What's the world's 2nd largest carbon emitter?

Cement produces up to 7% of global greenhouse gas emissions. That's why we're teaming with Solidia Technologies to reduce its carbon footprint. At BP, we see possibilities everywhere... to help the world keep advancing.

2. What you missed

Axios Brand Guidelines
## Contents

**Intro**

**Branded Content**
- Newsletters
- Axios.com
- Guidelines
- Specs
- Best Practices

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**Events**
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Axios means to be “worthy” – worthy of our readers’ time, attention and trust.

The Axios manifesto is simple: Deliver the cleanest, smartest, most efficient experience for readers and advertisers alike.

- **To be clean** means doing away with distracting banner ads and pop-ups and replacing them with a cohesive stream of editorial and branded content.

- **To be smart** means appealing to consumers of serious news and information from both our reporters and from our sponsors.

- **To be efficient** means to make all content, editorial or branded, easily digestible.

**Axios editorial content and branded content are consistent** in appearance and voice. Branded content is held to standards as high as editorial content. Is it Smart Brevity? Is it revelatory? Is it visually compelling?

Like our editorial content, each branded post tells a story – with a headline, a body, and a visual. In every post, the who/what/when/where and why are immediately clear, and all of our posts are short and easy to read.

**But Axios is also transparent** – it is always emphatically clear to readers when Axios posts are branded content. All branded content will be identified to readers with disclosure language.

**Just as the newsroom has editorial guidelines, we offer the following guidelines to help create the most successful branded content posts for our sponsors:**

- **All headlines and body text must be in English** and within the character limits provided separately.

- **Axios headlines are capitalized in sentence style** with no punctuation. We punctuate branded posts the same way we punctuate editorial posts and words rarely appear in all-caps.

- **Axios body text is broken up** with the frequent usage of bullet points and bolded text.

- **Imagery must be licensed** and/or used with written consent and/or a release and credited when necessary.

- **All posts will include** the name of the sponsor.

**NOTE:** Axios reserves the right to decline, at its discretion, any submission that includes content or a topic that Axios deems inappropriate, disparaging, unfair, offensive, discriminatory, in poor taste, potentially libelous, or otherwise objectionable. Axios also reserves the right to, on occasion, request source material to substantiate factual claims made in a branded post.
Axios newsletter placements consist of the following elements:

- **1x Sponsor** mention at the top of the newsletter
- **2x Smart Post** placements, one in the middle of the newsletter and one at the end

**Newsletter title**

**Brand mention**

A message from brand name

**Headline**

60 characters max

Down style

**Media**

16:9 JPEG or GIF

Photojournalistic in nature

**Body**

200 characters min

250 characters max

Can include a final sentence that works as a call to action for the reader.

**URL**

Hyperlinked body copy
Branded content placements on the Axios.com stream consist of the following elements:

### Apex
- **Static image + brand mention**
  - 1x1 JPEG/PNG
- **Body copy + URL**
  - 70 - 90 characters

### Smart Post
- **Logo + brand mention**
  - 1x1 logo
- **Headline**
  - 60 characters max
  - Down style
- **Media**
  - 16:9 JPEG, GIF, or MP4
  - Photojournalistic in nature
- **Body**
  - 200 characters min
  - 250 characters max
- **URL**
  - Hyperlinked body copy
Branded Content Guidelines

**Axios does not accept:**

1. Headlines that are more than 60 characters.
2. Posts that are shorter than 200 characters or longer than 250 characters.
3. Messages without line breaks; content 200 characters or more should include at least one new paragraph.
4. Phrases such as “Breaking News” that are suggestive of editorial content.
5. Negative caricatures of people, famous or otherwise.
6. Disparagement of competitors or institutions.
7. Disparagement of Axios.
8. Mention of any other brand by name in any context without the written consent of that brand.
9. Sponsor names that do not accurately represent the funding entity behind the campaign.
10. The name or likeness of a person in commercial content – acceptable only in advocacy content.
11. Content promoting the commercial use or sale of tobacco or vaping products, firearms, diet pills, gambling (excluding sports betting platforms) or marijuana without express permission from Axios CRO Fabricio Drumond.
12. Commercial marketing of supplement / pharmaceutical, CBD or sports betting products in Axios AM and Axios PM newsletters.
13. False or misleading content, such as deceptive offers, claims, or methods.
14. Political ads without candidate approval language when necessary.
15. Political candidate ads in newsletters.
16. Paraphrased quotes – all quotes must be direct and in quotation.
17. Personal fundraising appeals.
18. Content that includes “Axios” or any Axios content or branding. This includes, but is not limited to, the Axios logo, as well as Axios written content, product names, video, photographs and illustrations. Exceptions may be made with the expressed approval of Axios CRO Fabricio Drumond.
19. Content that mentions by name any Axios employee or that includes an Axios employee in a photograph, video or illustration. This is to avoid confusion with editorial content, and there are no exceptions.
20. National flags and symbols used in a disrespectful way.
22. Gruesome imagery or images of the dead.
23. Sexual imagery or nudity.
24. Doctored photos.
25. Images of the minor children of elected officials.
26. Illustrations or infographics that too closely resemble the Axios editorial style.
27. Language that asks readers to invest in a specific company or product within the ad placement headline.
Branded Content Specs

All assets are due **5 business days** prior to launch. Creative is reviewed and approved by Axios Studio’s Brand Journalism team prior to launch.

### Apex
Top of stream unit (Axios.com)

<table>
<thead>
<tr>
<th>Asset</th>
<th>Details</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor name</td>
<td>Sponsor name exactly how it should be written.</td>
<td>• “A message from Brand X”</td>
</tr>
<tr>
<td>Media</td>
<td>1:1 JPEG 600x600 px</td>
<td>• JPEGs must be under 100KB</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Images are not hyperlinked</td>
</tr>
<tr>
<td>Copy</td>
<td>70 characters min 90 characters max</td>
<td>• No exceptions to character count</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Characters do not include spaces</td>
</tr>
<tr>
<td>URL</td>
<td>Link for hyperlinked body copy</td>
<td></td>
</tr>
</tbody>
</table>

### Smart Posts
Axios short-form native (Newsletters, App, Axios.com)

<table>
<thead>
<tr>
<th>Asset</th>
<th>Details</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor name</td>
<td>Sponsor name exactly how it should be written.</td>
<td>• “A message from Brand X”</td>
</tr>
<tr>
<td>Logo</td>
<td>1x1 JPEG or PNG 500x500 px</td>
<td>• For use in App channel placement</td>
</tr>
<tr>
<td>Media</td>
<td>16:9 JPEG, GIF, or MP4 (Axios.com only)  Min 1000x563 px, max 1920x1080 px</td>
<td>• JPEGs must be under 100KB</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• GIFs must be under 1MB</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• No video file size limit</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• No videos in newsletters</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Media is not hyperlinked</td>
</tr>
<tr>
<td>Headline</td>
<td>60 characters max</td>
<td>• No exceptions to character count</td>
</tr>
<tr>
<td>Body copy</td>
<td>200 characters min 250 characters max</td>
<td>• No exceptions to character count</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Characters do not include spaces</td>
</tr>
<tr>
<td>URL</td>
<td>Link for hyperlinked body copy</td>
<td></td>
</tr>
</tbody>
</table>

### Tags
Axios provides results via custom reports to all clients. Axios accepts the third party tracking tags below. To insert any other pixel or script from an outside entity, Axios requires a review of the code for capability and security, including use of a secure HTTPS URL. A signed Data Usage Agreement is required for new vendors.

<table>
<thead>
<tr>
<th>Placement</th>
<th>Tags accepted</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter / App</td>
<td>Click-tracker</td>
<td></td>
</tr>
<tr>
<td>Axios.com</td>
<td>Click-tracker 1x1 impression tracker</td>
<td>• Axios does not accept impression trackers that drop cookies</td>
</tr>
</tbody>
</table>
Branded Content Best Practices

Text:
• **Headlines should be specific**, linear and direct – they should tell readers something they don’t know about your company – in a way that makes them eager to learn more.
• **Use Axios style** in the body of the post — keep it concise, clear, and conversational. Axios encourages the use of bolded words and bullet points and mandates line breaks after sentences to make items easily digestible.
• **A good post answers these questions**: "What's the one piece of news or insight you want readers to learn?” and "Why should it matter to them?"

Axioms:
**Signature Axios phrases** that we call “Axioms” are reserved for editorial use, including “1 big thing,” “Why it matters,” and “Go deeper.” A full list is available upon request. Partners can use the following list of branded Axioms in place of our editorial Axioms:
• The reason
• The idea
• The goal
• On the other hand
• Key numbers
• What this means
• Why it’s important
• First things first
• Next steps
• Read more
• The takeaway
• Here’s how
• The result

Media:
• **Utilize full color**, high-quality imagery without heavy edits or manipulation.
• **Avoid the artificial** “stock look” of posed models in stock photography. Candid and compelling photographs complement Axios’ approach to photojournalism.
• **Avoid placing text**, calls to action, or brand logos on top of photos to ensure legibility on smartphone screens.
• **Select videos that are 15-30 seconds and include** subtitles when possible.
Audio Guidelines

**Axios does not accept scripts containing:**

1. Phrases such as “Breaking News” that are suggestive of news content.
2. Disparagement of competitors; the mention of any other brand by name in any context is only acceptable with the express approval of Axios president Roy Schwartz.
3. Disparagement of Axios.
4. Sponsor names that do not accurately represent the funding entity behind the campaign.
5. The name of a person in commercial content -- acceptable only in advocacy content.
6. Content regarding the commercial use of tobacco, firearms, diet pills or cryptocurrency – acceptable only in advocacy content.
7. False or misleading content, such as deceptive offers, claims or methods.
8. Political ads without candidate approval language when necessary.
9. Paraphrased quotes – all quotes must be direct and in quotation.
11. Any Axios content or branding. Exceptions may be made with the expressed approval of Axios president Roy Schwartz.
12. Mention of any Axios employee. This is to avoid confusion with editorial content, and there are no exceptions.

**Axios Today host-read ads may not use any of the following phrases** or similar phrases as they may imply the host or Axios has vetted certain products or supports certain issues, which could confuse the audience and misrepresent the advertiser:

- In fact or fact
- We’ve found
- Our experience
- The truth is
- Have you heard
- Did you know
- The facts show
- In reality
- When you think about it
- You might know
Audio Specs

Axios Today

Weekly mornings, 6 am ET

Hosted by Niala Boodhoo, Axios Today features the most pressing news of the day.

<table>
<thead>
<tr>
<th>Spec</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor element</td>
</tr>
<tr>
<td>Sponsor Mention</td>
</tr>
<tr>
<td>Mid-roll</td>
</tr>
<tr>
<td>End-roll</td>
</tr>
</tbody>
</table>

Axios Re:Cap

Weekly afternoons, 4:30pm ET

Hosted by Dan Primack, Re:Cap gets you up to speed on the news of the day through a business lens.

<table>
<thead>
<tr>
<th>Spec</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor element</td>
</tr>
<tr>
<td>Sponsor Mention</td>
</tr>
<tr>
<td>Mid-roll</td>
</tr>
<tr>
<td>End-roll</td>
</tr>
</tbody>
</table>

Tags: 1x1 impression trackers that do not set cookies are accepted but not required. We can run a separate tracker per episode and/or per placement.
Audio Best Practices

All scripts require review and approval from the Axios editorial podcast production team. Script production and recording takes 4-6 weeks on average. If a shorter turnaround is needed, please contact the studio for approval and a custom timeline.

**OPTION 1: Sponsor provided scripts**

<table>
<thead>
<tr>
<th>Week</th>
<th>Task</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>@Sponsor provides scripts to Axios for review</td>
<td>Axios needs 4 business days to review</td>
</tr>
<tr>
<td>Week 2</td>
<td>@Axios sends any required updates or edits</td>
<td>Sponsor has 3 business days to review and approve</td>
</tr>
<tr>
<td>Week 3</td>
<td>@Axios records final version of the script / @Sponsor approves final script</td>
<td>Axios needs 1 week to record, mix, and edit</td>
</tr>
<tr>
<td>Week 4</td>
<td>Podcast publishes</td>
<td>Final, approved recordings due to ad ops 2 business days prior to publish</td>
</tr>
</tbody>
</table>

**Total Production Time = 4 weeks**

**OPTION 2: Axios Studio produced scripts**

<table>
<thead>
<tr>
<th>Week</th>
<th>Task</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>@Sponsor provides source material</td>
<td>Axios needs 1 week to draft new scripts</td>
</tr>
<tr>
<td>Week 2</td>
<td>@Axios provides Script Draft 1 / @Sponsor provides feedback on Script Draft 2</td>
<td>Sponsor 3 business days to review Axios needs 2 business days to update draft</td>
</tr>
<tr>
<td>Week 4</td>
<td>@Axios provides Script Draft 2 / @Sponsor approves final script</td>
<td>Sponsor has 3 business days to approve</td>
</tr>
<tr>
<td>Week 5</td>
<td>@Axios records final version of the script</td>
<td>Axios needs 1 week to record, mix, and edit</td>
</tr>
<tr>
<td>Week 6</td>
<td>Podcast publishes</td>
<td>Final, approved recordings due to ad ops 2 business days prior to publish</td>
</tr>
</tbody>
</table>

**Total Production Time = 5 weeks**

**Script Best Practices:**

- Scripts should not be written in first person and should be positioned as a message from the sponsor as opposed to an endorsement from the host.
- Scripts should tell a specific story or fact about the partner encouraging listeners to want to know more.
- Use the Axios style to your advantage by keeping statements clear and concise.
- A quality script will answer the questions: “What is the one insight a listener should take away?” and “Why should it matter to them?”
Events

Event Guidelines
Event Specs
Event Guidelines

Axios Virtual Events stay true to our Smart Brevity format, delivering live, on-the-record events that bring influencers nationwide reliable news in the most illuminating and efficient way possible. We host 30-minute livestreamed events featuring two to three 1:1 editorial segments with an Axios moderator and a subject matter expert.

Media coverage and journalistic integrity:
• Axios events are designed as a forum for sharing ideas, breaking news and shaping thoughts.
• Editorial productions are on-the-record and open to the public.
• Axios aims to host newsworthy events that drive media coverage.
• Final decisions regarding Axios coverage rests with the editorial team.

Programming and speaker selection:
• Axios welcomes suggestions on topics, content and speakers from sponsors.
• Axios and the sponsor determine a mutually agreed upon event concept. Once approved, the concept serves as the north star for the editorial team to guide booking and subsequent conversations.
• To maintain editorial integrity and to create a dialogue that benefits the public, Axios makes final decisions on programming and speaker selection.

Event Content Guidelines:
During View from the Top records Axios does not accept:
• Disparagement of competitors or institutions.
• Disparagement of Axios.
• Phrases such as “Breaking News” that are suggestive of editorial content.
• Content promoting the commercial use or sale of tobacco or vaping products, firearms, diet pills, gambling (excluding sports betting platforms) or marijuana without express permission from Axios CRO Fabricio Drumond.
• Sponsor names that do not accurately represent the funding entity behind the campaign.
• False or misleading content such as deception offers, claims, or methods.
• Personal fundraising appeals.

NOTE: Axios reserves the right to decline, at its discretion, any segment that includes content or a topic that Axios deems inappropriate, unfair, offensive, disparaging, discriminatory, in poor taste, potentially libelous, or otherwise objectionable. Axios also reserves the right to, on occasion, request source material to substantiate factual claims made in a branded post.
## Event Specs

Material requirements and submission deadlines are subject to change.

### Logo Integration

Sponsors are recognized on pre-event invitations and email communications and throughout the event on the stream title, closing cards, and in a sponsor bug.

<table>
<thead>
<tr>
<th>Messaging type</th>
<th>Requirements</th>
<th>What you provide</th>
</tr>
</thead>
</table>
| Invitation                | Logo in EPS or PNG format  
Transparent background  
Full color version and a single-color all-white version | • Logo 1 week before an event                         |
| Title Cards at Open and Close | Logo in EPS or PNG format  
Transparent background | • Logo 1 week before an event                         |
| In-Stream Branding        | Sponsor logo to feature with “Presented by...” throughout the stream      | • Logo 1 week before an event                         |

### Sponsored Segment

Sponsors have the option of featuring two 45-sec videos or one five-minute View from the Top segment with the sponsor CEO and Axios executive talent.

<table>
<thead>
<tr>
<th>Messaging type</th>
<th>Requirements</th>
<th>What you provide</th>
</tr>
</thead>
</table>
| Videos                | 16:9 aspect ratio  
1080 x 1920 resolution  
Broadcast quality sound  
45-second time limit | • Videos 3 days before an event  
(Sponsors have two, 45-second segments to feature videos)                                                      |
| View from the Top     | Sponsor executive positioned as a thought leader  
Prep call with the Axios moderator before an event, if necessary | • Confirm speaker name, title, and location 1 week before an event                                      |
Thank you

For questions, please reach out to your Client Partnerships contact or email ads@axios.com.