

Advertising Guidelines

General Guideline

File Format	GIF / Animated GIF, JPEG and Rich Media accepted
Animation	GIF Animation is supported and is subject to Approval.
Alternative Text	Required and may be up to 10 words.
Hypertext Link	Please provide the URL address for your ad link. Acceptable Third Party Service based on prior approval.
Link Back to Morningstar.com	Morningstar logo link available for branded posting on your site.
New Creative	May be submitted at any time with updates live within 2 business days. Some Rich Media formats require 5 business days for testing.
Reporting	Available on-line via password-protected page, with daily updates available by creative. Reporting includes click-through, total impressions and yield.
Auditing	Conducted by BPA International
Banner Submissions	e-mail to adbanner@morningstar.com

General Requirements

Content	<p>Morningstar.com does not accept advertising from any company that, in our opinion, misleads or harms investors. This would include, but is not limited to, companies that sell speculative investments, companies that support a certain type of investment methodology without clarifying the risks related to that methodology or ads that make claims or promise unusually high investment returns.</p> <p>We also do not accept advertising from investment firms that are unregulated by the SEC or from investment sites lacking explanations about the risks involved with their investment approach.</p> <p>New investment sites (those that have not built up reliable brandnames).</p> <p>There may be cases in which we have accepted advertising from an advertiser in the past but turn down a new ad that we think is especially misleading. For example, one advertiser may have a low expense index fund that we are happy to promote, and that same advertiser may also create an ad for a very risky technology fund. If that ad says something like "Risk-free technology investing" or minimizes the risks of a technology fund in some other way, we may very well turn down that specific ad.</p> <p>(These examples are meant to be illustrative only. They are not meant to list all of the cases in which an advertiser will be turned down because we determine that they promote an investment approach that may harm investors.)</p>
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Advertising Guidelines (continue)

Advanced Technology

Morningstar.com works hard to be able to accept new advertising technology. Product management is open to accepting these types of ads, including those in which the ad content actually interacts with the site content. Ads will be reviewed on a case-by-case basis. Product Management will determine if the creative negatively impacts the speed of the site and if the creative will negatively impact the user experience on the site.

Right

Morningstar reserves the right to specify sizing and location of advertising and graphic links.

Animated creative cannot move across the content area. Animated creative is limited to one piece per run.

Advertising Acceptability

Advertisements may not mislead the user. For example, they may not resemble Windows/Macintosh/ Unix dialogue boxes, error messages without mention of company, service or products' name. Banners may not contain graphics that suggest interactivity (i.e., search boxes, drop down menus, etc.) without than functionality existing.

Advertisements may not resemble Morningstar.com content or navigation.

All campaigns must be compatible when viewed with a minimum Internet Explorer 3.0 and Netscape Navigator 3.0 browser.

All creative links and partner sites these links lead to must allow users to use "Back" button functionality to return to the Morningstar.com Web site.

Morningstar.com has the right to refuse advertising that, in Morningstar.com's opinion, is not factually accurate or in good taste. Morningstar.com will not permit at any time the placement of any advertising for illegal or objectionable products. Advertising must not contain or link to fraudulent, provocative, deceptive, or offensive material, including material that misrepresents, ridicules, or attacks an individual or group on the basis of age, color, national origin, race, religion, sex, sexual orientation or disability.

No messages advertising gambling, alcohol, illegal narcotics, firearms, ammunition, fireworks, tobacco and materials, religion, politics, products and adult services related to pornography will be allowed on the site.