



Company Showcase

Sponsorship and Publisher Services Packet

Credible halal work should be easy to find.

Evidence-checked profiles, clearly disclosed sponsored stories, and publisher-produced video—without selling endorsement, ranking, certification, accreditation, HIPS status, or trust.

Program information · Version 2026-09

halalstandards.org/company-showcase

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1 A publisher program built around evidence

The **USDHS Company Showcase** is a paid publisher program for organizations doing substantive work in the halal ecosystem. Accepted participants may receive a maintained company profile, original sponsored editorial, or publisher-produced video, depending on the selected package. Every sponsored placement is labeled clearly, and displayed factual claims remain subject to evidence review, correction, reverification, suspension, and removal.

The program is designed for qualified certification organizations, food and beverage businesses, educators, technology providers, community institutions, professional services, and other organizations whose work is relevant to halal integrity. Eligibility is reviewed privately before publication. Payment begins only after written acceptance and agreement on scope.

The essential boundary

Payment purchases defined publishing and production services. It does **not** purchase endorsement, comparative rank, halal certification, accreditation, HIPS implementation, product approval, a status mark, or a favorable conclusion.

1.1 Program at a glance

Starting package	Monthly amount	Minimum period
Showcase Listing	\$500	1 month
Sponsored Company Story	\$1,000	3 months
Video Spotlight	\$2,000	6 months

The amounts above are the approved starting prices for the defined scopes in this packet. Custom production, travel, unusually complex evidence review, rush work, translation, or work outside the stated deliverables may require a separate written estimate. No charge begins during the private eligibility review.

2 Package comparison

Deliverable	Listing	Story	Video
Evidence-checked company profile	Included	Included	Included
Category placement and logo	Included	Included	Included
Qualified sponsored external link	Included	Included	Included
Quarterly fact reverification	Included	Included	Included
Aggregate profile reporting	Monthly	Monthly	Monthly
Original sponsored company story	—	Quarterly	Quarterly

Deliverable	Listing	Story	Video
Source citations and factual-review round	—	Included	Included
Owned-channel editorial feature	—	Quarterly	Quarterly
Original publisher-produced video profile	—	—	Every 6 months
Captions, transcript, and companion story	—	—	Included

2.1 Showcase Listing — \$500 per month

The Showcase Listing creates a maintained, evidence-checked profile for an accepted organization. It includes one category placement, the approved organization logo, a concise description, a qualified sponsored link, and a public correction channel. USDHS reverifies displayed profile facts quarterly and provides aggregate monthly profile-view and outbound-click reporting.

The minimum term is one month after acceptance. The package does not include an original sponsored article, video production, guaranteed distribution, or any status mark.

2.2 Sponsored Company Story — \$1,000 per month

This package includes the complete Showcase Listing plus one original publisher-edited sponsored story per quarter. USDHS develops the story from public and sponsor-supplied evidence, adds source citations where appropriate, and provides one factual-review round so the sponsor can identify errors or unsupported material. USDHS retains editorial control over disclosure, limitations, conclusions, and publication.

The minimum term is three months after acceptance. One owned-channel feature and aggregate article engagement reporting are included each quarter. No search, AI-citation, lead, sales, or revenue outcome is guaranteed.

2.3 Video Spotlight — \$2,000 per month

The Video Spotlight includes the complete Sponsored Company Story package plus one publisher-produced video profile every six months, with captions, transcript, companion article, and an owned-channel launch feature. Scope, filming method, participant releases, location, production schedule, and deliverables are confirmed in writing before work begins.

The minimum term is six months after acceptance. Travel, specialized production, translation, or extraordinary post-production may require a separate written estimate.

3 How publication works

STEP 01

Private eligibility review

STEP 02

Evidence collection

USDHS reviews organizational identity, category fit, public claims, conflicts, and the proposed publication scope. The initial review target is seven business days after a complete submission; it is not a guarantee of acceptance.

USDHS identifies the public and sponsor-supplied records needed to substantiate each material fact proposed for publication. Missing or conflicting evidence pauses production.

STEP 03**Written scope and billing**

Accepted organizations receive the approved package, minimum period, production scope, disclosures, and billing instructions in writing. Payment begins only after acceptance.

STEP 04**Publisher production**

USDHS writes, edits, designs, or produces the approved work. A sponsor may correct factual errors but cannot purchase conclusions or remove required disclosures.

STEP 05**Labeled publication**

Paid work is labeled before the headline or first impression. Sponsored external links use appropriate qualification, and the public page states what payment did and did not purchase.

STEP 06**Reverification and correction**

Displayed facts are reviewed on the stated schedule and may be corrected, suspended, or removed if evidence changes, billing ends, the scope expires, or a material conflict arises.

4 Evidence and editorial standards

USDHS separates factual verification from promotion. Identity, website ownership, category, locations, products or services, public claims, and cited credentials must be supported by current records. Sponsor-supplied information is not treated as verified merely because it was submitted or paid for.

Sponsored content is labeled clearly. A sponsor may identify factual errors, confidential information, or unsupported statements during the agreed review round. USDHS retains control of disclosures, evidence notes, limitations, headlines, conclusions, corrections, and whether the work is published.

Profiles and sponsored content may be suspended or removed when an organization does not complete reverification, stops paying for the publishing service, materially changes its claims, misuses USDHS branding, creates a misleading impression of status, or provides evidence that conflicts with its public representation.

No performance promise

Company Showcase work may improve the quality, clarity, and discoverability of public information, but USDHS does not guarantee search position, AI citation, website traffic, leads, clients, sales, or revenue. Reports describe observed aggregate activity only.

5 Visibility, endorsement, and status are different

Payment may purchase	Payment cannot purchase
Profile production and maintenance	Organic or methodology rank
Clearly labeled sponsored editorial	Recommendation or endorsement
Video production, captions, and transcript	Halal certification or accreditation
Owned-channel distribution	HIPS implementation or licensing status
Aggregate engagement reporting	A trust badge or favorable conclusion

Endorsement is a separate, optional public vote of confidence in the USDHS mission. It uses its own application, consent, and approval process and does not require purchase of a Company Showcase package.

Profile Verified means that the displayed profile facts passed the stated identity and evidence checks on the displayed date. It is not a rating, endorsement, halal determination, certification, or accreditation, and it is not sold as an add-on.

HIPS status may be displayed only when a separate current written record exists for the exact organization, scope, issue date, and expiry or review date. The status remains subject to its own training, implementation, surveillance, suspension, and revocation rules.

6 What USDHS needs from an applicant

An eligibility conversation generally begins with the organization's legal or operating name, public website, primary contact, organization type, principal locations, category, concise description, logo, proposed package, and the factual claims it wants to present. USDHS may request supporting records, public citations, ownership or authority confirmation, participant releases, or other evidence appropriate to the scope.

The applicant must identify any material conflicts, pending disputes, regulatory restrictions, expired credentials, suspended statuses, or other information that could make the proposed profile misleading. Providing information does not guarantee publication, and nothing becomes public until the organization and USDHS approve the written scope and required disclosures.

7 Free USDHS media package

The Company Showcase page includes a free downloadable media package containing current public USDHS wordmarks, light- and dark-background variants, incorporated variants for legal references, approved descriptive copy, sponsored-content disclosure language, a contents manifest, and usage guidance.

The media package is not a status kit. Downloading it does not create endorsement, sponsorship acceptance, certification, accreditation, HIPS implementation, product approval, or permission to imply a verified relationship. Accreditation badges, HIPS marks, purchaser materials, and third-party images are intentionally excluded.

8 Common questions

8.1 Can we purchase a listing immediately?

No. The website provides this packet, the free media package, and an inquiry path. USDHS reviews eligibility and scope privately before any billing or publication begins.

8.2 Does payment buy endorsement or verification?

No. Payment buys only the stated publishing and production services. Endorsement, Profile Verified, certification, accreditation, HIPS status, and any other recognition remain separate evidence-based determinations.

8.3 Can a sponsor approve the final article or video?

A sponsor receives the stated factual-review opportunity and may identify errors, unsupported material, confidentiality concerns, or scope issues. USDHS retains editorial control over disclosure, limitations, conclusions, and publication.

8.4 Will the package improve search or AI visibility?

The work may improve the clarity and structure of public information, but USDHS does not guarantee rankings, citations, traffic, leads, sales, or revenue.

8.5 What happens if information becomes outdated?

USDHS may correct, annotate, suspend, or remove content. Sponsors must participate in the stated reverification schedule and promptly disclose material changes.

8.6 Are existing endorsers automatically included?

No. Endorsement and sponsored publication are separate. An existing endorser must complete the Company Showcase eligibility and publication process before receiving a sponsored profile.

9 Next steps

Visit <https://halalstandards.org/company-showcase>* to download the current packet and free media package or to request the packet by email. Use <https://halalstandards.org/contact>* for questions about eligibility, capacity, custom production, or a proposed organization profile.

Starting a conversation does not create acceptance

An inquiry, packet download, media-kit download, or packet-email request does not create a purchase, sponsorship, endorsement, certification, accreditation, HIPS status, profile verification, or public listing.

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