

BROADCAST COPY GUIDELINES

Sponsorship messages:

...are 15 seconds in length

...include the preamble "Support for IPR comes from" and identify the sponsor by name

...may contain locations, websites, phone numbers and dates

they don't use call-to-action wording like "visit us," "try now," or "go to"

...provide product or service details without including inducements to buy, sell, rent or lease

they don't include phrases like "money-back guarantee" or "risk-free"

...are informative without being promotional

they don't use comparative words like "best," "first," or "newest"

they don't use qualitative words like "convenient," "award-winning," or "outstanding"

...are descriptive without containing references to price or value

they don't use words like "free," "sale," or "APR"

...may contain up to three trade names, product or service listings

...are produced at no cost and are voiced by an IPR producer

