



Sponsored Content: What's Included

Print:

1. The advertiser submits all copy and photos they would like included.
2. The advertiser can select a one- or two-page layout for their content. (Additional pages can be accommodated on a case-by-case basis.)
 - a. One page = about 500 words
 - b. Two page = about 1,000 words
3. The advertiser selects one of three templated layout options produced by AQUA.
4. AQUA controls where in the magazine the sponsored content appears.

Digital:

1. Content is posted on aquamagazine.com and appears alongside regular editorial content.
2. The content is categorized into one of the site's standard site categories.
3. If the sponsored content also appeared in print, it is published online in the same timeframe as other articles from the issue in which it appeared.
4. Content is clearly labeled as "sponsored" in the headline.
5. In addition to the headline, content is clearly labeled as "sponsored" in the body of the article in italics *before* the article begins.
6. The advertiser may provide a website link and/or phone number to be included at the conclusion of the sponsored piece with one additional sentence enticing readers to click.
 - a. *Learn more about Company X's solutions by visiting their website at CompanyX.com.*

7. The advertiser may provide additional photos, videos, social media posts and links to be embedded in their piece of sponsored content. This content may not include links to competing media brands' websites or embedded media produced for or by a competing media brand.
8. Sponsored content, whether an article or video, will be included one time in e-news in a prominent position at the discretion of the editorial team.
9. Sponsored content will be shared one time on the AQUA Twitter and Facebook accounts.
10. In accordance with FTC regulations, sponsored social media posts will be clearly labeled by including #sponsored, #advertisement or #ad in the post.
 - a. Our team will make all attempts to tag the advertiser's social media accounts in the post.
 - b. If the advertiser wants to guarantee that the proper social media account is tagged, they should provide links to their social media accounts upon submission of the content.
11. Comments on the article/video itself, whether on our website or social media, will be monitored in the same fashion as regular editorial content per our [terms of use](#).
Comments will not be deleted simply because they provide negative feedback.
12. The article/video/social media posts remains online in perpetuity, as with all regular editorial content.
13. At the advertiser's request, we will remove a piece of sponsored content from our website.
14. Statistics on the performance of sponsored content will be delivered to the advertiser as requested.