



LawHub™ Podcast Sponsorship Guidelines

LSAC is a not-for-profit corporation with a mission to advance law and justice by encouraging diverse, talented individuals to study law and by supporting their enrollment and learning journeys from prelaw through practice. LSAC created **LawHub** to be the premier educational destination that empowers and supports individuals interested in exploring, preparing for, and succeeding in a legal career.

LawHub places individuals first. It is their go-to source for learning how to navigate the admission process, finding the law school that best fits their goals, exploring legal careers, achieving academic success, and much more. We help individuals make informed decisions and thrive in whatever path they choose.

Our audience is full of intelligent and motivated individuals who are curious about the legal profession and ecosystem. They yearn to make their mark on the world but face incomplete or conflicting information about what it's like to be a lawyer today. LawHub meets them where they are — and guides and advises them along the way. We have been in their shoes and are building LawHub into a destination that has all of us saying, “I wish I’d had this when I was applying to and attending law school.”

As a not-for-profit, tax-exempt organization committed to pursuing an educational purpose, our content and events are intended to advance LSAC’s mission and achieve the objectives of LawHub. As such, our sponsorship guidelines for LawHub differ from commercial advertising. LawHub sponsor recognition messages provide a valuable opportunity for sponsors to stand out and connect with our audience — to help them learn and take action. This is because sponsor messages:

- Are readily identifiable as promotional messages through auditory cues and transparent segues that distinguish them from other LawHub content
- Respect our audience and inform them on their learning journey
- Are distinct from our journalistic content
- Do not mislead listeners into action
- Do not contain questionable or unsubstantiated claims, distracting mentions of product or service pricing, or comparisons to competitors

Host-read sponsor messages may describe a quality or feature of a product or service in qualitative terms, but sponsor messaging cannot be overly promotional, must be true and accurate, and cannot undermine LSAC’s or LawHub’s credibility with listeners and the public. If the description of a product or service in an audio promotional message could leave the impression that LSAC, LawHub, or a representative has firsthand experience with that product or service, the language should be rephrased to avoid the perception of firsthand use. For example, a description of a product as “simple and easy to use” could be rephrased as “the product is designed to be simple and easy to use.” LSAC will determine whether the phrasing of the sponsor messaging is appropriate or requires revision.



Specific mention of product or service pricing is permissible in the sponsor message as long as it is done in a tasteful manner. The availability of a discount or special offer (for example, a special offer for program listeners) may be conveyed and described, and a product offering that includes free delivery and/or returns may reference that fact. It is permissible to reference free trials or products that are free. In all cases, all material terms must be disclosed during the sponsor message in combination with a “free” offer. A promotional message may direct the listener to the sponsor’s website or another source for more information, to redeem a discount or offer, or to purchase an item. The promotional message may not convey urgency or pressure to take immediate action.

These guidelines are in addition to, and not a substitute for, applicable legal requirements. The digital messages we bring to our audience from sponsors are fundamentally intended to inform and engage them. At the same time, sponsor messaging is always kept distinct from LawHub content itself.

LSAC is open to sponsors who can help our listeners on their learning journey but reserves the right to reject individual sponsors or their proposed messaging for any reason, including, but not limited to, any sponsor messaging that calls into question LSAC’s independence and objectivity, contains political messaging, promotes products that subject to abuse or may have a harmful impact or effect on LSAC’s or LawHub’s audience, fails to comply with standards of decency and dignity, or otherwise operates in a manner that is not approved by or acceptable to LSAC.

Even if a sponsor or their message is consistent with these guidelines, any host or other contributor who may read the message may reject language they are uncomfortable reading. Host-read messages may not include endorsements, testimonials, or implications of product or service usage.

Within these guidelines, individual questions of judgment or interpretation may arise, which will be addressed on a case-by-case basis and determined by LSAC at its sole discretion. These guidelines are also expected to evolve as LSAC, LawHub, our sponsors, and our audiences gain experience with promotional messaging, and may change from time to time. In such cases, we will provide you with a copy of the updated guidelines within a reasonable amount of time, and your compliance with those updates would only be required from that point onward.

Sample Sponsor Message Introduction

- *“Support for [program] and the following message come from [sponsor]”*
- *“The following message comes from our sponsor: [sponsor]”*
- *“[Program] is supported by [sponsor], who would like to share the idea that ...”*
- *“[Program] is made possible by [sponsor], who wants you to know that ...”*
- *“This episode’s sponsor is [sponsor], which offers the following message ...”*
- *“Support for [program] comes from [sponsor], presenting this message ...”*