Brand Partnership Guidelines
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Axios means to be “worthy” – worthy of our readers’ time, attention and trust.

Why it matters: 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 pop-ups.
- **To be smart** means appealing to consumers of serious news and information.
- **To be efficient** means to make all content easily digestible.

Go deeper: Axios editorial and branded content are consistent in appearance and voice.

**Branded posts** tell a short and easy-to-read story – with a headline, a body, and visual.

- But Axios is also transparent – it is always emphatically clear to readers when Axios posts are branded content via disclosure language.

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

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

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 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:

- 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
The Axios Advertising Suite consists of:

<table>
<thead>
<tr>
<th>Apex Unit</th>
<th>Smart Post</th>
<th>Mid-story</th>
<th>Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>top-of-stream, high-viewability placement</td>
<td>in-stream native ad placement</td>
<td>native unit that serves within longer-form articles</td>
<td>embedded standalone advertiser video content</td>
</tr>
</tbody>
</table>

- **Apex Unit**: top-of-stream, high-viewability placement
- **Smart Post**: in-stream native ad placement
- **Mid-story**: native unit that serves within longer-form articles
- **Video**: embedded standalone advertiser video content

**Axios.com**

**The Axios Advertising Suite consists of:**

- Apex Unit: top-of-stream, high-viewability placement
- Smart Post: in-stream native ad placement
- Mid-story: native unit that serves within longer-form articles
- Video: embedded standalone advertiser video content

**Axios.com**

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- Video: embedded standalone advertiser video content
Content Guidelines

Axios reserves the right to decline any advertisement that does not meet design or content standards or that creates a perceived connection to editorial content.

For example, Axios does not accept:

1. **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.

2. **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.

3. **Content promoting** the use or sale of tobacco or other nicotine-delivery products, firearms, dietary supplements, gambling (excluding sports betting platforms), or any drugs classified under Schedule 1 of the Controlled Substances Act.

4. **Commercial marketing** of supplement / pharmaceutical, CBD or sports betting products in Axios AM, Axios PM or The Finish Line newsletters.

5. **Promotion of** any regulated products or services, including financial services, that do not comply with applicable federal, state, and local laws. Promotion of cryptocurrency exchanges and wallets may be subject to prior review and approval.

6. **Language that asks** readers to invest in a specific company or product within the ad placement headline.

7. **False or misleading** content, such as deceptive offers, claims, or methods.

8. **The name or likeness** of a person in commercial content (acceptable only in advocacy content).

9. **Disparagement** of competitors, institutions, or Axios.

10. **Negative caricatures** of people, famous or otherwise.

11. **Political ads in newsletters** and, for all other platforms, political ads that lack full, clear, and conspicuous disclaimers as required by law.

12. **Paraphrased quotes** – all quotes must be direct and in quotation.

13. **Personal fundraising** appeals.

14. **Ads promoting job search** or job listing services.

15. **Ads containing violence** or otherwise graphic, explicit, sexual, or offensive content.
Copy Guidelines

**Do**

Copy must be in AP Style:
1. Bullets must include periods at the end.
2. Headlines must be in sentence case.
3. Spell out numbers below 10; use numerals for 10 and above.
4. Spell out thousand, million or billion.
5. Spell out state names versus using postal code.
6. Em dashes are used to set apart parenthetical phrases or clauses in a sentence and should have a single space before and after the dash.

**Don’t**

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 line break.
4. Phrases like “Breaking News” that are suggestive of editorial content or use of editorial Axioms.
5. Mention of any other brand by name in any context without the written consent of that brand.
6. Sponsor names that do not accurately represent the funding entity behind the campaign.
Media Guidelines

Do

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

Don’t

Axios does not accept:

1. Text on Apex unit images.
2. Images with:
   - Text that exceeds 50% of visual space.
   - More than two fonts.
   - Clickable elements or brand logos.
   - Text elements not contained to one area.
   - Typography that isn’t ADA compliant.
3. Illustrations or infographics that too closely resemble the Axios editorial style.
4. Doctored photos.
5. Images of the minor children of elected officials.
6. Disrespecting national flags or symbols.
7. Reproductions of U.S. currency if not within the U.S. Treasury guidelines.
8. Gruesome imagery or images of the dead.
9. Sexual imagery or nudity.

Additional media guidelines and recommendations can be found [here](#).
**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 editorial Axioms:

- The reason
- The background
- The idea
- The goal
- On the other hand
- Key numbers
- What this means
- Why it’s important
- First things first
- More info
- Next steps
- The takeaway
- The results
- What [brand] is saying
- Even better
- What’s in it for you
- Get involved
- Here’s why
- An example
- The story
- The benefits
- What you’re missing
- What you need to know
- The proof
- Why now
- Here’s the deal
- The deets
- Before we get started
- Looking ahead
- Okay, but
- The impact
- In other words
- Here’s how
- The strategy
- How it’s done
Ad Specs

Native assets are due **8 business days** prior to launch. Creative is reviewed and approved by the Smart Brevity Studio team prior to launch.

**Apex & Mid-story**
Top of stream and mid-stream units (Axios.com, App)

<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 / 16:9 SP image 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, Axios.com, App)

<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 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 900KB</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• MP4 files are for Axios.com only</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></td>
<td></td>
<td>• Characters do not include spaces</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>
Ad Specs (cont.)

Display assets are due **5 business days** prior to launch. Creative is reviewed and approved by the Axios Client Success team prior to launch.

IAB Standard Units

<table>
<thead>
<tr>
<th>Size</th>
<th>Placement</th>
<th>Device</th>
<th>Static Image (.jpg, .png, .gif, HTML5)</th>
<th>Initial Load</th>
<th>Subload</th>
</tr>
</thead>
<tbody>
<tr>
<td>320x50</td>
<td>Top of page</td>
<td>Mobile</td>
<td>50 kb</td>
<td>50 kb</td>
<td>100 kb</td>
</tr>
<tr>
<td>300x250</td>
<td>In-stream</td>
<td>Mobile</td>
<td>150 kb</td>
<td>150 kb</td>
<td>300 kb</td>
</tr>
<tr>
<td>970x90</td>
<td>Top of page</td>
<td>Desktop</td>
<td>150 kb</td>
<td>150 kb</td>
<td>300 kb</td>
</tr>
<tr>
<td>970x250</td>
<td>In-stream</td>
<td>Desktop</td>
<td>250 kb</td>
<td>250 kb</td>
<td>500 kb</td>
</tr>
<tr>
<td>728x90</td>
<td>In-stream</td>
<td>Desktop</td>
<td>150 kb</td>
<td>150 kb</td>
<td>300 kb</td>
</tr>
</tbody>
</table>

*local sites only

Applicable to all unit sizes:

1. No expansion: Auto, hover or rollover expansion is not allowed.
2. Animation Length: 15 sec max, 3x max loop.
3. Ads with a white background must include a black border.
4. All hosted assets and click-thru URLs should be SSL compliant (https).
5. HTML5 creatives should be supplied in zip format with all hosted assets included and clickTag variable implemented (supporting info [here](#)).
6. Creatives can be site-served or via third party tags (all standard formats accepted).
   a. 3P reporting access must be granted to [campaignreporting@axios.com](mailto:campaignreporting@axios.com) (direct reporting access in GCM preferred, otherwise daily reporting emails) prior to launch.
7. All cookies must expire immediately and be SSL compliant.
8. 4th party tags supported but must be confirmed prior to launch (DoubleVerify, Moat, IAS, etc.); monitoring tags only (no blocking).

IAB Fixed Size Ad Specifications

Video Unit

- MP4 file + URL or click tracker
- 16:9 aspect ratio, 1920x1080 for 1080p suggested
- Click [here](#) for full IAB video specs (Go to page 12)
Social Guidelines
Social Guidelines

Facebook

1. Handshake tool in place.
2. Character count: 125 characters.
3. ‘Content by’ disclaimer at the end.
4. No colon.
5. Headline character count: 60 characters
   ○ The text that appears on a clickable image.

Twitter

1. ‘Content by’ disclaimer at the front.
2. @brand:
3. Character count: 253 characters
   ○ Includes spaces, special characters and links.
Podcasts

Script Guidelines
Script Production
Specs
Podcast Script Guidelines

Axios does not accept scripts containing:

- **Phrases such as** “Breaking News” that are suggestive of news content.
- **Disparagement of** competitors; the mention of any other brand by name in any context is only acceptable with the express approval of Axios Chief Business Officer Fabricio Drumond.
- **Disparagement of** Axios.
- **Sponsor names that** do not accurately represent the funding entity behind the campaign.
- **The name of** a person in commercial content – acceptable only in advocacy content.
- **Content regarding** the commercial use of tobacco, firearms, diet pills or cryptocurrency – acceptable only in advocacy content.
- **False or misleading** content, such as deceptive offers, claims or methods.
- **Political ads without** candidate approval language when necessary.
- **Paraphrased quotes** – all quotes must be direct.
- **Personal fundraising** appeals.
- **Any Axios content** or branding.
- **Mention of** any Axios employee. This is to avoid confusion with editorial content, and there are no exceptions.
Podcast Script Production

All scripts require review and approval from the Smart Brevity Studio team.

- **Script production and recording** takes 10-15 business days on average. If a shorter turnaround is needed, please contact the studio for approval and a custom timeline.

**Script Best Practices:**

- Scripts should not be written in first person and should be positioned as a message from the sponsor.
- Scripts should tell a specific story or fact about the partner that encourages 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?”

**OPTION 1: Sponsor provided scripts**

<table>
<thead>
<tr>
<th>Days before Launch</th>
<th>Task</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>Sponsor provides scripts to Axios for review</td>
<td>Axios needs 2 business days to review</td>
</tr>
<tr>
<td>8</td>
<td>Axios sends any required updates or edits</td>
<td>Sponsor has 3 business days to review and approve</td>
</tr>
<tr>
<td>6</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>0</td>
<td>Podcast publishes</td>
<td>Final, approved recordings due to Ad Ops 2 business days prior to publish</td>
</tr>
</tbody>
</table>

**OPTION 2: Axios Studio produced scripts**

<table>
<thead>
<tr>
<th>Days before Launch</th>
<th>Task</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>Sponsor provides source material</td>
<td>Axios needs 3 days to draft new scripts</td>
</tr>
<tr>
<td>12</td>
<td>Axios provides script draft 1 / Sponsor provides feedback on script draft 2</td>
<td>Sponsor 3 business days to review Axios needs 1 business day to update draft</td>
</tr>
<tr>
<td>8</td>
<td>Axios provides script draft 2 / Sponsor approves final script</td>
<td>Sponsor has 3 business days to approve</td>
</tr>
<tr>
<td>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>0</td>
<td>Podcast publishes</td>
<td>Final, approved recordings due to Ad Ops 2 business days prior to publish</td>
</tr>
</tbody>
</table>
Podcast Specs

Axios Today

Latest episodes

Weekday mornings, 6 am ET

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

How it Happened

Latest episodes

How it Happened is an Axios podcast docu-series featuring instant histories.

Each season, Axios reporters bring you behind closed doors to hear the people and decisions shaping the biggest stories of our time.

Specs

<table>
<thead>
<tr>
<th>Sponsor element</th>
<th>Details</th>
<th>Script word count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor Mention</td>
<td>“This episode is sponsored by”</td>
<td>NA</td>
</tr>
<tr>
<td>Mid-roll</td>
<td>15s</td>
<td>Approx. 25-35 words</td>
</tr>
<tr>
<td>End-roll</td>
<td>30s</td>
<td>Approx. 50-70 words</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.
Events

Guidelines
Specs
Event Guidelines

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.

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.
- Sponsor names that do not accurately represent the funding entity behind the campaign.
- False or misleading content such as deceptive 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, 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>
<tbody>
<tr>
<td>Invitation</td>
<td>Logo in EPS or PNG format</td>
<td>Delivery of logo package based on timeline outlined by events team at kick-off</td>
</tr>
<tr>
<td></td>
<td>Transparent background</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Full color version</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Single-color all-white version</td>
<td></td>
</tr>
<tr>
<td>Title Cards at Open and Close</td>
<td>Logo in EPS or PNG format</td>
<td>Delivery of logo package based on timeline outlined by events team at kick-off</td>
</tr>
<tr>
<td></td>
<td>Transparent background</td>
<td></td>
</tr>
<tr>
<td>In-Stream Branding</td>
<td>Sponsor logo to feature with “Presented by…” throughout the stream</td>
<td>Delivery of logo package based on timeline outlined by events team at kick-off</td>
</tr>
</tbody>
</table>

Sponsored Segment
Sponsors have the option of featuring two 45-sec videos or one 7-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>
<tbody>
<tr>
<td>Videos</td>
<td>16:9 aspect ratio. 1080 x 1920 resolution. Broadcast quality sound. 45-second time limit.</td>
<td>Videos 3 days before an event (Sponsors have two, 45-second segments to feature videos)</td>
</tr>
<tr>
<td>View from the Top</td>
<td>Sponsor executive positioned as a thought leader. Prep call with the Axios moderator before an event, if necessary.</td>
<td>Confirm speaker name, title, and location 1 week before an event</td>
</tr>
</tbody>
</table>
Thank you

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