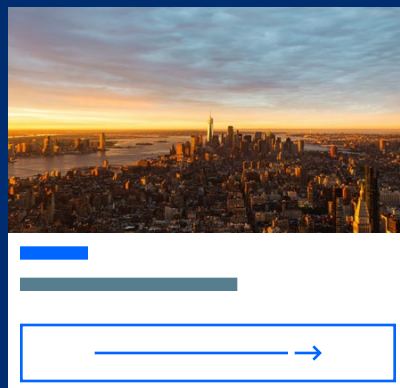
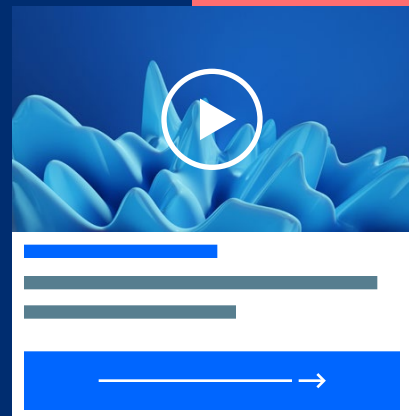




Global Advertising Platform

Advertising Guidelines
and Acceptance Policies



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1. Campaign basic guidelines



MGID provides content distribution within multiple categories and rankings. This allows ad units to meet the requirements for the particular web properties they are displayed on.

Ad units are moderated separately. The category and ranking depend on the actual design of each particular ad unit (e.g. two different categories can be applied for the same news site).

Forms of content distribution that correspond to campaign types:

-
- **Product promotion** — advertising of products or services with the intent to generate sales and develop brand loyalty.
 - **Content promotion** — advertising of an article on a website that has informative, entertaining or persuasive value without the attempt to sell any product or service.
 - **Search feed** — promoting result feeds of specific keywords on search engines (Google, Bing, Yahoo, etc.).

2. Categories



→ 2.1. News and websites

T1 Automotive

General meaning

Auto body styles, auto shows, technology, auto types, car culture, auto tuning, dash cam videos, motorcycles, roadside assistance, reviews

T1 Business and Finance

General meaning

Tips on how to succeed, make money, choose financial alternatives, success stories, budgeting tips and tricks, business articles, stock market, breaking finance news

T1 Careers

General meaning

Internships and career advice, career planning, job search, interview how-tos, vocational skills, office team building

T1 Education

General meaning

School subjects, educational content, forums, blogs, tips and how-tos, presentations, schools and universities reviews, MBA, IELTS, GMAT

T1 Events and Attractions

General meaning

Breaking news on what's going on worldwide, traditions, laws, social activities, social life, photo galleries

T1 Family And Relationships

T2 Parenting

General meaning

Caregivers who take care of children: biological, adoptive or alternative families, tips on parenting, what to expect, pregnancy

T2 Sex

General meaning

Issues about sexual intercourse between two adults: tips, embarrassing issues, how-tos

T2 Society

General meaning

Relationships between people: dating, weddings, civil unions, divorce, marriage, friendships, gender issues, sexual orientation, siblings, extended family, infidelity

T1 Fine Art

General meaning

Costume, dance, design, digital arts, fine art photography, modern art, opera, performance art, theater, sculpture

T1 Food And Drink

T2 Alcoholic Beverages

General meaning

Brand comparisons, recipes, brewing beer, history

T2 Cooking

General meaning

Barbecues and grilling, dining out, food trends, healthy cooking and eating, cooking and baking, specialty diets (vegan, vegetarian), world cuisines, food preparation, recipes, product reviews

T1 Healthy Living

T2 Fitness and Exercise

General meaning

Benefits, aerobics, weight lifting, running, swimming, cycling, gyms

T2 Nutrition

General meaning

Wholesome eating, benefits, diet plans, cleanses

T2 Wellness

General meaning

Yoga, massage, reiki, mindfulness, psychology, health issues and conditions, symptoms, meditation

T1 Hobbies And Interests

T2 Amazing

General meaning

Shocking or hard to believe concepts, amazing facts, viral videos, photo galleries

T2 Discoveries and innovations

General meaning

Content and news revolving around noteworthy or recent scientific and technological advancements and innovations; aeronautics and space developments and discoveries

T2 Entertainment

General meaning

Stories or content with the intention to entertain; generalized pastimes; non-educational online quizzes, personality tests

T2 General Social

General meaning

Global news and commentary that is relevant and newsworthy worldwide, not specific to a single region or country

T2 Humor

General meaning

Comical stories, fun content, jokes, funny pets



T2 Interests

General meaning

Specific pastimes, astrology, horoscopes, calligraphy, camping, collecting, knitting

T2 Lifehacks

General meaning

Helpful or useful tips and tricks, usually unknown or DIY, in order to aid the betterment or easement of life and everyday tasks

T1 Home and Garden

General meaning

Gardening, home appliances, home entertaining, home improvement, indoor environmental quality, interior decorating, landscaping, outdoor decorating, remodeling and construction, smart homes, flipping homes

T1 International News

T1 Local News

T1 Movies

General meaning

Movie info including reviews, ratings and biographies, recommendations for new movies to watch, rent, stream or own

T1 Music and Audio

General meaning

Music videos, music channels, charts, podcasts, fan communities, music-related blogs, galleries, awards, musicians, music listening tools and applications

T1 News And Politics

T2 Crime

General meaning

Inner city, national crime levels, statistics

T2 Disasters

General meaning

Natural disasters and their effects

T2 Politics

General meaning

News and commentary on global and local politics, laws

T1 Pets

General meaning

Birds, cats, dogs, fish and aquariums, large animals, pet adoptions, reptiles, veterinary medicine

T1 Pop Culture

General meaning

Celebrity deaths, celebrity families, celebrity homes, celebrity pregnancy, celebrity relationships, celebrity scandal, celebrity style, gossip, photoshoots, viral videos

T1 Real Estate

General meaning

Apartments, developmental sites, hotel properties, houses, industrial property, land and farms, office property, retail property, vacation properties

T1 Science

General meaning

Biological sciences, chemistry, environment, genetics, geography, geology, physics, space, astronomy

T1 Sports

General meaning

Sports-inspired content about games and events, players, sports history, culture, statistics, scores, reviews

T1 Style And Fashion

T2 Beauty

General meaning

Personal care products and regimens, tips and tricks, reviews

T2 Body Art

General meaning

Body tattoos, henna, body paint

T2 Fashion Trends

General meaning

Clothing, jewelry, footwear, accessories, street style, fashion trends

T1 Technology and Computing

General meaning

Artificial intelligence, augmented reality, computing, consumer electronics, robotics, virtual reality

T1 Television

General meaning

Animation, children's, comedy, drama, factual, holiday, music, reality, science fiction, soap opera, special interest, sports

T1 Travel

General meaning

Packing, travel accessories, travel locations, travel preparation, travel type



→ 2.2. Brands and affiliates

T1 Automotive

General meaning

Auto-related products and services

Types of offers

Car searches, car sales, auto supplements, repair parts, car deals, auto tuning, customization

T1 Books and Literature

General meaning

Art and photography books, biographies, children's literature, comics and graphic novels, cookbooks, fiction, poetry, travel books, young adult literature

Types of offers

Audiobooks, E-books, hardback, paperback, all genres, book clubs

T1 Business And Investing

T2 Business I.T.

General meaning

Products and services designed for business investment through means of stock trading and investment

Types of offers

Trading Trusted Stock Options, IPO Based Stocks, Videos, Books, Blogs, Investment Opportunities, Shareholding (legally restricted content)

T2 Currencies

General meaning

Cryptocurrencies

T1 Events And Attractions

T2 Casinos and Gambling

General meaning

Promotion of sites that contain or link to content relating to online gambling (legally restricted)

Types of offers

Lottery, sweepstakes, online sports betting, bingo, slot sites

T2 Events

General meaning

Happenings

Types of offers

Tickets, pre-sale, information on events

T2 Lottery

T1 Family And Relationships

T2 Dating

General meaning

Dating services where two or more people connect

Types of offers

Dating sites for friendship, love, fun

T2 Marriage and Civil Unions

General meaning

People cohabitating

Types of offers

Parenting CDs and classes, family therapy, family improvement, relationship building programs, products for couples

T2 Pick up

General meaning

How to date and build a relationship

Types of offers

Classes, books and CDs to boost self-confidence for dating, learn how to talk to other people, dating tips

T1 Food And Drink

T2 Alcoholic Beverages

General meaning

Alcoholic beverages related offers

Types of offers

Prequalified suppliers, drink discounts, wineries' promotions, cost saving solutions, bar offerings

T2 World Cuisines

General meaning

Food related offers

Types of offers

Food brands worldwide, cooking classes, grocery discounts and promotions, store deals, meal offerings

T1 Healthy Living

T2 Children's Health

General meaning

Children's healthcare needs

Types of offers

Books about children's health, products specific to children's healthcare needs, vitamins, herbal supplements

T2 Fitness and Exercise

General meaning

Benefits, aerobics, gyms, home workout

Types of offers

Books, CDs, online classes, fitness equipment, workout plans and assistance

T2 Nutrition

General meaning

Wholesome eating, benefits, diet plans

Types of offers

Detox, shakes, recipes, cookbooks, CDs

T2 Weight Loss

General meaning

Diet and weight management

Types of offers

Diets, natural supplements, shakes, beverages, assistance, weight loss plans



T2 Wellness

T3 Alternative Medicine

General meaning

Anything outside traditional medicine

Types of offers

Medicinal books and CDs, services, books or CDs on or about acupuncture, energy therapies, herbal medicine, Ayurvedic medicine

T3 Brain Booster

Types of offers

Natural herbal brain enhancing products

T3 Muscle Building

General meaning

Building muscles naturally

Types of offers

Testosterone boosters and natural muscle growing supplements, powders, devices

T3 Smoking Cessation

General meaning

Quitting smoking

Types of offers

Books, CDs, natural supplements, patches

T2 Women's Health

General meaning

Women's health needs

Types of offers

Wellness programs for women, breast enhancement offers, female hygiene

T1 Home And Garden

T2 Gardening

General meaning

Gardening services and products

Types of offers

Tools for gardening, how-tos, CDs, classes, gardening equipment, design assistance, fertilizers

T2 Home Appliances

General meaning

Machines for household tasks such as cooking or cleaning

Types of offers

Special offers, discounts, online shops

T2 Home Improvement

General meaning

Products and services related to renovating or making additions to one's home

Types of offers

Home renovation services, home design services, remodeling products (windows, roofing materials, paint, etc), classes, CDs

T2 Home Security

General meaning

Security hardware in place on a property, and personal security practices

Types of offers

Home security systems, alarms, devices, locking systems

T1 Medical Health

T2 Diseases And Conditions

T3 Blood Disorders

General meaning

Health products that aid in the treatment and prevention of blood disorders

Types of offers

Products and Treatment Offers, Herbal Remedies, Preventive Methods and Supplements, Books, CDs

T3 Bone and Joint Conditions

General meaning

Health and beauty products that aid bone and joint conditions

Types of offers

Cervical collars, bandages, body jackets and garments, insoles, posture correction and improvement, books, CDs

T3 Diabetes

General meaning

Diabetes treatment and prevention

Types of offers

Herbal remedies, preventive methods and supplements, balms, books, CDs

T3 Digestive Disorders

General meaning

Health products that aid in digestion and aid in the treatment of digestion disorders

Types of offers

Products and Treatment Offers, Herbal Remedies, Preventive Methods and Supplements, Drinks, Liquids, Books, CDs

T3 Endocrine and Metabolic Diseases

General meaning

Health products that aid in the treatment and prevention of Endocrine and Metabolic diseases, including but not limited to hyperthyroidism and hypothyroidism

Types of offers

Products and Treatment Offers, Herbal Remedies, Preventive Methods and Supplements, Books, CDs

T3 Eye and Vision Conditions

General meaning

Health and beauty products that aid eye and vision conditions

Types of offers

Eye masks, corrective eyewear, preventive therapies, home and herbal remedies, contact lens, books, CDs

T3 Foot Health

General meaning

Products for toe fungus, foot and ankle injuries, muscle and tendon issues, toenail problems

Types of offers

Herbal remedies, preventive methods, balms, waxes, creams, devices, books, CDs



T3 Heart and Cardiovascular Diseases

General meaning

Health products that aid in Heart Health and the treatment and prevention of Cardiovascular Diseases, including but not limited to Hypertension and other related maladies

Types of offers

Products and Treatment Offers, Herbal Remedies, Preventive Methods and Supplements, Books, CDs

T3 Hemorrhoid

General meaning

Hemorrhoid treatment and prevention

Types of offers

Products and treatment offers, herbal remedies, preventive methods and supplements, books, CDs

T3 Medical Services

General meaning

Health behavior and assistance

Types of offers

Products for at-home care, health consulting, immunizations, medical transport, books, CDs

T3 Other Treatment

General meaning

Health conditions not listed

Types of offers

Uncategorized products

T3 Papilloma

General meaning

Health and beauty products that aid papilloma

Types of offers

Herbal remedies, preventive methods and supplements, lotions, soaking therapy, devices, books, CDs

T3 Parasites

General meaning

Parasitic diseases in humans

Types of offers

Products and treatment offers, herbal remedies, preventive methods and supplements, drinks, liquids, patches, sprays, books, CDs

T3 Prostatitis

General meaning

Prostatitis treatment and prevention

Types of offers

Products and treatment offers, herbal remedies, preventive methods and supplements, books, CDs

T3 Psoriasis

General meaning

Health and beauty products that aid psoriasis

Types of offers

Herbal remedies, preventive methods, balms, waxes, creams, devices, books, CDs

T3 Sexual Health

General meaning

Sexual health issues

Types of offers

Products and treatment, supplements, erectile dysfunction offers where allowed, potency issues, therapies, videos, tutorials, sex health advice, sexual health support, books, CDs (STD related offers are prohibited)

T3 Skin and Dermatology

General meaning

Products and services for itching, breaking out, or irritated skin

Types of offers

Skin solutions, acne treatment, lotions, creams, waxes, patches, home remedies, drinks, devices, supplements, books, CDs

T3 Sleep Disorders

General meaning

Products that enhance sleep, prevent snoring, and relax people before bedtime

Types of offers

Anti-snoring patches, devices, pins, relaxing teas, CDs, a full range of treatment options and solutions for better sleep

T3 Varicosis

General meaning

Health and beauty products that aid varicose veins

Types of offers

Herbal remedies, preventive methods, balms, waxes, devices, bandages, books, CDs

T1 Personal Finance

T2 Financial Assistance

General meaning

Planning, organizing, controlling and monitoring financial resources

Types of offers

Grants, charitable assistance, benefits, financial guidance, budget support, obligations, shares, mortgages, financial navigation tools

T2 Insurance

General meaning

Products and services that provide protection against most risks to property, health, life

Types of offers

How-tos, insurance quotes, tests, surveys, forms of coverage, templates to get a headstart

T2 Personal Debt

General meaning

Debt solutions that require payment or payments of interest or principal

Types of offers

Personal loan consolidation, loan programs and offers, IVA, helplines, debt advice, debt plans



T2 Personal Investing

T3 Options

General meaning

Working from home, making money opportunities

Types of offers

No-risk matched betting, online surveys, apps, legit schemes, 'get paid to' methods, binaries (legally restricted content)

T3 Stocks and Bonds

General meaning

Financial market toolware, guides, classes for beginners, tools for inexperienced investors

Types of offers

Videos, books, blogs, classes, best practices, how-tos, support, stock trading, bitcoins, live stocks, investment opportunities, shareholding, debt investment, bonds trading, futures, mutual funds, ETFs, ventures, hedge funds, commodities (legally restricted content)

T2 Retirement Planning

General meaning

Financial context that refers to the allocation of savings or revenue for retirement

Types of offers

Bank account sign ups for retirement saving, retirement risk models, financial solutions, retirement plans, rate trends, income goals

T1 Pets

General meaning

Products and services for pets, pets adoption

Types of offers

Pets treats, supplements, toys, and grooming supplies, pets adoption, health care products, veterinary care, pets daycare

T1 Real Estate

General meaning

Commercial, residential, vacation

Types of offers

Real estate agencies, special deals for homebuyers, special offers from homeowners, real estate expertise, video how-tos

T1 Shopping

T2 Business Services

General meaning

Services and tools designed to help businesses on both the front and back end for the purpose of business growth and development within an organization

Types of offers

Business Development services, Business applications, Promotional tools, Marketing

T2 Charity Funds

General meaning

Non-profit services raising money or donating goods for charitable causes, ranging from various life events to challenging circumstances. Offers are highly restricted

Types of offers

Non-Profit Crowdfunding Platforms, Charities, Non-Profits, Donation Services

T2 Content Media Format

General meaning

Products and services in which users are granted access to services through means of a subscription plan and registration

Types of offers

Streaming Platform Services, Content Platforms, Audio Streaming, Gaming and Digital Media Subscriptions

T2 Couponing

General meaning

Anything that can be redeemed for a financial discount or rebate when purchasing a product

Types of offers

Coupon sites with memberships, couponing deals, super deal cards, grocery vouchers

T2 Coupons and Discounts

General meaning

Products and services that provide consumers with the ability to purchase goods and services at a discounted rate

Types of offers

Auction Websites, Shopping Browser Extensions, Coupon Finders, Cashback Websites

T2 Delivery

General meaning

Products and services designed around the transportation and delivery of goods

Types of offers

Commercial Delivery, Stamps, Packaging, Courier Services, Hauling and Trucking Companies, Freights

T2 Education

General meaning

Institutions designed to further develop knowledge and educate within the framework of instructional curriculum and specialized courses

Types of offers

Primary Education, Universities, Technical Schools, Online Courses, MBAs

T2 For Kids

General meaning

Kids' products for sale other than clothing and health products

Types of offers

Kids' tableware, storage, decoration and play items, diapers, baby powders and talcs, strollers, car seats

T2 Gifts and Souvenirs

General meaning

Niche gifts and collectibles

Types of offers

Unique handcrafted gifts, bracelets for charity, local souvenirs, woodworks, clay figures, magnets, photo frames, prepaid gift cards

T2 Language Learning

General meaning

Products and services for the advancement or development of a verbal or non-verbal language

Types of offers

Language Workbooks, Language Learning Classes, Language Development Courses, Language and Writing Workshops, Tutors, Educational Programs, Translation Applications/Devices



T2 Legal Services Industry

General meaning

Services provided by persons or practices associated with the judicial system

Types of offers

Legal Aid, Class Action Suits, Personal Lawyers, Divorce Lawyers, Settlements

T2 Mobile Services

General meaning

Mobile applications that operate exclusively by means of mobile download. Users are granted access to a mobile service's products and services via Smartphones

Types of offers

Relationship Building Applications, Health Monitoring Applications, Time Management Application

T2 Other Services

General meaning

Goods provided by other people, companies, organizations that do not fall under other "Shopping" Subcategories. Such goods and services have no exchange of physical goods from seller to buyer

Types of offers

Cleaning Services, Relationship Building Assistance, Roommate Services

T1 Sports

T2 Fishing Sports

General meaning

Fishing supplies

Types of offers

Catalogs, online tackle shops, reels, rods

T2 Sporting Goods

General meaning

Sporting goods products for sale

Types of offers

Sporting uniforms, sporting equipment (trampolines, kayaks, bicycles, tents, pools, air mattresses), gym equipment (kangoo boots, steppers, race tracks, ellipticals) coaching accessories, group sports gear

T1 Style And Fashion

T2 Beauty

T3 Hair Care

General meaning

Hair care related offers

Types of offers

Washing and growing hair, hair treatment and howtos for sale, hair tools, hair dryers and straighteners, flat and curling irons

T3 Makeup and Accessories

General meaning

Makeup and accessories, brands, classes, videos

Types of offers

Makeup value and gift sets, makeup applicators and tools, makeup cases, video tutorials and how-tos

T3 Natural and Organic Beauty

General meaning

The selection of organic beauty care products

Types of offers

Organic products and cosmetics for sale, body washes, body lotions, soap, creams

T3 Other Beauty Products

General meaning

Beauty products not listed

Types of offers

Nose correction products, lip plumpers, other uncategorized beauty products

T3 Perfume and Fragrance

General meaning

Perfume and fragrance products for sale

Types of offers

Perfume, fragrance and cologne manufacturers, online shops, deals, discounts, special offers, fragrance oils and bars, body sprays

T3 Skin Care

General meaning

Skin care related offers

Types of offers

Anti-aging, cleansing, firming, beneficial skin remedies for sale, books and CDs about skin care, skin care clubs, skin creams, supplements, how-tos for antiaging, skin whitening products

T2 Children's Clothing

General meaning

Selection and best deals for children's outfits

Types of offers

Online shopping, discount offers, pre-owned outfits for sale, fashion design, style guides

T2 Men's Fashion

T3 Men's Accessories

T4 Men's Jewelry and Watches

General meaning

Selection and best deals for jewelry and watches

Types of offers

Online shopping and catalogs, special jewelry offers and selections, name brand watches

T4 Other Men's Accessories

General meaning

Men's accessories not listed

Types of offers

Uncategorized men's accessories

T3 Men's Shoes and Footwear

General meaning

Selection and best deals for men's shoes and footwear

Types of offers

Online shopping and catalogs, leading brands, style guides, footwear design



T3 Men's Clothing

T4 Men's Outfits

General meaning

Selection and best deals for men's outfits

Types of offers

Online shopping, discount offers, preowned outfits for sale, dressmaking offers, fashion design, style guides

T4 Men's Underwear and Sleepwear

General meaning

Masculine nightwear and intimate apparel

Types of offers

Online shopping, discount offers, handmade items

T2 Personal Care

T3 Oral Care

General meaning

Dental health and care solutions

Types of offers

Cosmetic dentistry, oral care promotions, product reviews, orthodontic solutions, teeth whitening, howtos on brushing and flossing, toothpastes, mouthwash products

T3 Shaving

General meaning

Selection of shaving products and solutions

Types of offers

Shaving clubs, shaving products and tools, brushes, razors and blades, online shops, shaving cosmetics including soaps and foams, video, tutorials

T2 Women's Fashion

T3 Women's Accessories

T4 Other Women's Accessories

General meaning

Women's accessories not listed

Types of offers

Uncategorized women's accessories

T4 Women's Jewelry and Watches

General meaning

Selection and best deals for jewelry and watches

Types of offers

Online shopping and catalogs, special jewelry offers and selections, name brand watches

T3 Women's Clothing

T4 Women's Intimates and Sleepwear

General meaning

Selection and best deals for women's intimates and sleepwear

Types of offers

Online shopping, discount offers, handmade lingerie pieces

T4 Women's Outfits

General meaning

Selection and best deals for women's outfits

Types of offers

Online shopping, discount offers, preowned outfits for sale, dressmaking, fashion design, style guides

T3 Women's Shoes and Footwear

General meaning

Selection and best deals for women's shoes and footwear

Types of offers

Online shopping and catalogs, leading brands, style guides, footwear design

T1 Technology And Computing

T2 Computing

T3 Computer Peripherals

General meaning

Peripheral devices connected to a computer system to add functionality

Types of offers

Mouse, keyboard, monitor, printer, scanner

T3 Computer Software and Applications

General meaning

Any application or group of programs designed for the end user

Types of offers

Spyware removal, computer upgrade, hardware installation services, VPN, extensions, data recovery, screen replacements, computer diagnosis and upgrades, programs and applications for different purposes

T3 Desktops

General meaning

Shop for desktop computers, rental, repair

Types of offers

Best buys, PC rental for business and private, best deals

T3 Laptops

General meaning

Laptop and notebook sales, care, repair, rental

Types of offers

Laptops for sale, pre-owned notebooks, best deals, laptops rental for business and private

T2 Consumer Electronics

T3 Cameras and Camcorders

General meaning

Cameras and camcorders for sale and rental

Types of offers

Digital SLR cameras, mirrorless cameras, camcorders and GoPro action cameras

T3 Energysavers

General meaning

Devices to reduce electrical usage, uncover where the waste is, and figure out how to cut it

Types of offers

Energysavers, electric systems, energy boxes



T3 Other Electronics

General meaning

Consumer electronics not listed

Types of offers

Power banks, game consoles and other electronics

T3 Self Defense

General meaning

Self defense and personal security products online

Types of offers

Safety items, military flashlights, personal alarms and safety devices, lighting and signal devices, compasses, survival products (weapons, stun guns, pepper sprays are prohibited)

T3 Smartphones

General meaning

Smartphones for sale and rental

Types of offers

Smartphones and accessories

T3 Solar Panels

General meaning

Solar panels and solar PV systems

Types of offers

Special discounts on solar panels online, hot deals

T3 Tablets and E-readers

General meaning

Tablets and E-readers for sale and rental

Types of offers

Tablets and E-readers, E-books, accessories

T3 Wearable Technology

General meaning

Wearable devices for sale and rental

Types of offers

Trackers, Bluetooth headset, spectacles, headphones, VR headsets

T1 Travel

General meaning

Travel products, offers, accessories

Types of offers

Vacation packages and rentals, travel videos and how-tos, travel products (beach mats, beach totes, luggage, kits), travel agencies, deals, tours, last-minute offers, discounts, hotel booking, trip planning, flight specials, cruises

T1 Video Gaming

General meaning

Playing games online, clubs, memberships, game paraphernalia

Types of offers

eSports, mobile games, PC games, various genres of online games, podcasts, gaming platforms, CDs, books, minigames, browser games

3. Content compliance policies



→ 3.1. Content

3.1.1. Prohibited content

- Abortion
- Adult
- Alcohol promotion
- Casual dating
- Contraceptives
- Drug paraphernalia
- Exploitation of minors
- Grotesque content
- Illegal gambling
- Illicit drugs
- Live cams
- Minors sexualizing
- Psychoactive substances
- Spy equipment
- Tobacco products
- Trafficking or exploitation
- Weapons and explosives
- Trafficking or exploitation
- Weapons and explosives

3.1.2. Restricted content

- Alcohol
- CBD
- Dating
- Electronic cigarettes, vapers, non-nicotine smoking mixtures and related products
- Energysavers
- Financial services
- Gambling and Gaming
- Healthcare and medicines
- ICO, binary options, trading
- Radar detectors
- Religion (Might be mentioned for charity advertising campaigns. However, each case is reviewed individually)
- Software
- Subscriptions
- Sweepstakes
- Video-streaming services and online cinemas
- Volunteering



→ 3.2. Practices

— 3.2.1. Prohibited practices

At any time and for any reason in its sole discretion, MGID has the right to reject and/or block content, decline products or services, regardless of its category, refuse advertisers and advertisements for any reason if it is deemed non-compliant with the MGID compliance.

■ BRAND SAFETY/GENERAL

- Any interaction practices triggering redirects to third-party web pages
- Blind navigation
- Broken and/or blank web pages
- Cloaking
- Copyright infringement
- Error pages
- Fake brand widgets
- Fake domains
- Fake widgets
- Offensive, threatening or inappropriate content, that includes but is not limited to discrimination, suicide, exhibition of severe health issues, etc.
- Spoilers, including the ones that hide prohibited content
- Unofficial video source
- Websites designed to mimic original legitimate sources
- Websites under construction

■ PRIVACY AND SECURITY

- Browser locking
- Drive-by download
- Malicious software
- Malvertising
- Phishing
- Websites infected with malware

■ LEGAL

All offers suggested for placement are subject to exhaustive legal examination. Any and all content, accepted by MGID, shall always remain 100% legally admissible and compliant to MGID's TOS, which is publicly available online. Each approved offer is always investigated ad summum by a team of legal experts with respect to its conformance to the up-to-date legislative regulations and actual advertising business rules.

3.2.2. Restricted practices

MULTIPLE OFFERS PROMOTION

Products and services rotating within one URL should fall under the same vertical (e.g. 5 different products for weight loss (Garcinia Cambogia, Choco Slim, etc.).

CELEBRITY ENDORSEMENT

Images and names of celebrities can be used in the following cases:

- when a celebrity owns the product;
- when a celebrity is a representative, advertising person of a trademark;
- He/she grants permission to use their name to advertise a product.

Using the image or name of a celebrity for advertising purposes without his/her knowledge and consent (only for product landing pages) is prohibited.

LEAD-GENERATING OFFER

Web pages with offers aimed to gather customer information should provide the user with comprehensive:

- terms and conditions;
- disclaimer;
- privacy policy. The user should be able to actively express their consent to processing personal data — it can be a checkbox, popup or anything visible, which must be accepted by the user.

FREE PRODUCTS

Products or services can't be distributed completely free of charge.

Free trials are allowed if they have transparent conditions of purchase, future payments, and delivery.

PROHIBITED APPROACHES:

- misleading users with false promises to get something for free;
- promoting products for free without a full description of service.

REPLICAS

The landing page should state the product is the reproduction (copy/replica) of the original product. The statement can be in a form of a disclaimer, word or sentence, sticker, label, or tagline. Minor references to replicas make sense and may be considered as statements.

False claims like "branded," "original," "official," "authentic," "genuine," "from the official dealer," etc. in both landing pages and ad units are prohibited.

3.2.3. Content recommended practices

ADVERTORIAL/ADVERTISEMENT

Please label your landing pages with Advertorial/Advertisement at the top of the page.



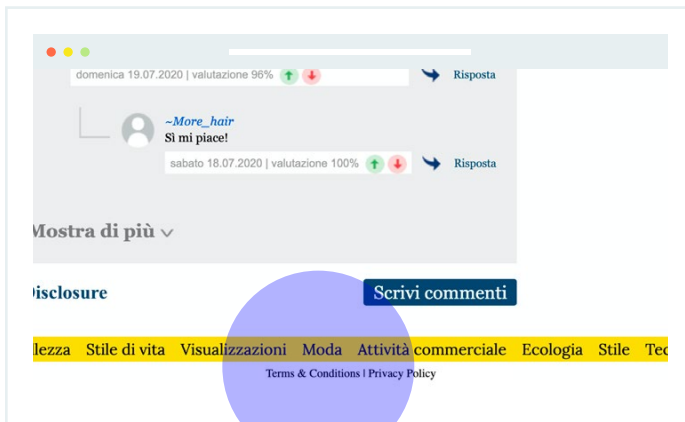
DISCLOSURE

Please add a Disclosure reference to your landing page. In order of consumer protection, advertisements that feature a consumer and convey their experience with a product or service as typical when that is not the case will be required to clearly disclose the results that consumers can generally expect. Disclosure for your website is a statement that informs your users about something of relevance to them so that they can make informed decisions.



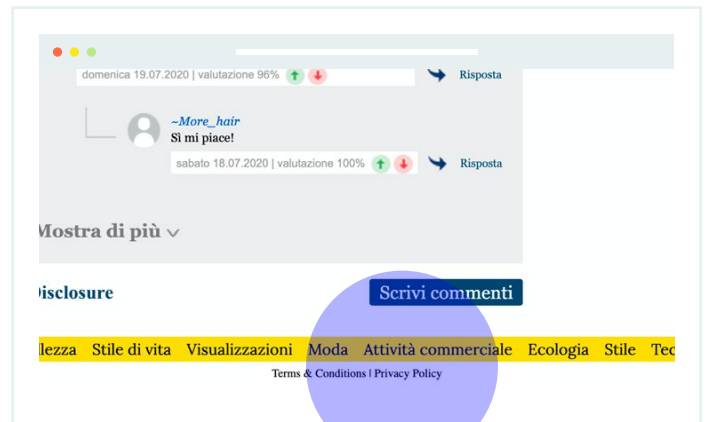
TOS

Please make sure you provide users with the transparent terms of your service.



PRIVACY POLICY

Please make sure to provide users with the details on how you handle personal data.



FAKE NAVIGATION BUTTONS

Please avoid using fake navigation and social media buttons. Each navigation tool should be clickable and lead the user to a corresponding destination.

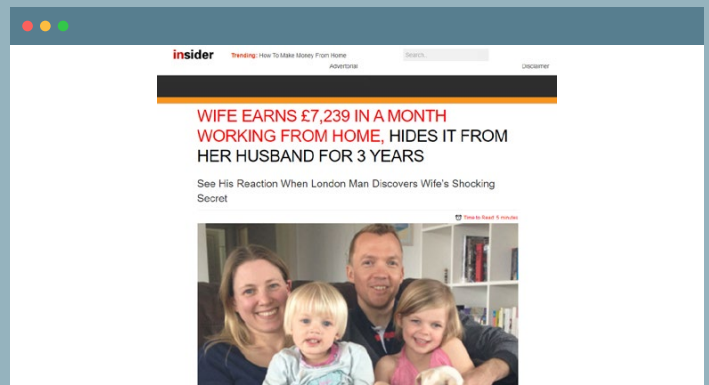
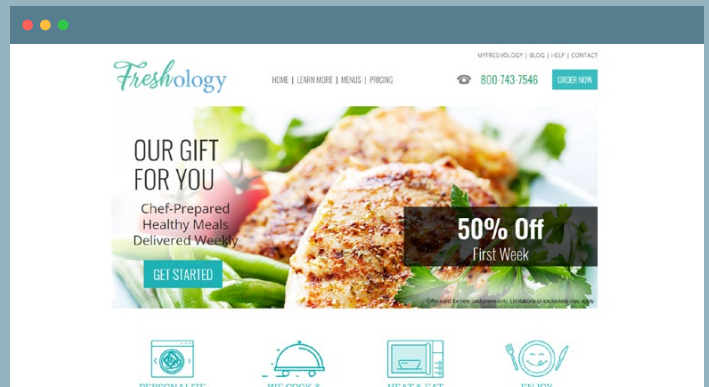
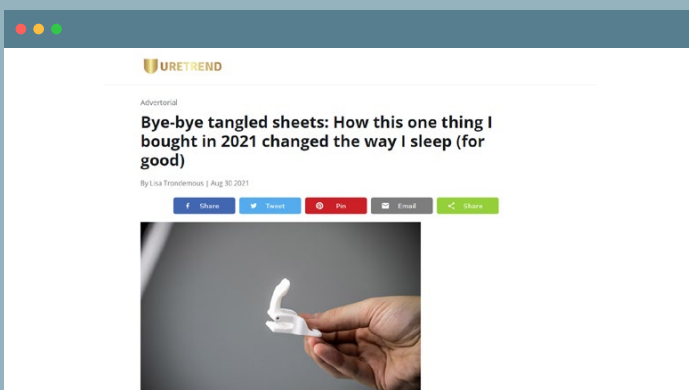
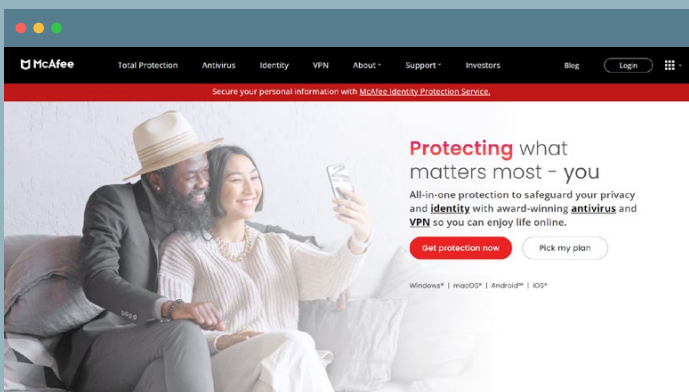


→ 3.3. Content rankings

HIGH SAFETY RANKING

High ranking embraces high-quality and credible content, services and products. The ranking covers a wide variety of subject matters — from branded websites to clean advertorials, all of which are in strict compliance with local and international regulations.

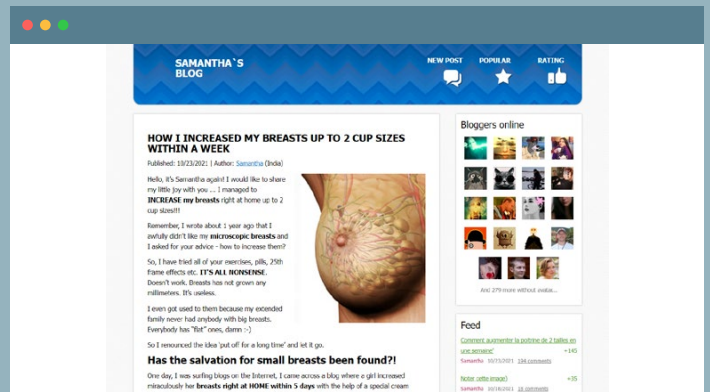
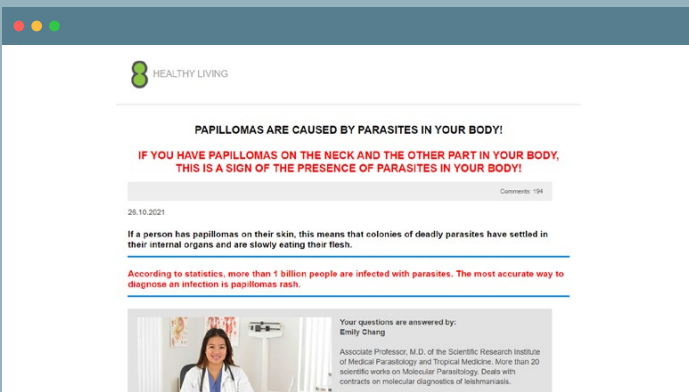
Landing pages may contain to some extent exaggerated yet not deceiving information in order to raise interest among potential customers.



MEDIUM SAFETY RANKING

Medium ranking is aimed to cover controversial, sensitive, sexually suggestive and sensational content that may be considered too provocative by some audiences.

Approaches that exploit evidently obnoxious materials, nudity, pornography, erotica and explicit sex are strictly prohibited.



4. Creative guidelines



Every advertising unit consists of a title and a thumbnail image. An advertising unit (ad unit) is a coherent medium that sells or promotes a product, service, or idea. Together bold visuals and strong titles drive better customer engagement & increase click-through rates (CTR).

On the other hand, a misleading or unclear message of an ad unit may worsen user satisfaction & increase the bounce rate of a website. Therefore, every ad unit should target its audience and give users a clear understanding of what is on the landing page.

The image shows a mobile advertisement on a smartphone screen. At the top, the status bar shows the time 9:41, signal strength, Wi-Fi, and battery icons. Below the status bar is a grey bar with the word "Website". The main content area features a large thumbnail image of a blue SUV with its rear hatch open. Below the image is the text "mgid.com", followed by the title "Looking For A Compact SUV?" and the subtitle "Find the best offers here". A blue button with the text "A HOT OFFER AHEAD!" and a right-pointing arrow is positioned below the subtitle. At the bottom, the text "Call-to-action (CTA)" is displayed, with "30 symbols (including spaces)" written below it. Colored lines and labels on the right side of the screen identify these elements: "Thumbnail" for the car image, "Title" for the main headline, "Advertising text" for the subtitle and button, and "Call-to-action (CTA)" for the bottom text. A label on the left side indicates "65 symbols (including spaces)" for the title.

9:41

Website

Thumbnail

Title

65 symbols (including spaces)

mgid.com

Looking For A Compact SUV?

Advertising text

75 symbols (including spaces)

Find the best offers here

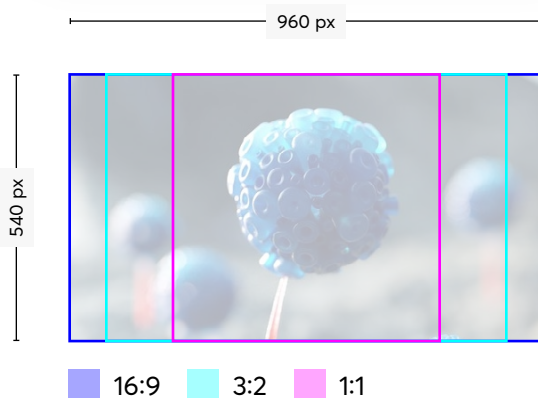
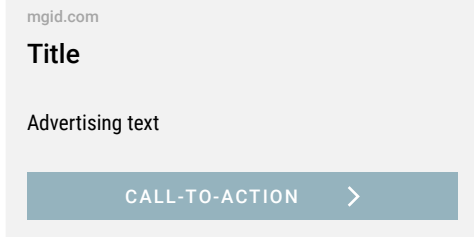
A HOT OFFER AHEAD! >

Call-to-action (CTA)

30 symbols (including spaces)

→ 4.1. Thumbnail guidelines

The thumbnail image (static or animated) is the key element to an ad unit as it draws the user's eye and keeps their attention. However, make sure that the advertised content is tailored to the product/service you promote.



REQUIREMENTS FOR STATIC THUMBNAIL IMAGES

Aspect ratios: 16:9 (preferred), 3:2, 1:1,

Image file: png, jpg, or static gif

Max. image size: 5 MB

Aspect ratios	System minimum	Recommended images
16:9	640 x 360 px	960 x 540 px
3:2	600 x 400 px	900 x 600 px
1:1	500 x 500 px	800 x 800 px

REQUIREMENTS FOR ANIMATED THUMBNAIL IMAGES (MOTION ADS)

Minimum dimensions: 600x400 px

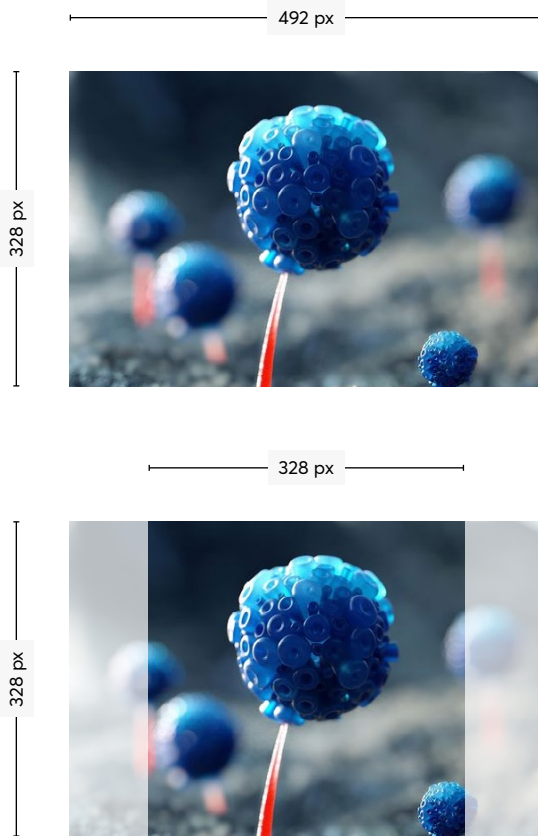
Aspect ratios: between 16:9 and 1:1 (best practice ratios are 16:9, 3:2 or 1:1)

Video length: 15s

GIF file size may not exceed 5 MB

Pixel resolution: 1020x680 px or higher

Format: GIF

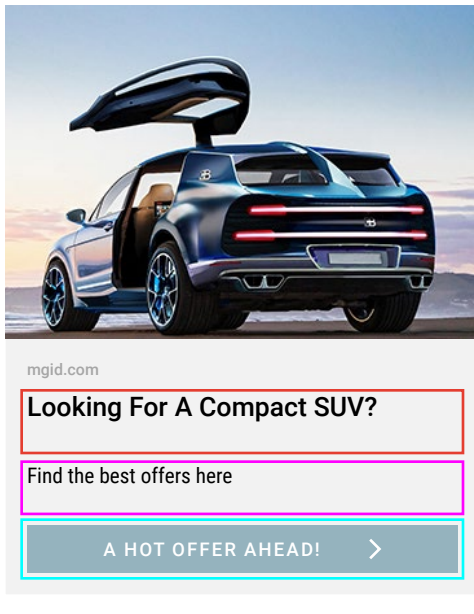


REQUIREMENTS FOR OLD STATIC THUMBNAIL IMAGES

Some cabinets may have old thumbnail image format enabled. However, as a rule, all new cabinets operate according to the new thumbnail requirements.

Image size:	rectangle crop — a minimum of 492 x 328 pixels square crop — a minimum of 328 x 328 pixels
Image format:	png, jpg, or static gif (no animated gifs)
Max. image size:	5 MB
DPI:	at least 72 (300 is preferable)
Image crop:	rectangle & square

→ 4.2. Headline guidelines



- Title
- Advertising text
- Call-to-action (CTA)

	Length	Capitalization
Title	65 symbols (including spaces)	English — Title Case, other languages — Sentence case
Advertising text	75 symbols (including spaces)	Sentence case
Call-to-action (CTA)	30 symbols (including spaces)	Sentence case

GRAMMAR AND GENERAL REQUIREMENTS:

- Make sure proper verb tenses are used;
- Abide by parts of speech agreement;
- Apply the correct spacing — no omitted or exceeding spacing between words and/or punctuation is allowed;
- Headline should contain no period at the end;
- Avoid ellipsis (...), excessive punctuation (e.g. !!!, """) and other unnecessary symbols (@, -->, <>, **);
- Headline language should match campaign language setting (campaign language setting should match the content language);
- Use {City} {Country} {Region} macros for any language available to be set for campaign (*local policies may differ);
- Headline should not contain any contact information (such as addresses, e-mail, phone numbers, etc.);
- Emojis are not allowed;
- Advertising text is a must for Tier Brand campaigns and optional for Tier White-Hat and Tier General.

CTA REQUIREMENTS:

- CTA is an available option for all campaign types, however, for Tier Brand campaigns, CTA is required;
- CTA shouldn't duplicate title and description text yet it shouldn't sound complicated;
- Text should display no more than one question;
- Don't use macros and emojis;
- Make sure your CTA language corresponds to teaser language;
- Provide users with strong reasons for immediately clicking on/ purchasing/signing-up.

→ 4.3. Creative rankings

HIGH SAFETY RANKING

High ranking encompasses relevant and tasteful ads that give a user a clear understanding of what content, service, or products is promoted.

Thumbnails should be of a high resolution and properly oriented. Bright and catchy stock photos are recommended, however, pleasing non-professional photos are also allowed. Headlines should follow grammar and

punctuation rules and accurately reflect the promoted content, service, or product. Appropriate exaggeration is acceptable.

Concepts to avoid for HSR:

- Confusing close-up imagery;
- Disgusting images;
- Disturbing health conditions;
- Sexual suggestiveness in thumbnail images and titles.



The Most Iconic Cars From James Bond Films

[READ MORE >](#)



Blue-Light-Blocking Glasses 2021

[READ MORE >](#)



Discover The Opportunity To Earn By Investing \$250 In Amazon

[READ MORE >](#)



How To Lose 31 Lbs In A Month (Drink This Once Every Day)

[READ MORE >](#)



The Main Enemy Of Diabetes Has Been Discovered! Sugar Drops To 5

[READ MORE >](#)



Lily From The AT&T Ads Is Causing A Stir For One Reason

[READ MORE >](#)

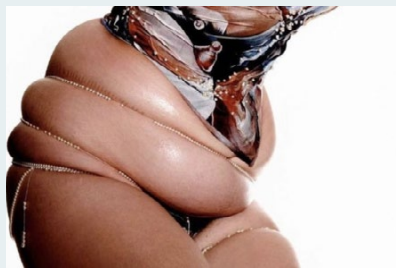
MEDIUM SAFETY RANKING

Medium ranking encompasses creatives that might be more aggressive, sensational or controversial in their nature and/or might be related to sexual subject matters.

Thumbnail images should be of sufficient quality. Proper grammar is a must.

Creatives may utilize unpleasant, strange, yet not disturbing or abhorrent concepts.

Sexually appealing thumbnails and suggestive headlines can be used as long as they don't appear vulgar and offensive. Nudity, pornography, erotica, or explicit sex are strictly prohibited.



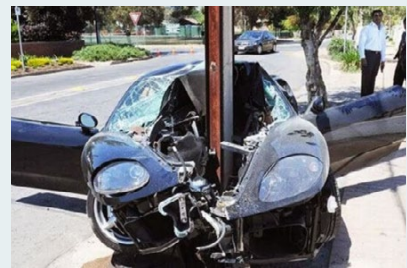
This Diet May Be Good For You

[READ MORE >](#)



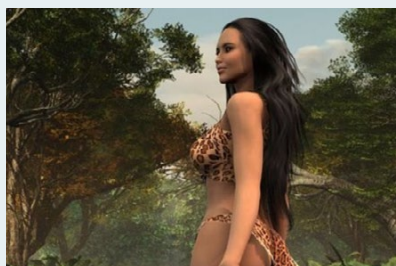
Weird Types Of Massage Not Everyone Dares To Try

[READ MORE >](#)



10 Crazy Car Accidents – Just Hope They Were Insured

[READ MORE >](#)



The Best Game For Men Is Very Realistic

[READ MORE >](#)



You Must Know What Experts Say About Online Dating

[READ MORE >](#)



A Surprising Way To Enlarge Your Breasts Without Implants!

[READ MORE >](#)

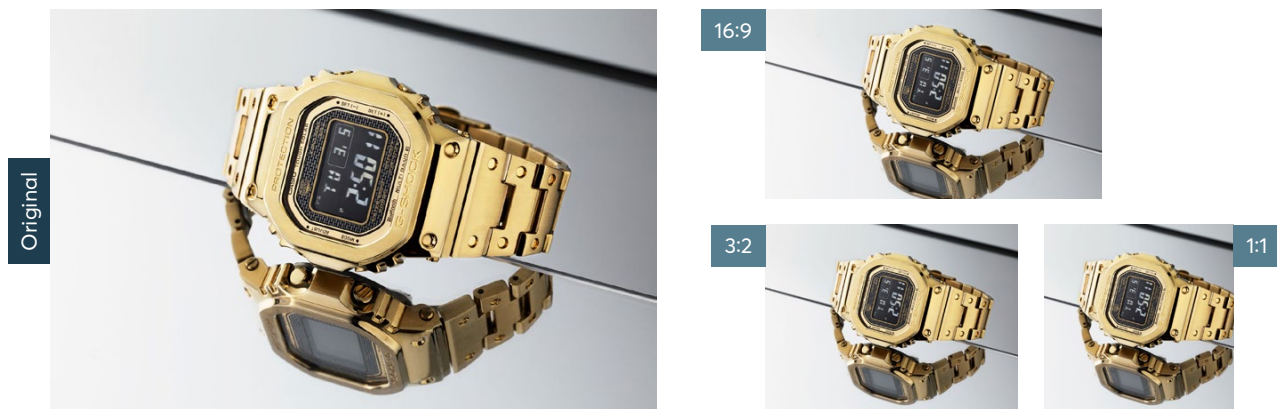
NB! Please note that the ad ranking is determined taking into account both content and creative rankings. If one ranking is lower than the other, the Medium ranking will be set as the ad ranking.

→ 4.4. Prohibited creative practices

- Adult
- Dead bodies
- Defecation scenes
- Discrimination
- Intolerance
- Nudity
- Racy imagery
- Strobing
- Violence (shooting, tragedies, sexual assault, injuring, self-harm)
- Animated images
- Explicit language
- Hate speech
- Misleading, false, over-exaggerated statements
- Obscene, defamatory, offensive words in any language
- Poor grammar, redundant wording, excessive punctuation
- Uppercase for exaggeration

→ 4.5. Best creative practices

MGID uses an automated cropping solution to tailor each image to customized placement sizes across all partners' websites. Therefore, a landscape-oriented image with an aspect ratio of 16:9 or 1:1 is the best practice.



Some other tips to make sure your image is cropped correctly

- Choose an image with a clear, single point of focus and a relatively plain background. Avoid images with multiple subjects or busy backgrounds to avoid anything vital being cropped out of the image.





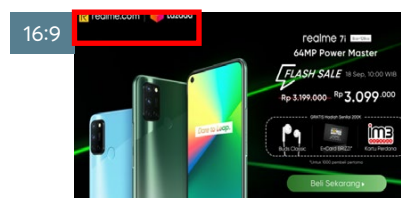
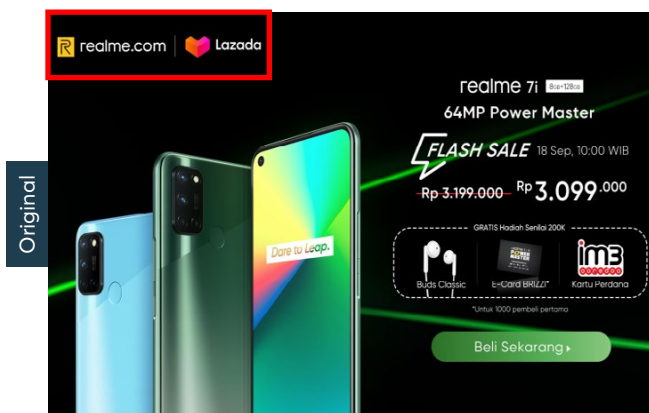
- Avoid images with small text.



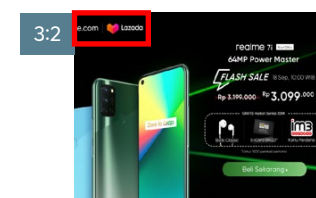
Note the way this image gets cut off in a 1:1 thumbnail.



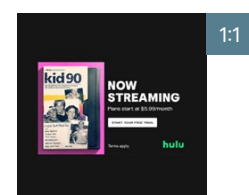
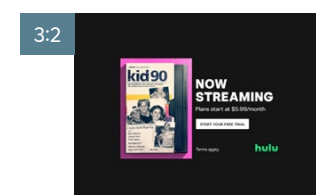
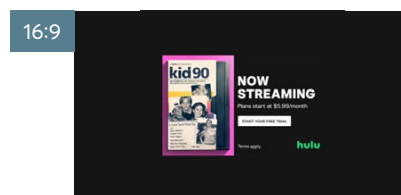
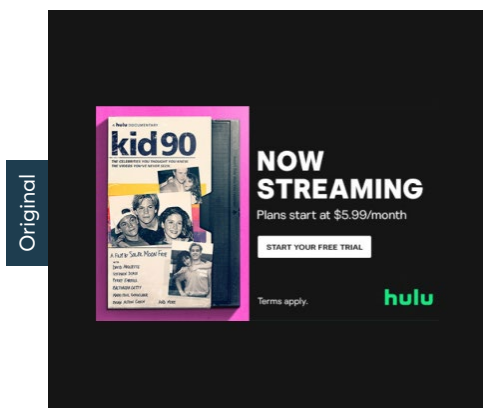
- Avoid images that include brand logos or layers of text. These may not crop well and end up being off-center.



Note the way the text is cut off in a 3:2 and 1:1 placement



- In cases when a logo and text are necessary to the images, the additional background should be used.



Some tips for driving higher engagement from your thumbnail images

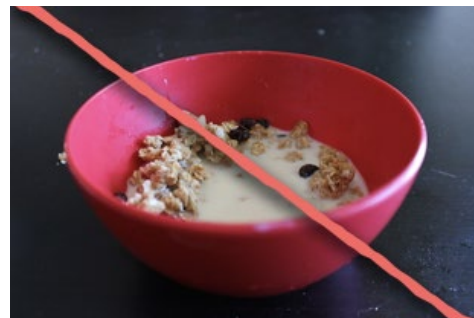
- Use an image where the subject of the photo is looking into the camera. This mimics the way that we use eye contact to attract attention in real life and yields an average CTR increase.



- Depict your product so that you achieve this goal: mental interaction. Participants were more likely to purchase the mug when the handle was facing the right (toward the dominant hand of most people).



- Place an instrument or utensil on the right.



- Position the opening of your product toward the viewer.



- Remove your product from its packaging.

DO'S

DON'TS

- High vs low resolution.



- Creative vs amateurish photo editing



- Image fills size parameters (no space around the image).



- Neat vs poor framing.



- Quality image vs stretched image.



- Elements that blend into the image naturally vs excessive & annoying elements.



- Stock images/images free for commercial use/purchased images vs watermarked images used without permission (violating copyright laws).



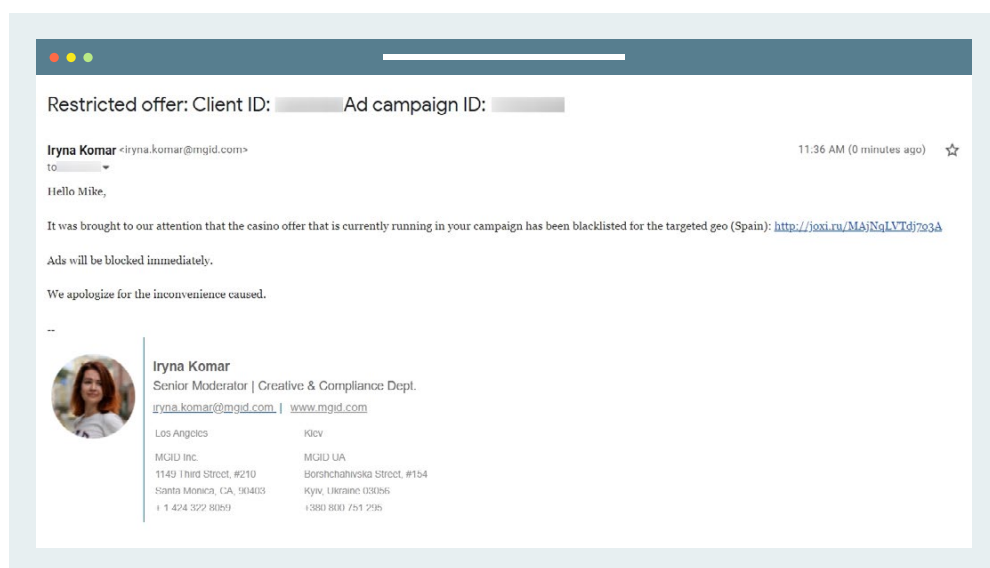
5. Moderation flow



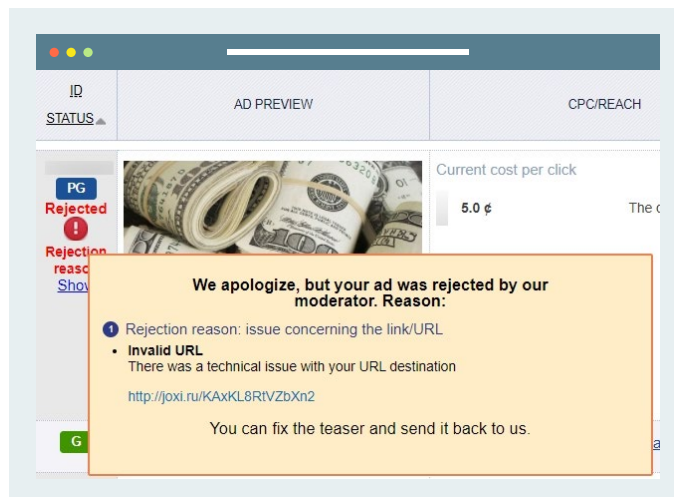
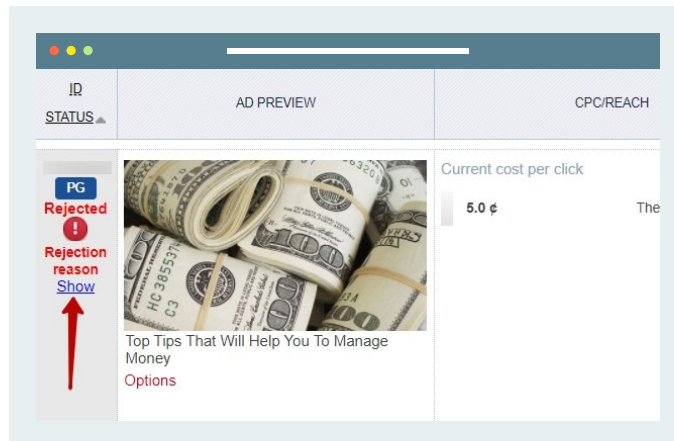
To ensure the high standards of all advertised materials, the MGID compliance team thoroughly reviews destination URL, landing and offer page content, thumbnail image and title of each ad unit. In the process of moderation, we use automatic algorithms and manual checks, utilizing both internal and external software. One of our partners is GeoEdge. It guards the security of our ads and protects the users and publishers from malware and non-user-friendly practices.

We strive for the genuine native format, that is why all ads are proofread and moderated by native speakers. We are doing our best to complete the moderation process within 24 hours. However, if an additional investigation is required, the review time may be prolonged.

After the final verification, compliance control is not over — ads in rotation are also being constantly monitored. If any non-compliant content is detected, immediate actions are taken to block the ad or provide the advertiser with a defined transit period for revision.



If the ad didn't pass moderation, it will be rejected with a clear explanation and screenshots of what should be adjusted.



Once the issue is fixed, the ad may be resent on moderation.

If the rejection reason is ignored on purpose and the ad is uploaded on moderation for the third time without addressing the issue, it will be deleted.

6. Creative request brief



Please ask your client the following questions before submitting creative request:

Image

1. Logo

- 1.1. Logo formats png; svg; eps; pdf
- 1.2. Layout and size (please provide a sample if it's not specified by Brand book)
- 1.3. Background (color, effects, sample is preferred)

2. Image criteria

- 2.1. Should we keep brand colors or are alternatives acceptable?
- 2.2. Should the thumbnail depict the product or are associated concepts acceptable?
- 2.3. Surroundings preferences (house, nature, office, etc.)
- 2.4. Emotional charge (scary, kindness, coziness, joy, etc.)
- 2.5. Main characters' sex, age, nationality, etc.
- 2.6. Main characters' mood (sad, happy, smiling, tired, etc.)
- 2.7. Additional elements (disclaimer, CTA, icons, buttons, sales, discounts, etc.)
 - 2.7.1. Preferable elements jpg, png; svg; eps; pdf
 - 2.7.2. Layout and size (please provide a sample if it's not specified by Brand book)
 - 2.7.3. Background (color, effects, sample is preferred)
 - 2.7.4. If CTA is needed then what message should be reflected? If price or discount should be specified then what are the numbers?
3. Image format (full image, collage, 'before-and-after')
4. Preferable image samples

Headline

1. Tone of voice
2. Call to action
3. Product/service benefits (e.g. 24-hours support)
4. Macros
5. Text formats
 - 5.1. storytelling
 - 5.2. comparison
 - 5.3. problem solving
 - 5.4. etc.
6. Should we mention the product/service name in each ad text?

Ad Text (description)

1. Tone of voice
2. CTA message
3. Product/service benefits (e.g. 24-hours support)
4. Macros
5. Text formats
- 5.1. storytelling
 - 5.2. comparison
 - 5.3. problem solving
 - 5.4. etc.
6. Should we mention the product/service name in each ad text?

CTA (call to action)

1. Tone of voice
2. Message

General

1. What are product characteristics we should be focused on?
2. Is there anything we should avoid mentioning?
3. What's your targeted audience?
4. Creative rankings preferred
5. If the creative materials are provided by client, but there are less materials than the number of ads requested, what should we do with the remaining ads? Should we come up with our ideas or should we double use the materials? (e.g. 10 ads requested, but materials provided can cover only 5 out of them)
6. Preferable approaches: experiments vs top performing
7. Ad campaign goal — retargeting, registration, purchase, etc

Recommended

1. Updated/latest version of Brand book
2. Useful links: official website, social networks, etc

