

For NPR Music Digital Sponsorship Guidelines please go [here](#).

The following guidelines address sponsor messages that appear on NPR's digital platforms – with the exception of NPR Music – including audio messages and display banners on the NPR website, in mobile apps, and in podcasts.

NPR sponsor messages are distinctly different from the cluttered and chaotic world of commercial advertising. Our messages do not shout at consumers or mislead them into action. They are not loaded with claims that can't be proved. The best sponsorships are smart, compelling statements that respect and inform our audience.

Digital sponsorship messages may include:

- Language that describes a quality or feature of a product or service in qualitative terms, provided it is not overly promotional and is true and accurate
- Comparative language, including best and better claims, comparisons to competitors, and price comparisons, as long as substantiation for claims is provided, and that the language is not overly promotional or denigrates the competition
- Product and service pricing, provided the language is tasteful
- Reference to free trials or products that are free
- Availability of a discount or special offer
- Language directing the user to the sponsor's website or another source for more information, to redeem a discount or offer, or to purchase an item
- Tracking language such as “promo code NPR,” “offer code NPR” and “coupon code NPR”

Digital sponsorship messages (display or audio) should not include:

- Overly promotional language or language that sounds like a commercial advertisement
- Language conveying urgency or pressure to take immediate action
- Messages with misleading language and products or services with questionable claims
- Language that expresses views on an issue of public importance or controversy
- Health and wellness claims
- Clinical test claims or similar claims

Digital sponsorship messages (display or audio) should not include (cont.):

- Language that implies or can be interpreted as an NPR endorsement or testimonial
- Messages for products or services subject to abuse, such as tobacco, marijuana and gambling
- Messages promoting CBD products
- Messages promoting sexual health/wellness products and services
- Promotional messages for prescription drug products
- Messages referencing political candidates, referenda, or elections
- Language or design attributes that mimic editorial content
- Animation or visuals that are overly intrusive or commercial in style