

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.

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.

Sponsored posts will be clearly label as such, in order to distinguish them from posts that are created independently by the editorial staff