SPONSORED CONTENT Guidelines

“Advertorial” ad material: print

Required components

#1: “Advertisement” at top of each page, same size as title’s body copy, minimum

#2: Headline font demonstrably different from MMW title’s. Judgment call by MMW

#3: Body copy different than MMW title’s – preferably sans serif

#4: Cannot directly replicate tabheads, footnotes and other design devices

#5: Can recognize – in text, not logo – that piece was custom-produced by MMW
“Sponsor Content” in topical enewsletters

NOTE: This same approach may be used on MMW-title web pages for display/preview of advertiser-controlled content. Example:
SPONSORED CONTENT Guidelines

Advertiser-controlled web page

Headline for an Advertiser-Controlled Web Page


'SPONSOR CONTENT' AND 'Presented by [Advertiser],' centered at the top of the web page.

Headline font can be the same as editorial content (e.g., Arial bold).

Body copy can be the same as editorial content (e.g., Arial).
Advertiser-controlled webinar – minimal MMW brand presence

Headline for an Advertiser-Controlled Webinar

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed convallis scelerisque massa, eu varius turpis hendrerit sollicitudin. Cras sodales arcu sapien, eget suscipit ipsum interdum in. Pellentesque non ullamcorper elit, in laoreet lectus. Nam ac lacus eget est laoreet

Sent to you by [MMW or MMW Brand]

MMW or MMW Brand referenced in footer in type size no larger than body copy
Advertiser-controlled webinar – minimal MMW brand presence

Coir Chunk Media - A Good Choice For Long-Term Crops
Tuesday, June 11 at 2 p.m. Eastern, 11 a.m. Pacific

One problem with peat-based growing medium in hanging baskets and long term planters is that they are hard to rewet with water after they have dried out.

Join Horticulture Specialist Troy Bueche for this informative webinar to learn how Premier Tech Horticulture is addressing this issue with a new growing medium called PRO-MIX HP-CC. This product contains a unique coir chunk that does not require a wetting agent to wet and helps to hold water while maintaining good air porosity. Find out how this unique product and ingredients can help reduce long-term wetting challenges for you and your customers.

PRO-MIX HP-CC can also be an economical replacement for a bark growing medium. Now might be a good time to find bark-based growing media alternatives in case supply becomes limited.

Click Here to Register!

Appropriate for advertiser-controlled content but NOT “sponsored” content
“Sponsor Content” for advertiser-controlled video

[SPONSOR CONTENT] Tim Phelps Discusses PhytoGen Brand PHY 375 WRF

Time Phelps of Gaston, N.C. discusses how PhytoGen brand PHY 375 WRF has helped grow his cotton farming operation.