change within the media industry. Accordingly, we anticipate that these guidelines will be revisited and updated from time to time. In particular, we will remain teachable and open to suggestions, criticism, and correction from our readers and other interested parties.

These guidelines set forth standards that govern PCM’s relationship with its advertising partners and the relationship between editorial and advertising content. The overriding consideration is that PCM must maintain its editorial integrity and the trust of its readers. We believe that establishing, publicly displaying, and adhering to these guidelines is important to protect the trust and transparency that should exist between a publication, its readers, and its advertisers.