

POLICIES REGARDING SPONSORSHIP OF EVENTS IN THE NON-PROFIT SECTOR

- The Mercury News and its subsidiaries follow industry-standard practices for sponsorship of events produced by non-profit organizations, which includes exclusivity in cases where print promotional advertising space is provided. Exclusivity does not apply in cases where we participate as a table or booth sponsor.
- The Mercury News and its subsidiaries can and often co-promote non-profit events with other media, as in the case of television and radio.
- The Mercury News and its subsidiaries are open to supporting non-profit events as a table or booth sponsor in cases where another publication is the print media sponsor.
- The level of support that the Mercury News and its subsidiaries provide is determined by mutual agreement with the non-profit partner. Various factors are considered, including the type of event, expected audience, and more. The non-profit organization ultimately determines whether to accept the support and agree to the exclusivity requirement.
- The Mercury News and its subsidiaries do not exclude other print media from participating at non-profit community events. Other print media can negotiate alternate levels of support at the discretion of the non-profit organizations.