

The Seattle Times

Guidelines for Native Advertising on NWshowcase

NWshowcase on seattletimes.com connects businesses and readers with useful, relevant advertiser-provided content in article format.

Native advertising provides the following benefits to your business:

- Brand engagement
- Positioning of your brand as a topic expert
- Improved SEO ranking for your website

Native advertising is not a traditional advertisement and is not a direct response marketing vehicle. Instead, native advertising presents your company as an expert/consultant and provides the reader with useful information that enriches his or her life. Native advertising connects with today's sophisticated consumer in the way they want.

Native advertising is used to:

- Provide helpful tips to consumers
- Offer entertaining or educational content to consumers
- Communicate industry information, expertise or insight

Native advertising is positive in tone and avoids being too technical or full of industry buzz words/jargon. It is written to be read by a wide audience.

It is not used to:

- Announce a grand opening
- Promote a sale, an open house or another time-constrained event
- Clearly promote a single product or store
- Promote personal opinions or viewpoints
- Rebut or respond to Seattle Times news coverage.

It does not include:

- A clear call to action
- Claims of superiority of a product, place or person
- Negative content about a product, place or person
- Singular product reviews
- False, deceptive, potentially misleading or illegal content

Rights to use copy, images and/or video are the sole responsibility of the advertiser. The Seattle Times makes no claim to own the content. Content is clearly labeled, "Provided by (advertiser name)."

We try to limit the changes we make to advertiser-supplied copy, but some edits are usually needed. The Seattle Times retains final editing and layout authority. Once your NWshowcase page is prepared, we will send you a PDF for review before it is posted.

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The Seattle Times may reject or remove native advertising at any time that contains false, deceptive, potentially misleading or illegal content; or content that is inconsistent with or may bring harm or other damage to The Seattle Times brand.

Guidelines:

- Articles should be a maximum of 700 words and a minimum of 200 words. The ideal length is 500 to 600 words.
- Articles should include no more than five links. Links must be applicable to the article. Links will open as a new window/tab.
- At the top of the article, “Provided by (advertiser name)” will be hyperlinked to the advertiser’s page in NWshowcase. This link does not count as one of the article’s five allowed links.
- 40-45 characters for headline is recommended. 60 character maximum.
- The advertiser statement at the bottom of the page must be no more than 40 words and cannot list an offer, mention competitors or make false statements. The advertiser’s name will hyperlink to the advertiser’s Web page (this does not count as one of the five hyperlinks).
- The following information needs to be included in the Advertiser Info area:
 - Advertiser name
 - Phone number
 - Address
 - Website
 - Logos will not be included.
- Each article includes one image.
 - The image must be a minimum files size of 1 MB, 72 dpi or higher.
 - Horizontal images have a maximum width of 1200 pixels. Vertical images will be sized to 600 pixels wide.
 - Images must support the article.
 - Images should not be advertiser product-centric and should not include the advertiser’s logo.
- If having video as part of your native advertising:
 - Video must pertain to the article.
 - Video must follow the same best practices that the article is subject to.
 - Advertiser must host the video on YouTube. Please send link to video along with other assets.
 - Video will be included in the stream of the article (not at the top).
 - An image must still be supplied.

Submissions

Send all assets (copy, images and/or video) to nmsc@seattletimes.com and include the following:

- Contact information, including advertiser name, company URL, address and phone number
- Photo or video link (advertiser is responsible for the rights to use the photo or video)

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Timing

- Upon receipt of all assets, please allow up to three business days for processing and delivery of a first draft for review.
- After first review, requested changes will be considered; if changes are made, a final review will be delivered. Please allow up to two business days for posting.
- If a freelancer is requested for completion of your content, please allow a minimum of three weeks of additional time.