

# WASHINGTON BUSINESS JOURNAL

## Washington Post offers paid opinion comments

By Jeff Clabaugh – June 12, 2013

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The Washington Post has rolled out Sponsored Views, paid commentary from organizations and advocacy groups placed as online advertisements in the Opinion section.

The comments, up to 600 characters long, appear in yellow boxes at the bottom of Opinion pieces and include the commenting organization's logo. The Post did not disclose the cost of Sponsored Views.

"Sponsored Views' premium placement enables participants to provide their perspectives with unparalleled contextual relevance, while still keeping the lines between news and sponsored messages crystal clear," said Washington Post (NYSE: WPO) President and General Manager Steve Hills.

Recent examples include comments from CTIA-The Wireless Association on an editorial about cybersecurity, the Natural Resources Defense Council on an editorial about carbon tax and the Cato Institute on an editorial about Fannie Mae and Freddie Mac.

The Post (NYSE: WPO) said Sponsored Views will be clearly labeled as advertising, and the newsroom has no involvement in the product.