**Digital sponsor messages   
may include:**

* Non-promotional, value-neutral descriptions of the organization, and its products or services
* Names of operating division and subsidiaries
* Organization mission language that identifies and does not promote or state an opinion
* Established slogans
* Length of time in business
* Non-promotional location information, e.g., phone number, website address
* Calls to action of a non-transactional nature. The call to action should not be the primary focus of the creative, not be visually intrusive, and not imply deadlines or discounts

**Digital sponsor messages   
may not include:**

* Overly promotional language
* Coupons (subtle references to price, interest rates, discounts, specific financing information are permissible)
* Claims of comparison or language that is overly promotional or self-congratulatory in nature. Avoid superlatives, e.g., best, fastest, biggest, legendary, famous or renowned
* Calls to action, e.g. “give us a call, visit us at, see our…” However, online messages may contain text such as “click here to learn more”
* Price and value information
* Health claims
* Award or prize mentions. Exceptions may be granted for factual major motion picture or music industry nominations or awards
* Expression of a viewpoint on a   
  controversial issue
* Support of or opposition to a political candidate or ballot initiative