

# Sponsored Content Appraisal Sheet

## Content Overview

Title:

Author:

Date:

Sponsor:

Link/URL:

## Appraisal Criteria

Criteria	Rating	Comments
Relevance to Audience	<input type="text"/>	<input type="text"/>
Disclosure & Transparency	<input type="text"/>	<input type="text"/>
Quality of Content	<input type="text"/>	<input type="text"/>
Adherence to Guidelines	<input type="text"/>	<input type="text"/>
Visual/Design Quality	<input type="text"/>	<input type="text"/>

## Summary & Recommendation

Overall Assessment:

Recommendation:

Appraised by:

Date of Appraisal: