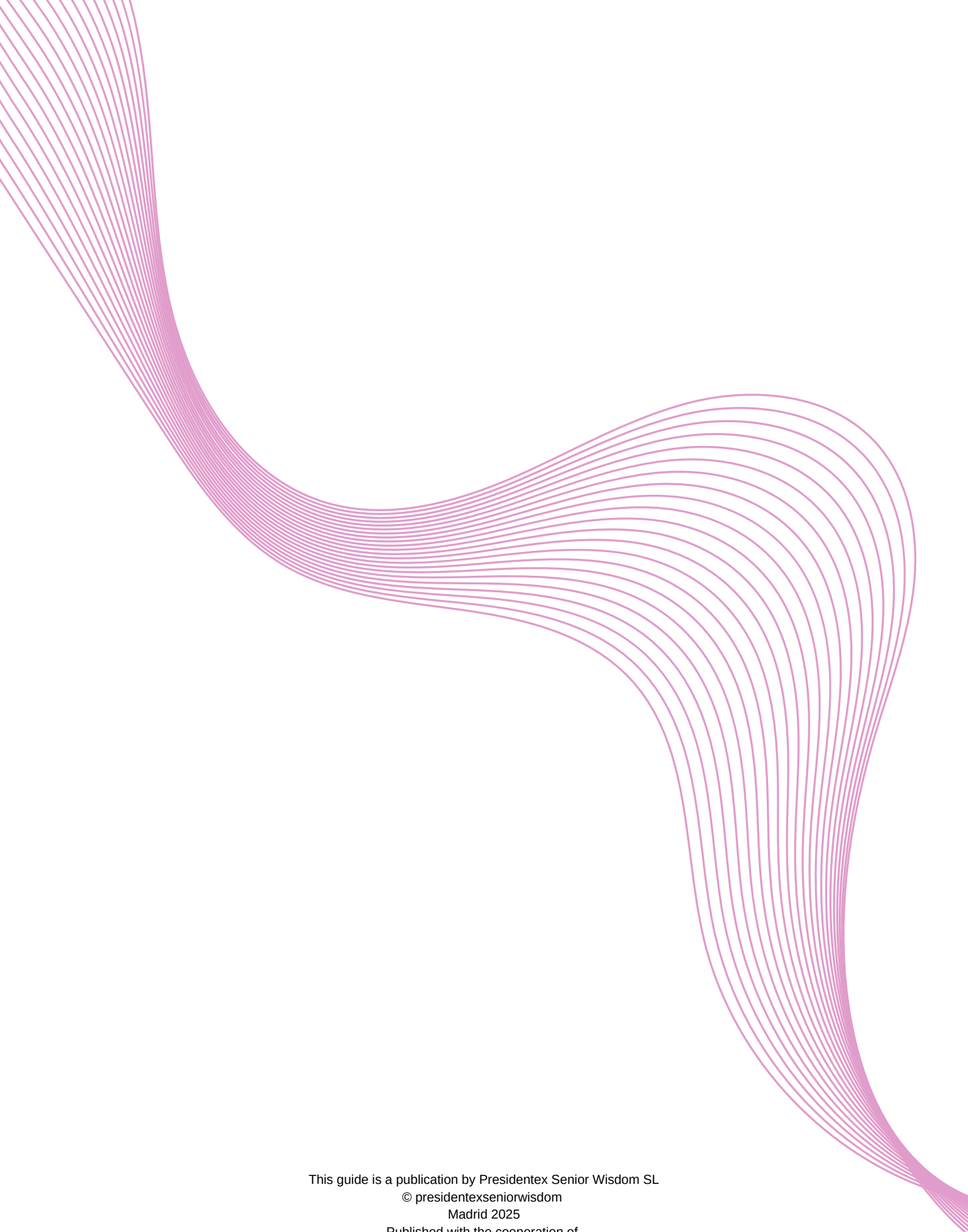


BEST PRACTICES IN MEDIA PLANNING AND BUYING

**A guide for responsible
advertisers and agencies**

A Presidentex initiative

With the cooperation of: Academia de la Publicidad · IAA Spain



This guide is a publication by Presidentex Senior Wisdom SL
© presidentexseniorwisdom
Madrid 2025
Published with the cooperation of
Academia de la Publicidad and
International Advertising Association Spain

Contents

Aims	04
Introduction - Presidentex	06
Best Practices	08
Responsability and transparency	10
Agustín Elbaile - Academia de la Publicidad	12
Olga Martínez - IAA Spain	13
Legislation, regulation and standars	14

Aims

The purpose of this guide is to establish a common frame of reference to promote responsible, ethical, sustainable action by everyone involved in the process of planning, buying and managing media advertising.

To encourage transparency and accountability

Promoting a culture of transparency at all stages of the advertising process, ensuring that investment decisions are made with verifiable information, third-party metrics and clear evaluation criteria. This aim is intended to strengthen the trust between the different parties, minimise opaqueness and ensure media investment traceability.

To promote ethics and professional responsibility

Guiding the actions of advertising professionals and media agencies in moving towards ethical behaviour based on respect for audiences' rights, personal data protection and the elimination of practices that could be manipulative, discriminatory or lacking in transparency. The idea is that each advertising action should reflect values of integrity, respect, truth and authenticity.

To favour a sustainable media ecosystem

Incentivising investment in media that promote environmentally and socially sustainable practices. This means valuing media committed to reducing their ecological impact, increasing cultural diversity and equality of opportunity, and supporting information that is proven to be truthful.

To strengthen trust between brands, media and society

Establishing cooperative relationships based on mutual trust and to abide by principles that include ethics and the quality of information. The guide is intended to strengthen the credibility of advertising in society, ensuring that brands communicate about products and services not only in appropriate contexts, but also with positive values that provide collective well-being.

To prevent disinformation and harmful content

Ensuring that investment in advertising does not directly or indirectly contribute to spreading disinformation, harmful content or hate speech. This aim encourages the adoption of measures to control and verify brand safety environments, promoting policies to actively monitor the context in which advertising messages appear.

To foster cooperation between the different parties

Promoting co-operation between advertisers, media, institutions and organisations in the sector in order to construct common quality and responsibility standards. The guide is intended to be a shared tool capable of inspiring collective commitments and self-regulation agreements to strengthen the credibility of the advertising system.

To boost the protection of the most vulnerable audiences

Ensuring that advertising strategies respect the rights of children, young people and other vulnerable groups and prevent their exposure to inappropriate or manipulative messages. This aim seeks to align advertising practice with the principles of inclusion, diversity and the complete protection of people.

Introduction

Today, the advertising industry is facing an increasingly complex environment, as the fragmentation of audiences, multiplication of channels and growing emergence of technology have profoundly transformed media planning and purchasing. In this context, the responsibility of advertisers and agencies involves promoting and guaranteeing sustainable, ethical, transparent practices capable of protecting society, consumers and brands' own reputations.

This responsibility in communication has focused almost exclusively on the content of messages, tone, truthfulness and respect for society's values. It is true that many advertisers have made notable progress in this area, strictly monitoring what their brands say and how they say it. However, there is one aspect of marketing communication – media planning and purchasing – which is, for many companies, the big forgotten area of corporate responsibility. And, paradoxically, more than 90 per cent of these brands' advertising investment is concentrated here.

But an advertiser cannot be considered to be responsible if they are using their advertising to fund media or platforms that are not. Every euro invested has a multiplier effect on the type of information, entertainment or public discourse that prospers.

Advertisers' investment decisions are not neutral: they contribute to configuring the information ecosystem, supporting certain business models and strengthening (or weakening) the fundamental values that support civilised coexistence.

Social, economic and environmental responsibility and concern for good governance must therefore be exercised in choosing the media where investment is made.

Media planning and buying are strategic actions with huge impact. They decide not only where a campaign is broadcast but also who is given visibility, what type of content is funded and which models become established in the media market. That is why this guide is intended to be not merely a simple technical manual, but rather an invitation to reconsider the role of the advertiser as a key agent in the sustainability and democratic health of our environment.

Acting with responsibility in this area means valuing the traceability of investment, demanding transparent processes, favouring media that apply strict professional ethics, and rejecting others that promote disinformation, opacity and the abuse of personal data acting to harm privacy. It is also a question of coherence, as no brand can publicly claim to uphold due respect for everything that must be considered if, at the same time, their advertising is funding those who breach this principle.

That is why this Guide to Best Practices in Media Planning and Buying is aimed at both advertisers and agencies with a common purpose: to promote a safer, fairer, more responsible advertising ecosystem. Because being a responsible brand consists not only of taking care about what is said but also – and above all – where it is said and who is used to say it.

P R E S I D E N T E X

Guide for responsible media planning and buying

- 1 Prioritise responsible advertising media**
Choose media that ensure a trustworthy, ethical, transparent environment for advertisers, audience and society. Assess their commitment to the integrity of information, sustainability and social responsibility.
- 2 Demand brand safety measures**
Ensure advertisements are not associated with inappropriate or harmful content. Use monitoring and context identification tools and avoid funding sites that use hate speech or could damage mental health.
- 3 Ensure metric transparency and verification**
Invest in media that offer measurements made and audited by third parties, avoiding manipulated or opaque data. In addition, seek guarantees of true visibility as well as the completion of advertisements.
- 4 Fight advertising fraud**
Avoid measures artificially obtaining traffic via bots or false impressions. Choose suppliers certified against fraud and demand advertising inventory verifications.
- 5 Apply ethical data use principles**
Respect user privacy, avoiding the abuse of personal data and hyper-segmentation. Demand clear, informed consent and child protection policies.

Guide for responsible media planning and buying

6 Support responsible journalism
Invest in media that promote proven, truthful information free of manipulation. Avoid indirectly funding sites that spread fake news or hoaxes.

7 Encourage accessible and quality advertising
Ensure that advertisements are comprehensible and accessible for the whole audience, including subtitling, audio description and adaptations for people with disabilities.

8 Demand platforms with effective controls against disinformation
Go for media and platforms that implement mechanisms to effectively detect and halt the spread of deceptive content funded with advertising.

9 Guarantee child protection
Ensure advertisements comply with regulations to prevent the exposure of children and young people to inappropriate or manipulative advertising.

10 Assess the traceability of advertising investment
Prioritise media that allow you to know where advertising is being displayed, what kind of content it is associated with, and how every euro is invested, avoiding opaque or low-quality networks.

Responsibility and transparency

Ultimately, an advertiser is responsible for ensuring that the media planning and purchasing for its brands is in line with the principles of best practice. Although it can delegate implementation to agencies or outside suppliers, its ethical, legal and strategic obligation is to ensure advertising investment is managed securely, transparently and coherently with the brand values. Every decision in the process has an impact on its reputation and credibility as well as on consumer confidence, so the advertiser must actively monitor all aspects making up the relationship between its communication and the media environment.

An initial essential principle is to guarantee a secure, trustworthy environment. Advertising must only be displayed in spaces that respect legality, human rights and the advertiser's ethical values. It is therefore essential to demand measures to prevent advertisements appearing alongside content that is inappropriate, extremist or promotes disinformation. An advertiser must prioritise responsible advertising media that apply clear editorial policies, respect the truthfulness of information and maintain professional quality standards.

The transparency and verification of metrics is another key factor. An advertiser must ensure that the data it receives about impressions, audiences or results can be verified by third parties and does not depend exclusively on information supplied by platforms.

This means actively fighting advertising fraud, a practice that distorts the true value of investment and damages the effectiveness of campaigns. Measures like auditing buying processes and confirming the traceability of each transaction ensure the efficient, ethical use of resources.

This responsibility also extends to the area of data use ethics. In an environment where segmentation and personalisation are common, any collection and processing of personal information must comply with the applicable legislation and respect users' rights. It must also ensure child protection, preventing marketing messages being aimed at vulnerable audiences or being spread in inappropriate contexts.

Commitment to society also involves supporting responsible journalism and promoting accessible, quality advertising, thereby helping support media that strengthen democracy and promote diversity of information. An advertiser must also demand that media and platforms have effective controls against disinformation, avoiding directly or indirectly funding the spread of fake news or manipulated content.

Finally, an advertiser must remember that all marketing communication must be clearly and unequivocally identified as such, as required by law. This transparency with respect to the audience not only protects the consumer, it also strengthens the credibility of the message and the integrity of the brand.

In conclusion, the advertiser is the ultimate guarantor that its advertising investment contributes not only to its marketing objectives but also to the development of a responsible, sustainable sector.



Agustín Elbaile

President of Academia de la Publicidad

Ethics, commitment, reputation, responsibility, values... what beautiful words! How easy it is to speak them! How proud we are always to have them to hand so we can use them to promote our prestige while driving our audience into a frenzy with their importance! And yet how rarely we use them meaningfully!

How often we lie, under cover of a cloak of cynicism stained with irresponsibility!

Now, Presidentex is taking up the cudgel to break the glass ceiling and send a message to advertisers and agencies; journalists and planners; media and institutions. It is a clear, simple message: brands must not only take care of what they say and how they say it, but also of the channels they use to say it.

This Guide diligently seeks to raise the standard for words and key values to strengthen the credibility of advertising in society, and Academia de la Publicidad will always stand alongside it when it pursues an objective of this kind.

The Guide is there for us to follow, showing us a path we have either forgotten or never found before, so we can take its steps without stumbling and apply its precepts without hesitation.

The Guide seeks to inspire a collective commitment to strengthen the credibility of the advertising ecosystem.

It is very welcome, and we wish it every success.



Olga Martínez

President of IAA Spain

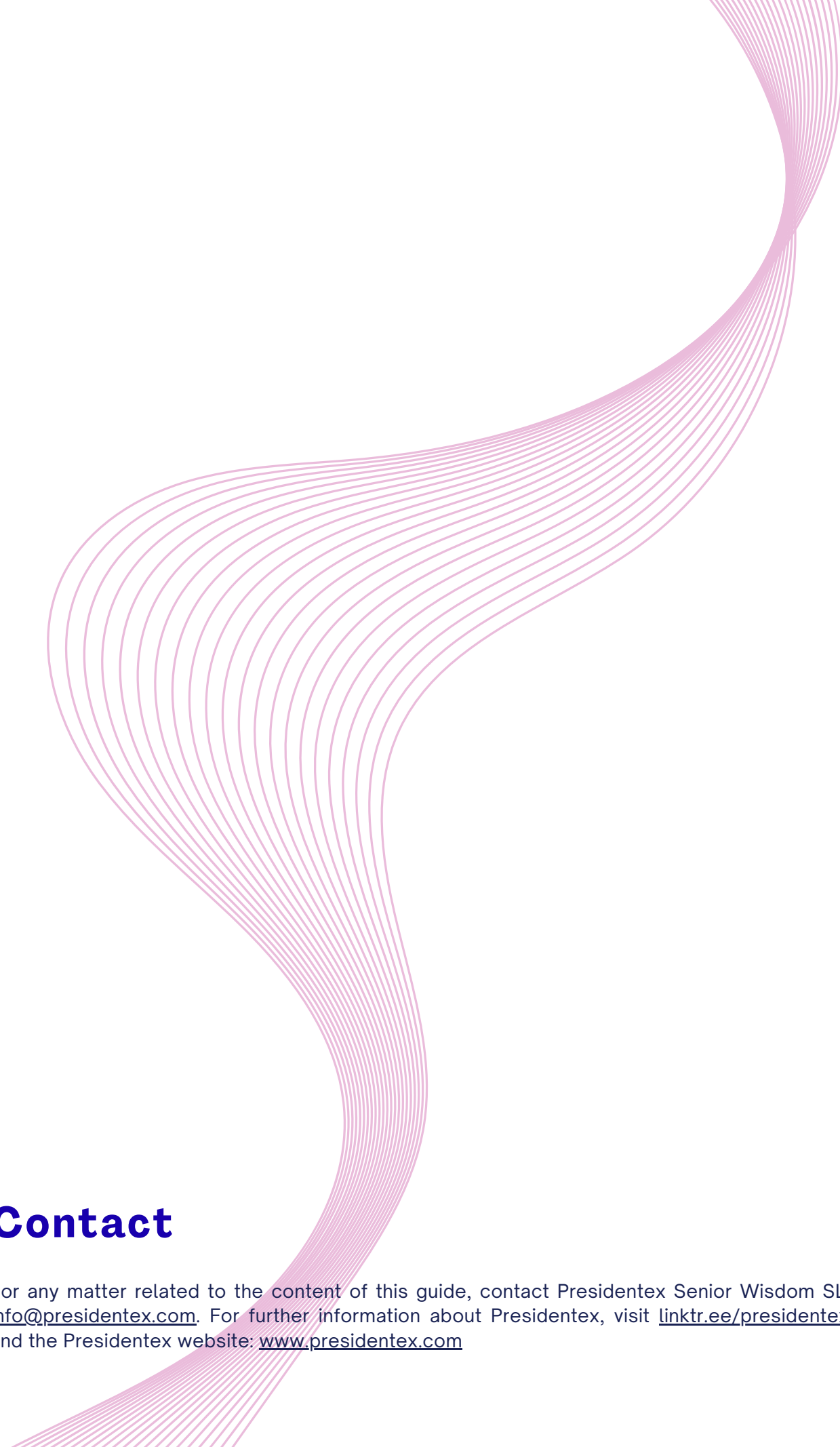
We want to reaffirm our commitment to developing responsible, quality media, as these are essential for an informed, plural society. The pandemic showed that, when faced with a proliferation of disinformation, the public only trusted news from reliable media committed to high journalistic standards. That trust is a social asset we must protect.

The media that invest in journalism are fundamental pillars of our society. Because of this, we celebrate the initiative from Presidentex, which has highlighted the responsibility incumbent on advertisers for their advertising investment. In the same way as businesses apply sustainability and social responsibility criteria to their management, they must also begin to apply it to their communication budgets, ensuring that their advertising does not fund false or damaging environments that act against the ethical values they promote.

This best practice guide promotes a view of the use of advertising investment based on greater awareness and responsibility. It promotes traceability, the protection of data and vulnerable groups, the fight against digital fraud, and the determined support of quality journalism as a guarantee of balance, truthfulness and trust in our society.

Legislation, regulations and standards

- ♦ Spanish General Advertising Act 34/1988.
- ♦ Spanish Information Society and E-commerce Services Act 34/2002 (LSSI).
- ♦ Spanish General Audiovisual Communication Act 13/2002.
- ♦ Spanish Unfair Competition Act 3/1991.
- ♦ Spanish Child Protection Act 1/1996.
- ♦ Spanish Complete Protection for Children and Young People Act 8/2021.
- ♦ EU Directives 2010/13 and 2018/1808 on Audiovisual Communication.
- ♦ Spanish Personal Data Protection and Guaranteed Digital Rights Act 3/2018 (LOPDGDD).
- ♦ EU Regulation 2016/679, General Data Protection Regulation (GDPR).
- ♦ EU Regulation 2022/2065, Digital Services Act.
- ♦ EU Regulation 2022/1925, Digital Markets Act.
- ♦ EU Regulation 2024/1083, Euro Media Freedom Act.
- ♦ AEA: DSA-DMA Implementation Guide, Best Practice Guide (Transparency, Ad Fraud & Brand Safety) and Ad Viewability Standards and Best Practice Guide.
- ♦ Autocontrol, AEA and IAB Spain (2025): Influencer Advertising Code of Conduct.
- ♦ Autocontrol: Advertising Code of Conduct.
- ♦ WFA (World Federation of Advertisers): Global Media Charter.
- ♦ IAB Europe (2024): Guide to Quality Advertising.
- ♦ Media Rating Council (MRC): Viewability and Invalid Traffic.
- ♦ Trustworthy Accountability Group (TAG): Digital Fraud.
- ♦ IAB Tech Lab: Transparency in Programmatic Advertising.
- ♦ IAB Europe: Transparency and Consent.

A decorative graphic consisting of numerous thin, parallel pink lines that flow from the top right corner, curve around the middle of the page, and then curve back towards the bottom left corner, creating a large, fluid, wavy shape.

Contact

For any matter related to the content of this guide, contact Presidentex Senior Wisdom SL: info@presidentex.com. For further information about Presidentex, visit linktr.ee/presidentex and the Presidentex website: www.presidentex.com

PRESIDENTEX

SENIOR WISDOM



ACADEMIA DE LA PUBLICIDAD

