

Threatpost Inc. draws a sharp distinction between editorial content and sponsored content, sometimes referred to as native advertising, content marketing, paid media, earned media, sponsored posts, promoted content and advertorials. Sponsored posts will be clearly labeled as such in order to distinguish them from posts that are created independently by the editorial staff.

Threatpost Advertisers and sponsored content contributors may differentiate their product or service offering from their competition. However, singling out specific competing brands is not permitted. Threatpost Advertising and Editorial guidelines restrict comparing, diminishing, tarnishing or making unsupported claims toward competitor products or services.

Threatpost adheres to the 2000 Federal Trade Commission "[.com Disclosure](#)" rules for digital advertising. What follows is a bulleted list of guidelines:

- * Threatpost will neither accept, nor promote, advertising or sponsorship for content deemed litigious, or that promotes one the following: porn, tobacco, violence, guns, discrimination.
- * Must be 100% original and not published anywhere else.
- * Creators of Sponsored Content grant Threatpost the right to run the piece exclusively for 30 days.
- * Be well-written, clear, interesting, and above all, of interest to a security audience.
- * Provide attribution for all data or statistics cited with a hyperlink.
- * Editors reserve the right to reject contributions at their discretion.
- * Content is hosted on the Threatpost editorial platform.
- * In rare cases, contributed posts may be removed at a later date.
- * Do-follow links are not allowed within the sponsored content. Links must include the following no-follow tag:

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<a href=""><a class="vglnk" href="http://www.example.com/"  
rel="nofollow"><span>http</span><span>://</span><span>www</span><span>.</span><span>exampl  
e</span><span>.</span><span>com</span></span></a>" rel="nofollow">Link Text</a>
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