

ADVERTORIAL GUIDELINES

Successful Farming® magazine is a member of American Business Media – The Association of Business Media Companies – and abides by the ABM Editorial Code of Ethics. The following criteria apply to advertorial units.

1. Editors must make a clear distinction between editorial and advertising. Editors have an obligation to readers to make clear which content has been paid for, which is sponsored and which is independent editorial material. All paid content that may be confused with independent editorial material must be labeled as advertiser-sponsored.
2. With respect to special advertising supplements or advertorials: The words advertising, advertisement, special advertising supplement or similar labeling must appear horizontally at or near the center of the top of every page of such sections containing text, in type at least equal in size and weight to the publication's standard body typeface. (*Successful Farming* uses 10.5 pt. Minion Regular.)
3. The layout, design, typeface and style of special advertising sections or custom publishing products must be distinctly different from those of the publication. (*Successful Farming* uses Aaux Pro, Arrow, Minion fonts in a three-column, ragged right layout.)
4. Special advertising sections must not be slugged in the publication's cover (including stickers) nor included in the table of contents. In general, the publication's name or logo may not appear as any part of the headlines or text of such sections, except in connection with the magazine's own products or services.
5. Editorial staff members and freelancers used by editorial should not participate in the preparation of custom publishing or advertising sections, except that the chief editor may review contents of such sections before they appear.