

Terms and Conditions for Advertisements

These guidelines establish the rules that govern the relationship between The Voice of Guanacaste and its advertising partners and the relationship between editorial and advertising content in order to guarantee The Voice of Guanacaste's editorial integrity and maintain the trust of its readers, as well as foment the transparency that must exist between a publication, its readers and its advertisers.

General Advertising Rules

- The Voice of Guanacaste will not allow any type of relationship with an advertiser to compromise its editorial integrity.
- All advertising content must be able to be clearly distinguished from editorial content. In order to achieve this, advertising content will be labeled as "paid space," "paid content", or "sponsored content" when, in our opinion, it may be necessary to clarify the distinction between editorial and advertising content.
- Advertisers are responsible for guaranteeing that the information in their ads is accurate and legal. If The Voice of Guanacaste determines that the ad contains demonstrably false or illegal information The Voice of Guanacaste reserves the right to reject or eliminate the advertisement in part or in its entirety.
- The Voice of Guanacaste may exercise its discretion in rejecting or eliminating any type of advertising that is inconsistent with or may damage the reputation of The Voice of Guanacaste.
- The Voice of Guanacaste will not accept advertisements that, in our opinion, have content that is indecent, vulgar, suggestive, profane or offensive, that promotes illegal services including drugs, illegal substances or any other related product or service. The Voice will also not accept advertisements that include hateful or violent messages against any individual, group or organization, nor anything determined to be content that represents a personal attack against an individual, country or organization.
- The Voice of Guanacaste may eliminate advertising content at any moment if the content is incompatible with the policies described in this document, with or without prior warning to the advertiser.

Sponsored Content Rules

- Sponsored content may be (1) content created by The Voice of Guanacaste marketing team as ordered by the advertiser or (2) Content produced by advertisers.
- As with all advertising, sponsored content reflects the advertisers' points of view and options, not those of The Voice of Guanacaste or its editors. As such, The Voice of Guanacaste will show the following explanatory note with its sponsored content: "This page is sponsored content and not editorial content by The Voice of Guanacaste."
- If the sponsored content has the comments section enabled, the sponsor will not have any role in moderating the comments. The only people who can moderate comments are employees of The Voice of Guanacaste, who will do so following the digital edition general terms and conditions, which prohibit unwanted emails, obscenity, hate speech and similar content on other parts of the site.