Peer39: avoid fake news and untrustworthy news sites

PEER39

NewsGuard

Partner–Contextual Data Marketplace

News content accounts for nearly one of every five targetable ad impressions.

The NewsGuard category addition to the Peer39 Contextual Data Marketplace creates a new dimension to identify trustworthy, credible and responsible news environments via professionally trained journalists—*humans*—auditing to understand whether sites are responsible in their news reporting.

The NewsGuard rating process is designed to ensure that nine journalistic criteria are applied fairly and accurately to all sites, regardless of the site's topic, tone, or political leaning, if any.

Human auditing can do what keywords and semantic technology can't, taking into account the credibility of the site and the sources of the information.

Align your brand with credible, trustworthy news and information sites now available through most major DSPs–where you'll find the following categories;

! AVOID	✓ TARGET
Negative: ○ Untrustworthy / Not credible ○ Health Misinformation Sites ○ Hyperpartisan News Sites ○ Sites associated with QAnon conspiracy ○ Pages with QAnon conspiracy theory content ○ Don't Distinguish News from Opinion ○ Conspiracy Theories and Hoaxes ○ Misinformation about COVID-19 ○ Misinformation and Fake News ○ Misleading or Sensational Headlines ○ Unlabeled Advertising	○ New Sites with Trusted Health or Medical Information

Rate: $0.20 CPM

For more information on how to get started:
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or visit www.Peer39.com