

# The Shift News - Advertising Policy

## Scope

The Shift is a free to audience news organisation that was born from the need to create uncompromisingly independent, investigative content. The Shift also recognises that financing its operation is essential to be able to sustainably provide any service to an audience, with the aim of augmenting the readers' experience through a well-researched, truthful content proposition.

This advertising policy serves as a guideline for internal teams, external audiences, partners or supporters concerning what is considered acceptable in terms of advertising or commercial activity for The Shift as a recognised, fully independent media organisation.

## Advertising, Sponsorship, Donations and Contributions

It is important that the revenue that The Shift intentionally attracts and accepts is defined and understood on the context of this policy document.

1. Advertising means allowing a third party, for a price, to occupy one or more designated spaces on The Shift's news platform for a period of time within which to communicate a message that is in the interest of this third party, such as a commercial message or an organisational message.
2. Advertising might be of a direct kind and therefore involve a commercial transaction between The Shift and a third-party under which The Shift provides an agreed advertising 'space' in exchange for the third-party paying the agreed fee.
3. Advertising may also be of an indirect kind where there is no relationship between The Shift and the advertising third-party or its agents. This is typically the case through programmatic buying and therefore a form of online display advertising that is aggregated, booked, executed, and optimised via demand side interfaces and algorithms. An example of this is Google AdSense or similar providers.
4. The Shift may also accept contributions from known donors either by specifically sponsoring investigations or articles by a particular author or contributor (typically labeled "with the support of [sponsor]") or in the more general form by making a donation to the organisation. Any of these kinds of contributions are not considered advertising but will be subject to the The Shift's general [Terms of Use](#) including regarding acceptability or otherwise of donors or sponsors.

## General Principles

1. All advertisements and commercially sponsored activities are independent from editorial decisions. Editorial content is never compromised by commercial or financial interests, or by any specific arrangements with advertisers, donors or sponsors.
2. The Shift firmly believes that it is unethical to conflate editorial content with advertising. Consequently, all advertisements will be clearly labeled as such and advertisers will not be given any editorial treatment or consideration simply because they are advertisers.
3. Furthermore, The Shift does not accept any form of advertorial content whatsoever, therefore no form of advertising other than display or banner advertising is allowed.
4. The Shift reserves the right to decline any type of advertising or particular advert that it deems as damaging to its reputation or journalistic mission or that may be in conflict with its editorial and organisational values.
5. Editorial decisions will not be influenced by current or potential sponsors and advertisers and will not be influenced by marketing decisions. Advertisers and sponsors have no control or influence over the results of searches a user may conduct on the website by keyword or search topic.
6. Once an advert has been deployed online, it may be withdrawn at any time if the Editor requests its removal at any time without needing to provide a reason or right to compensation.
7. Further and in so far as technically feasible, each of the Editor and the particular author of the article may object (without having to give a reason) to a particular advertisement appearing alongside a particular article. In case of any such objection, the affected article will only include automated advertisements (Google Ads).

## Specific Guidelines

1. The Shift will not accept advertising from local or foreign governments or political parties. This restriction does not apply to supranational organisations and public interest campaigns, whether European or International particularly those established to uphold the values that The Shift aims to uphold – freedom of the press, human rights and dignity, transparency, environmental and social responsibility and democracy.
2. The Shift will not accept advertising for products or services of an adult only nature, that make exaggerated claims, that purport unrealistic health improvements, that are directly or indirectly related to any form of violence (including weaponry and combat supplies) and that are known to be harmful to the health (e.g., tobacco products) or consumers' best interests.

3. Advertisements can never be deceptive or misleading, must be verifiable and should clearly identify the advertiser and the product or service being promoted.
4. Advertisers must clearly disclose all material conditions, such as payment or receipt of a free product, affecting endorsements, as well as the identity of endorsers, all in the interest of full disclosure and transparency.
5. Advertisers may never compromise consumers' personal privacy in their marketing efforts, and their choices as to whether to participate in providing their information should be transparent and made clear.
6. Advertisements will not be accepted if they appear to be indecent or offensive in either text or artwork, or if they relate to content of a personal, racial, ethnic, sexual orientation, or religious nature. This is considered particularly relevant where treatment of vulnerable groups or classes of persons are concerned.
7. All advertisements must comply with the relevant European and Maltese legislation that regulates advertising. This includes laws on financial promotion, fair advertising, consumer protection, the broadcasting act and any other laws and regulations.
8. Ultimately, the advertiser is solely responsible for the content of its advertising material. The Shift does not accept any responsibility for the content of advertising material, including, without limitation, any error, omission or inaccuracy therein.
9. The Shift may partner with third-party advertising companies or platforms to serve ads and/or collect certain information when a viewer visits the website [www.theshiftnews.com](http://www.theshiftnews.com). These companies may use cookies or beacons to collect non-personally identifiable information (therefore never including your name, address, email address or telephone number). Please refer to The Shift's Privacy Statement for more details about our processing of personal data.

## **Advertising complaints policy**

Please send any complaints or queries about our advertising policy to: [info@theshiftnews.com](mailto:info@theshiftnews.com)