



Political Advertising Policy

318 Latino is an independent media and advertising platform. Acceptance of political advertising does not constitute an endorsement of any candidate, campaign, political party, organization, or political position.

To maintain fairness, transparency, and political neutrality, all political advertising placed with 318 Latino is subject to the following policy.

Equal Pricing — No Political Discounts

Political advertising is offered at our **standard published advertising rates**.

318 Latino does not provide political candidates, campaigns, parties, PACs, or political organizations with special discounts, negotiated political rates, complimentary advertising, or preferential pricing.

This policy is intended to ensure that all political advertisers are treated consistently regardless of political affiliation or viewpoint.

Campaign-Provided Creative Materials

All political advertising graphics, photographs, videos, logos, written copy, disclaimers, and other campaign materials must be **provided by the candidate, campaign, or its authorized marketing representative**.

318 Latino will not design campaign graphics, produce political videos, write campaign messaging, create attack advertisements, or otherwise develop political campaign material on behalf of a candidate.

The advertiser assumes responsibility for the accuracy, legality, authorization, and content of all submitted materials.

Required Sponsorship Disclosure

All political advertisements must contain a clear and visible **“Paid for by”** disclosure identifying the individual, campaign, committee, organization, or other entity responsible for the advertisement.

Advertising that does not contain an appropriate sponsorship disclosure will not be published.

Payment in Full

Political advertising must be **paid in full before publication or scheduling**.

Advertising will not be published based on promises of future payment, campaign reimbursements, fundraising proceeds, election results, or other deferred-payment arrangements.

No Candidate Meet-and-Greets

318 Latino **does not organize, host, coordinate, or facilitate candidate meet-and-greets with our audience or community on behalf of any political candidate.**

This applies equally to all candidates and political parties.

Candidates may purchase advertising to communicate their message through our available advertising platforms, but purchasing advertising does not provide access to 318 Latino's audience, staff, community partners, or events for campaign-organized political engagement.

Advertising Does Not Equal Endorsement

The purchase or publication of political advertising does not represent an endorsement by **318 Latino, its ownership, staff, contributors, partners, sponsors, or affiliated platforms.**

Paid political advertisements will be identified as advertising or sponsored political content when appropriate.

318 Latino's editorial coverage and business advertising operations remain separate. Purchasing advertising does not guarantee favorable news coverage, interviews, editorial consideration, or additional exposure.

Right to Reject Advertising

318 Latino reserves the right to reject or remove advertising that violates applicable law, platform policies, advertising requirements, or 318 Latino's general content standards.

Acceptance or rejection of advertising will not be based solely on a candidate's political party or political viewpoint.

Our Commitment

318 Latino serves a diverse community with a wide range of political beliefs.

Our role in accepting political advertising is to provide **equal commercial access to our advertising platforms—not to choose candidates for our audience.**

Same rules. Same rates. Same standards. Every candidate. Every party.