

When companies place advertisements in magazines, they sign contracts stating the particulars of where and when the ad will run. Sometimes these contracts include a positioning clause indicating where the advertisement should be placed in the magazine (up front, next to the table of contents, etc.) The following memo (March 6, 1998) was sent to magazines that Coca-Cola advertises in. It's from Coke's ad agency, McCann-Erickson, and stipulates where Coke ads may appear.



COKE: MEMO TO PUBLISHERS

The purpose of this letter is to clarify the positioning clause that is included on Coca-Cola Company insertion orders.

The positioning clause has been revised to state, "Any Coca-Cola advertising that faces less than full editorial and/or inappropriate editorial matter will be subject to a full makegood."¹ The Coca-Cola Company requires that all insertions² are placed adjacent to editorial that is consistent with each brand's marketing strategy/positioning. In general, we believe that positive and upbeat editorial provides a compatible environment in which to communicate the brand's message.

We consider the following subjects to be inappropriate and require that our ads are not placed adjacent to articles discussing the following issues:

- * Hard News
- * Sex related issues
- * Drugs (Prescription or illegal)
- * Medicine (e.g. chronic illnesses such as cancer, diabetes, AIDS, etc.)
- * Health (e.g. mental or physical medical conditions)
- * Negative Diet Information (e.g. bulimia, anorexia, quick weight loss, etc.)
- * Food
- * Political issues
- * Environmental issues
- * Articles containing vulgar language
- * Religion

If you have a positioning question or if an ad needs to be moved due to inappropriate editorial, you must contact the AOR immediately and provide positioning options.

If an appropriate positioning option is not available, we reserve the right to omit our ad from that issue.

The Coca-Cola Company also requires a minimum of 6 pages separation between competitive advertising (any non-alcoholic beverage, including water, juice, coffee, milk). If there is more than one Coca-Cola brand running in an issue of your magazine, we require 6 pages of separation.

Christine Maggiore
McCann-Erickson

¹ In other words, if the magazine places a Coke ad in an improper position, Coke gets another ad for free.

² "Insertions" here means advertisements