

# Creative Guidelines

- General Requirements
- All PBS Digital Creative may include:
- Digital Creative may not include:
- Survey Policy
- Data/Privacy

## General Requirements

- No third-party survey recruitment is permitted without prior approval.
- PBS does not pay third-party serving fees.
- Ad blocking via verifications services is prohibited.
- PBS reserves the right to reject any creative that uses visual elements that are overly distracting, as these perform poorly with our audience.
- All creative must clearly identify the entity providing sponsorship funding.

## All PBS Digital Creative may include:

- Non-promotional, value-neutral descriptions of the organization and its products or services.
- Names of operation divisions and subsidiaries.
- Organization mission language that identifies and does not promote or state an opinion.
- Established slogans (verbatim) that identify and do not promote.
- Length of time in business.
- Non-promotional location information (i.e. phone number, website address).
  - The phone number or web address must be subordinate to the underwriter's name or logo. Banners may include tracking language, such as "promo code PBS", "offer code PBS", and "coupon code PBS" (or a web address such as [www.sponsorname.com/pbs](http://www.sponsorname.com/pbs)).<sup>1</sup>
- To help identify an underwriter, specific products or brand names may be mentioned in audio and depicted in banners. Product images or depictions should not focus on comparative qualities or benefits. The use of people in such product demonstrations or product image is limited.
- Calls to action of a non-transactional nature. The call to action should not be the primary focus of the creative, not be visually intrusive and not imply deadlines or discounts.

## Digital Creative may not include:

- Promotional or qualitative language (favorable qualities, benefits and claims).
- Comparative language (i.e., "leader", "largest", "the only", "exclusively", "ranked No 1").
- Price and value information.
- Health claims.
- Award or prize mentions. Exceptions may be granted for factual major motion picture or music industry nominations or awards (i.e., Academy Awards, Grammys, Sundance Film Festival, etc.)
- Favorable reviews (i.e., product review quotes), endorsements, testimonials Exceptions may be granted for tasteful review quotes for movie or music creative.
- Inducement language (i.e., rewards programs, warranties, portion of purchase donated to charity, vehicle donation programs, holiday mentions related to sales of products, sweepstakes or contests).
- Language that expresses a view about a matter of public importance or interest or which supports or opposes a political candidate.
- Language that appears to be self-congratulatory.
- 900 or other numbers where the caller is charged for services in addition to normal toll charges, if any.

## Survey Policy

- No third-party survey recruitment is permitted without prior approval.
- All surveys require specific language stating that the survey is for a PBS sponsor. The survey is not affiliated with PBS.

## Data/Privacy

- All cookies and behavioral tracking pixels must be disclosed to PBS prior to campaign launch.
- Any cookies set on our users during a campaign must expire within 90 days of campaign end.

- Flash cookies are prohibited.
- Third-party survey recruitment is prohibited without specific exception.
- For more information, refer to the [privacy policy for PBS](#).

Please note that this list is not exhaustive and PBS reserves the right to reject any message content that it deems inappropriate, for any reason. If a message is approved for broadcast on PBS, it is generally considered acceptable within the online environment as long as it complies with the message length limitations and other specs outlined herein. In the case when an on-air credit is repurposed for use online, the producer is responsible for clearing all rights for that credit to be streamed.

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<sup>1</sup> Promo codes, offer codes, coupon codes, and web addresses with PBS tracking language will continue to be prohibited in broadcast spots.