U.S. News BrandFuse

Content Guidelines

U.S. News & World Report’s BrandFuse content program provides U.S. News advertisers with the opportunity to present readers with articles and other content produced by or on behalf of those advertisers (“BrandFuse Content”).

BrandFuse Content can consist of articles, photographs, infographics and any other type of content that can be displayed on a website. In order for content to be BrandFuse Content, it must be created or commissioned by advertisers for display on the U.S. News & World Report website and its various properties. There are two categories of BrandFuse Content. The first category of BrandFuse Content is content that is produced or created by advertisers. The second category of BrandFuse Content is content created by the U.S. News BrandFuse marketing team at the request of advertisers.

BrandFuse Content should not be construed to reflect the views of U.S. News & World Report, nor does it represent an endorsement of a product or a viewpoint by U.S. News & World Report. U.S. News & World Report will display prominently a disclaimer on all Sponsor Content indicating the content was either created by the advertiser or by the BrandFuse Marketing Team and did not involve the editorial staff.

U.S. News & World Report reserves the right to apply additional disclaimers and explanatory language to make clear to its audience that content was either created by an advertiser or by the BrandFuse Marketing Team at the request of an advertiser.

U.S. News & World Report accepts that BrandFuse Content may reflect viewpoints other than those reflected in its own editorial content. However, U.S. News reserves the right to refuse publication of content that is false, misleading, illegal or otherwise unacceptable, or, in its judgment, would undermine the reputation or editorial integrity of U.S. News & World Report.