



Advertising Policy

Bridge Michigan reserves the right to accept or decline any advertising or sponsorship for any reason at its sole discretion. Among the reasons Bridge Michigan may decline advertising/sponsorship are those advertisements that:

- Are inaccurate, fraudulent, illegal;
- Jeopardize Bridge Michigan's nonprofit or nonpartisan status;
- Attack other people or groups of people;
- Fail to comply with Bridge Michigan's standards of ethics, decency, taste, or dignity;
- Do not clearly identify the sponsor.

Bridge Michigan, like all quality publishers of original journalism, maintains a clear separation between news and advertising content. Advertising that attempts to blur this distinction in a manner that, in Bridge Michigan's judgment, confuses readers will be rejected.

All advertising and sponsorship will be clearly labeled as such. All corporate support will be solicited by Bridge Michigan's revenue team; the editorial staff of Bridge Michigan does not engage in any advertising or sponsorship solicitation or negotiation.

Sponsored Content

No sponsored content will be produced by Bridge Michigan employees or published in Bridge Michigan. Sponsored content, also called "sponsored editorial content," is advertising or promotional material that is written in a manner resembling a news story.

Political Advertising

Bridge Michigan does not accept advertising on behalf of or in opposition to a candidate or slate of candidates for elective office, whether placed by a candidate, political party, PAC, IRS 527 organization, corporation, individual or other entity. This prohibition also applies to issue-based advertising that is closely identified with a particular candidate or candidates and to groups supporting or opposing proposed or approved ballot initiatives.