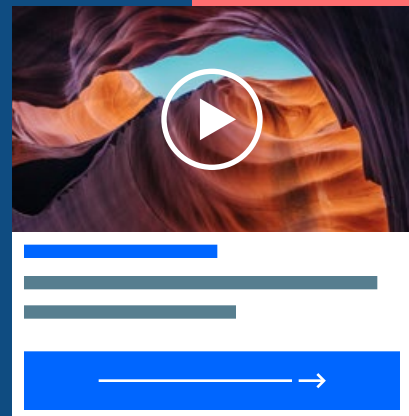


# Global Advertising Platform

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

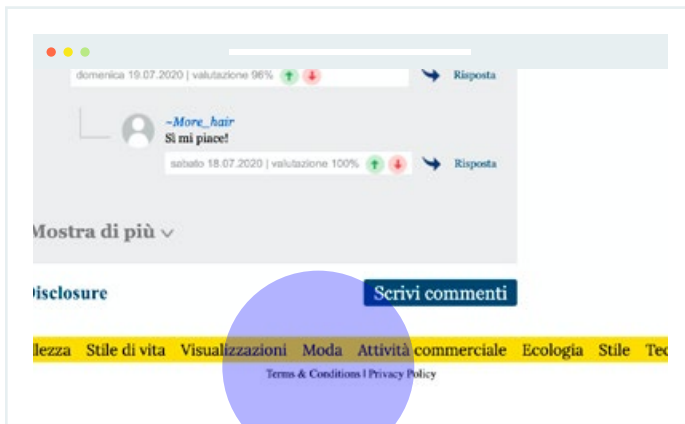
Please add a Disclosure reference to your landing page. In order of consumer protection, advertisements that feature a consumer and convey their experience with a product or service as typical when that is not the case will be required to clearly disclose the results that consumers can generally expect. 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.



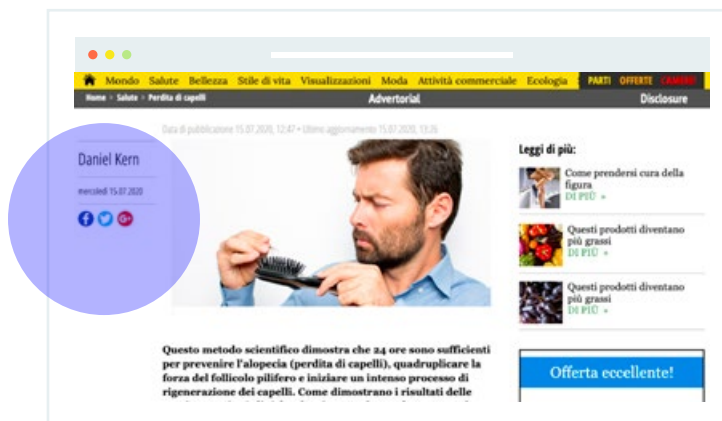
## PRIVACY POLICY

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



## FAKE NAVIGATION BUTTONS

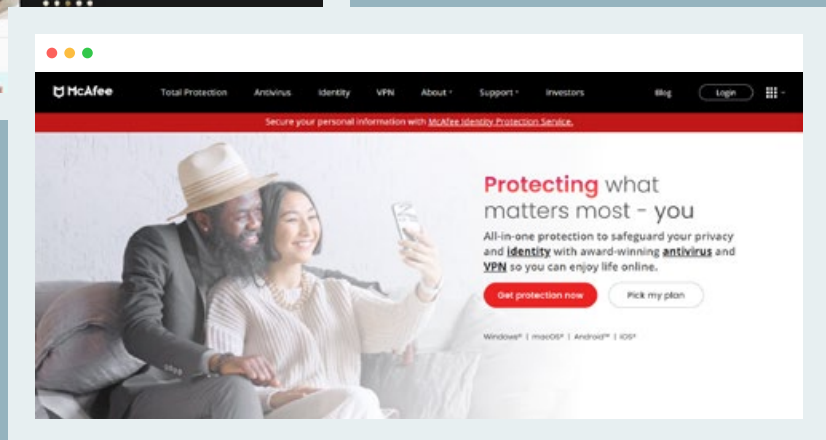
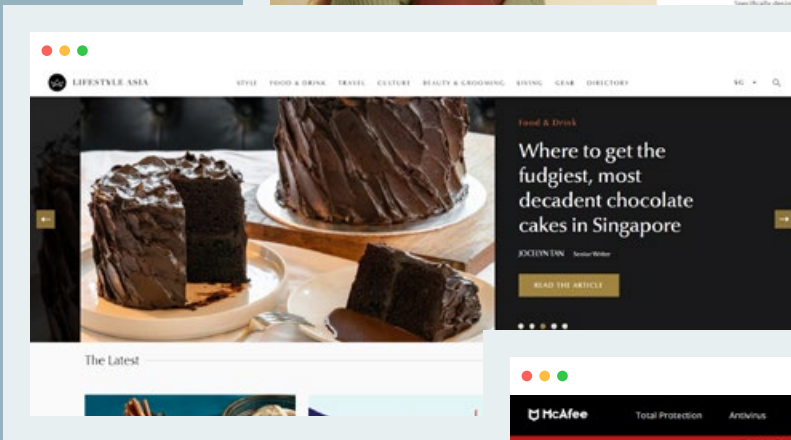
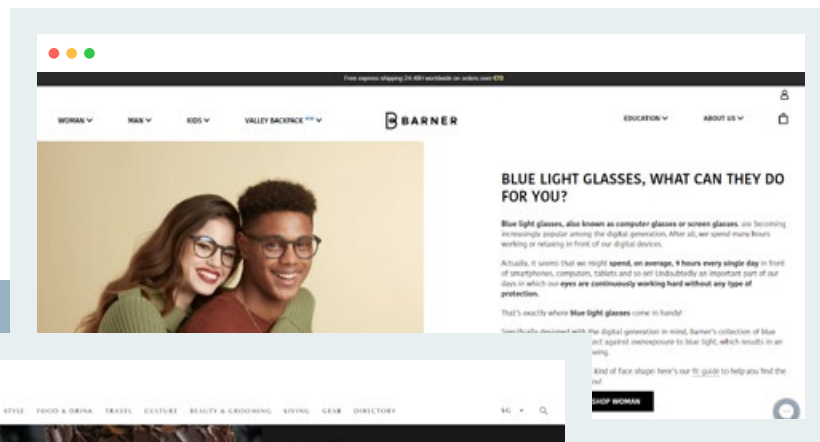
Please avoid using fake navigation and social media buttons. Each navigation tool should be clickable and lead the user to a corresponding destination.



## → 3.3. Content rankings

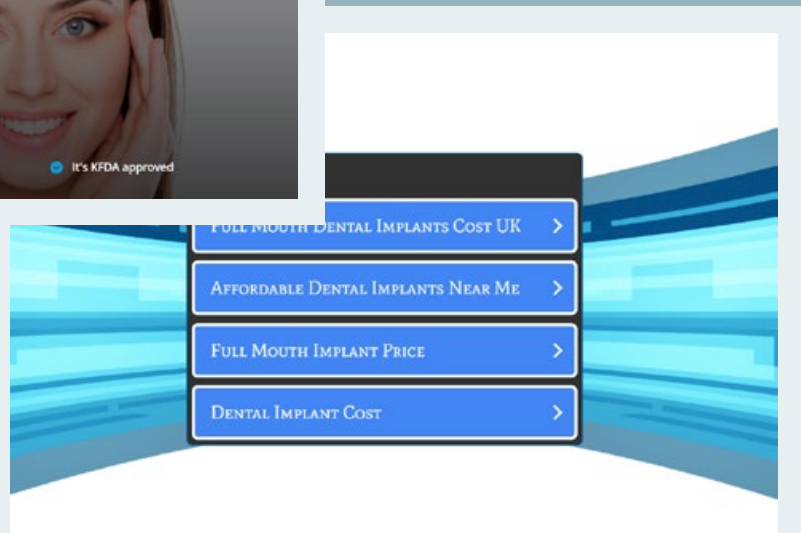
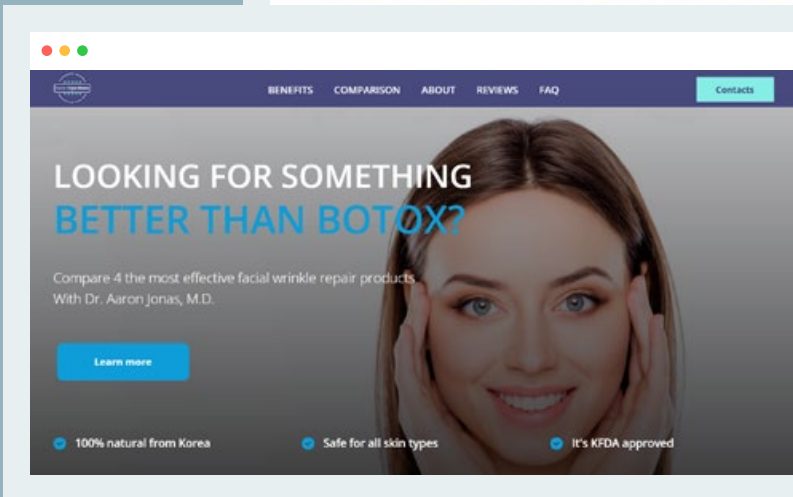
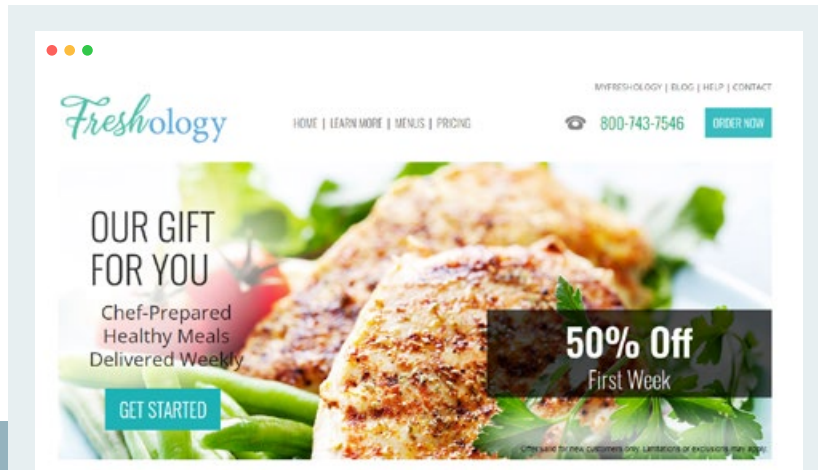
### G — GENERAL AUDIENCE

This is for brands only.



**PG — PARENTAL GUIDANCE SUGGESTED**

The type encompasses clean, transparent, and high-quality products and services with no legal risks. A high rating and credibility are a must. Content on both the landing page and offer page should be appropriate for the general audience, informative, and of a high value.



## PG13 — PARENTS STRONGLY CAUTIONED

PG13 ranking covers personal blogs and advertorial formats of web pages, whose design, content and overall quality are not compliant to PG-ranking but are higher than R.

CLICKBANK | TRUSTED | SECURE

### One Simple Way To Maintain Healthy Blood Pressure Levels

Hi,  
My name is **John Meyers**.

I'm 53 years old and live in Philadelphia, Pennsylvania, together with my dear wife, Jimmy. I have always been passionate about plants and their ability to keep us healthy. Therefore, I have been researching some of the best natural ways that could help anyone maintain their blood pressure in a healthy range.

So, what I did was to perfect a natural, yet powerful formula, which consists of amazing ingredients such as Passion Flower, Marshmallow, Corydalis, Prickly Pear and California Poppy Seeds.

#### I Truly Believe This Formula Will Change Your Life!

And I will be more than happy to share it with anyone who needs it.  
A formula designed to support healthy blood pressure levels, while boosting your energy levels.

**WARNING:** Due to extremely high media demand, there is limited supply of Vision 20/20 in stock as of Tuesday, November 2, 2021.

CAMBRIDGE NUTRITIONALS **VISION 20/20** 90 DAY MONEY BACK GUARANTEE

Preserve • Support • Improve  
**Eye Health & Vision**

With 11 Vision Boosting Superfoods

Vision 20/20 includes ingredients clinically proven to reduce eye health deterioration, protect from damaging blue light, while restoring a perfect vision.

- Enhances Low Light & Night Vision
- Protects Eyes From Digital Strain
- Supports Far & Near Distance Vision
- Reduces Age Related Vision Issues

**Hurry! Claim Your Free Trial**  
Just Pay For Shipping & Handling

Free Bonus Gift - Instant Download of The Eye Protection Protocol

Advertorial

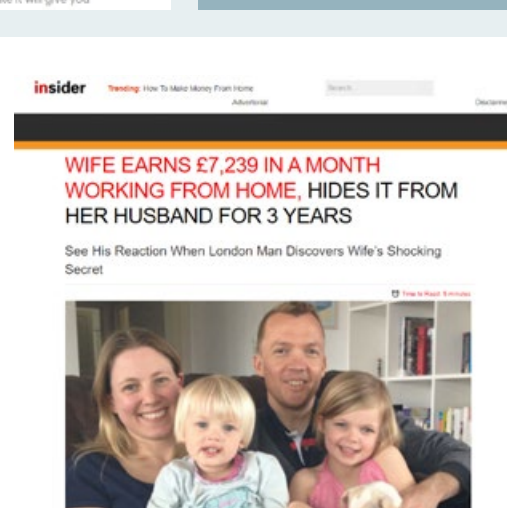
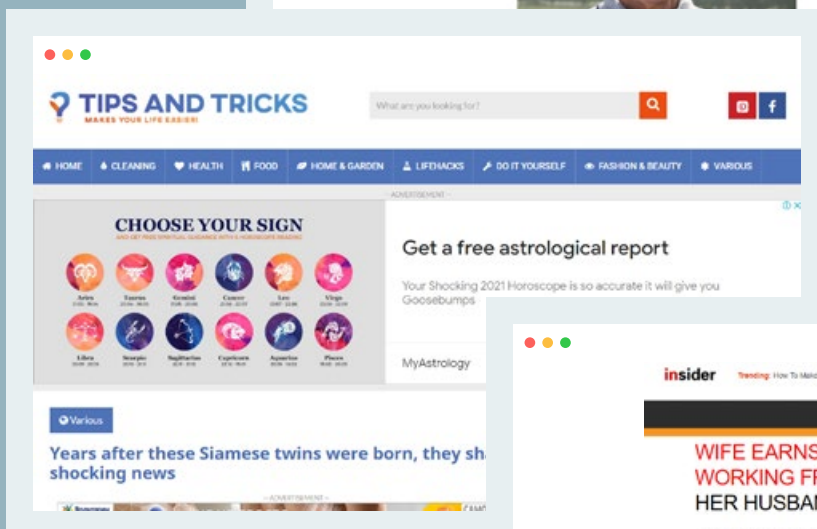
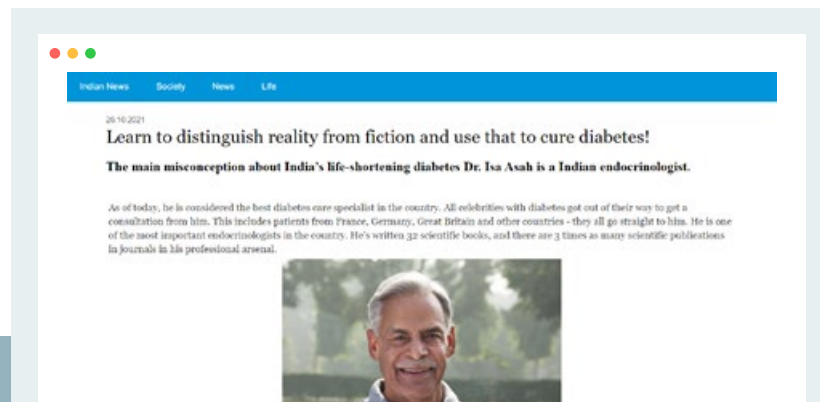
### Bye-bye tangled sheets: How this one thing I bought in 2021 changed the way I sleep (for good)

By Lisa Trondemus | Aug 30 2021

Share Tweet Pin Email Share

**R — RESTRICTED**

R-rated landing pages usually include advertorials in a form of articles with storytelling approach, chatbots, or any other format, and are designed to draw awareness among the public. LPs may contain exaggerated yet not deceiving information in order to raise interest among potential customers. Parental guidance is suggested for a younger audience.

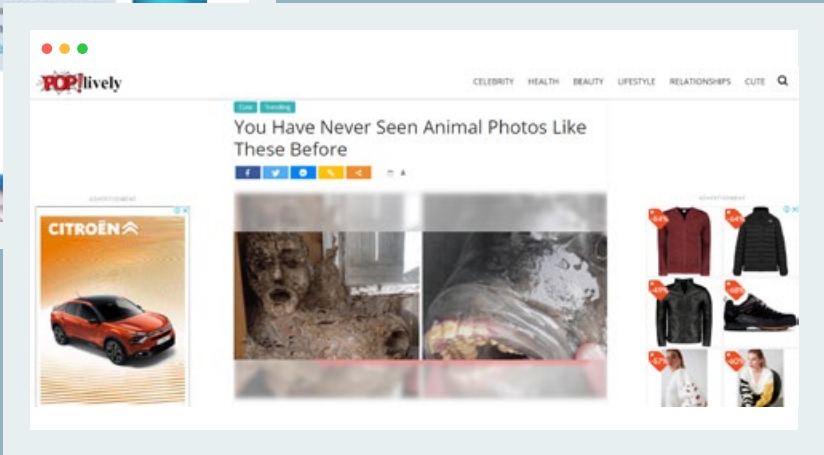
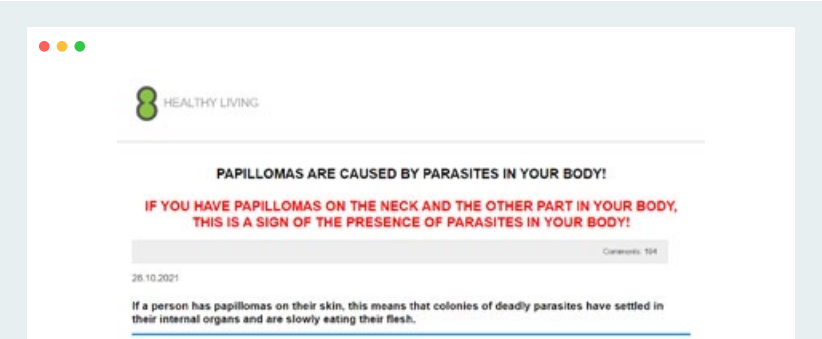






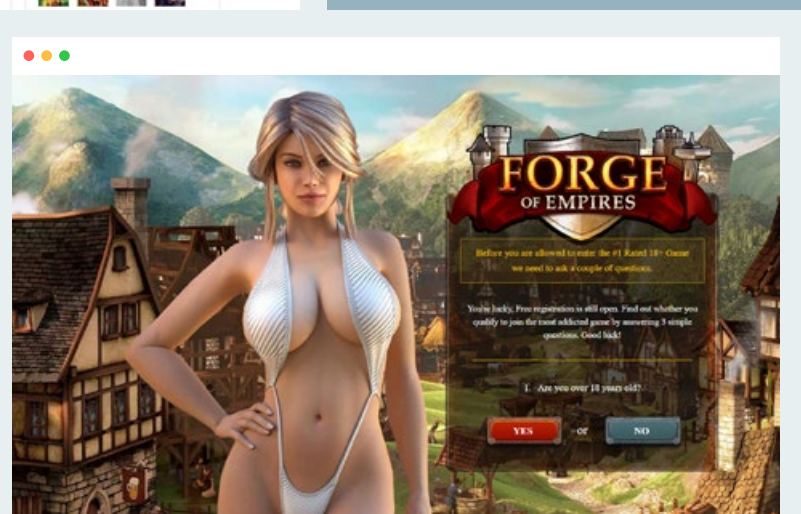
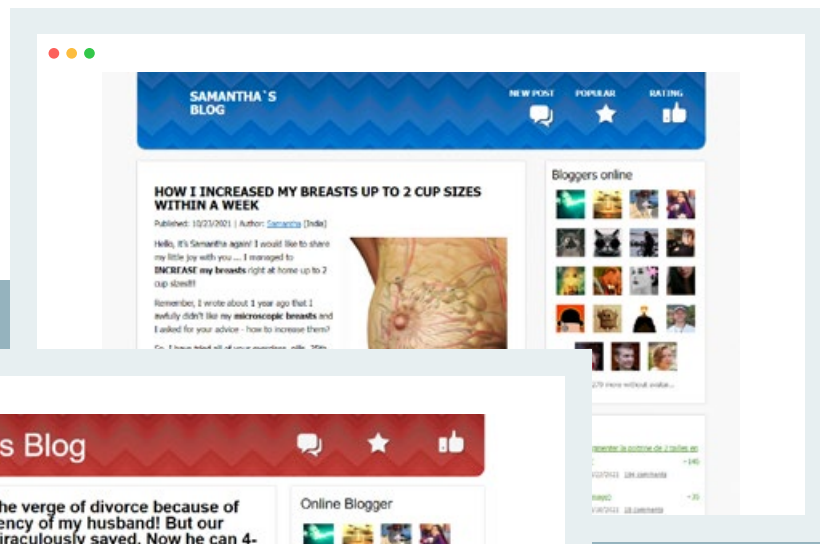
**NC17 — NO ONE 17 AND UNDER ADMITTED**

NC17 ranking is called to cover controversial and sensitive subject matters that may be considered shocking or disturbing by some audiences. Acceptable content includes strange or unpleasant images, peculiar fictional and real-life stories. Sexually suggestive or evidently gruesome concepts are prohibited.



## NSFW — NOT SAFE FOR WORK

NSFW content covers any sexually suggestive, sensational or outrageous materials. Approaches that contain 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. The ad is for a compact SUV. It features a thumbnail image of a blue SUV with its rear hatch open. Below the image is the text 'mgid.com', the title 'Looking For A Compact SUV?', and the subtitle 'Find the best offer here'. A blue button with the text 'A HOT OFFER AHEAD!' and a right-pointing arrow is positioned below the subtitle. At the bottom of the ad is the text 'Call-to-action (CTA)' followed by '30 symbols (including spaces)'. The entire ad is enclosed in a rounded rectangle with a white background. The smartphone status bar at the top shows the time '9:41', signal strength, Wi-Fi, and battery icons. A grey bar at the top of the ad area contains the word 'Website'. Colored lines (blue, red, purple, green) connect the labels to the corresponding elements in the ad.

Website

9:41

Thumbnail

mgid.com

**Title**  
65 symbols (including spaces)

**Looking For A Compact SUV?**

Find the best offer here

**Advertising text**  
75 symbols (including spaces)

**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.



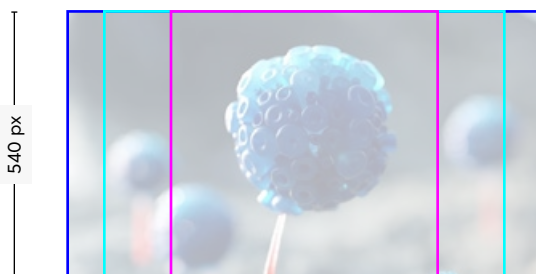
mgjd.com

**Title**

Advertising text

CALL-TO-ACTION >

960 px



16:9 3:2 1:1

### 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

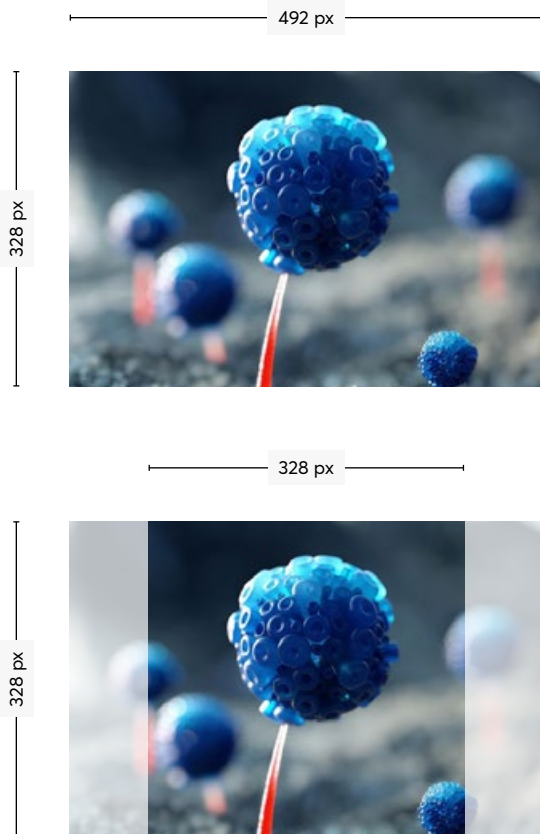
**Aspect ratios:** between 16:9 and 1:1 (best practice ratios are 16:9, 3:2 or 1:1)

**Video length:** 15s

**GIF file size** may not exceed 5 MB

**Pixel resolution:** 1020x680 px or higher

**Format:** GIF

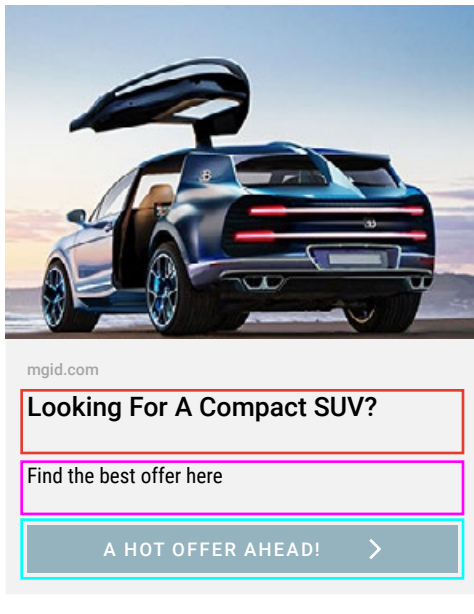


## REQUIREMENTS FOR OLD STATIC THUMBNAIL IMAGES

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

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

## → 4.2. Headline guidelines



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

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

### PG — PARENTAL GUIDANCE SUGGESTED

PG type encompasses highly relevant and tasteful ads which should give a user a clear understanding of what product or service they're about to see after proceeding to the landing and/or offer page(s). Thumbnails should be of a high resolution. Bright and catchy stock photos are recommended. Headlines should convey accurate information with no exaggeration, colloquial language or excessive punctuation. PG ads should not contain any personal attributes. This includes direct or indirect assertions or implications about a person's race, ethnic origin, religion, beliefs, age, sexual orientation or practices, gender identity, disability, medical condition (including physical or mental health), financial status, membership in a trade union, criminal record or name. Suggestive materials of any kind are prohibited for this type.



The Most Iconic Cars From James Bond Films

[READ MORE >](#)



Blue-Light-Blocking Glasses 2021

[READ MORE >](#)



New Retirement Villages Near Kyiv (Take A Look At The Prices)

[READ MORE >](#)

**PG13 — PARENTS STRONGLY CAUTIONED**

PG13-ranked creatives represent the middle ground solution between branded PG-ranked creatives and more true-to-life R creatives. Please keep in mind that the MGID compliance team reviews each ad component when ranking. Thumbnail images are not the only deciding factor but the headline, advertising text and CTA text as well.



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 >](#)



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

[READ MORE >](#)

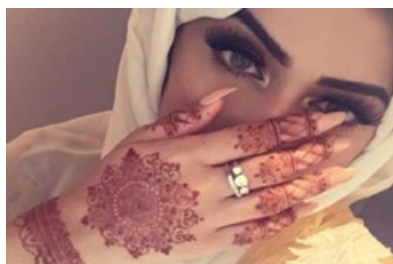
**R — RESTRICTED**

R type includes relevant ads that might give a user a more abstract understanding of what is on the landing page. Thumbnails can be less pixel-peepable. Headlines may be catchier, contain exaggeration and colloquial language. R-rated ads may contain any personal attributes. This includes direct or indirect assertions or implications about a person's race, ethnic origin, religion, beliefs, age, sexual orientation or practices, gender identity, disability, medical condition (including physical or mental health), financial status, membership in a trade union, criminal record or name.



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

[READ MORE >](#)



What Effect Does Spicy Food Have On The Body?

[READ MORE >](#)



Student From Kyiv Figured Out How To Get Rid Of Belly In 4 Days

[READ MORE >](#)

**NC17 — NO ONE 17 AND UNDER ADMITTED**

NC17 type is reserved for shocking and to some extent disgusting thumbnails and headlines. The concepts may utilize aggressive and controversial approaches, obnoxious imagery, strange close-up angles, etc. aimed at attracting the user's attention. Strong grammar and sufficient image quality are a must.

Creatives of sexually suggestive and excessively gruesome nature can't be ranked NC17.



Nerve Pain? Do This Daily To Fight Neuropathy

[READ MORE >](#)



This Diet May Be Good For You

[READ MORE >](#)



10 Crazy Car Accidents – Just Hope They Were Insured

[READ MORE >](#)

**NSFW — NOT SAFE FOR WORK**

Creatives ranked NSFW are allowed to present sexually appealing thumbnails and suggestive headlines, as well as sensational and even outrageous approaches as long as they don't appear vulgar and offensive. Proper grammar and sufficient image quality are required.

Nudity, pornography, erotica, or explicit sex are strictly prohibited.



The Best Game For Men Is Very Realistic

[READ MORE >](#)



The Hottest Asian Girls You've Ever Seen

[READ MORE >](#)



Sex Will Last All Night! Read Here!

[READ MORE >](#)

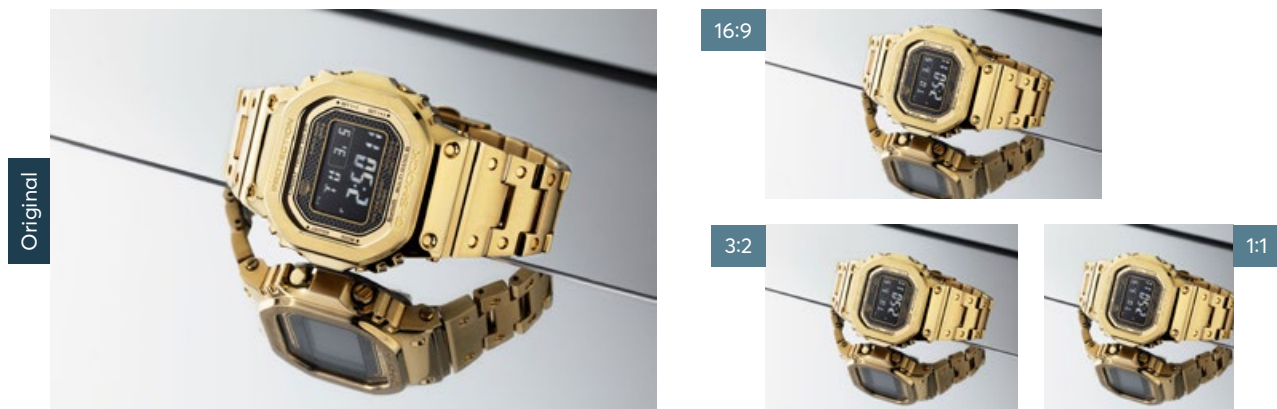


## → 4.4. Prohibited creative practices

- 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.







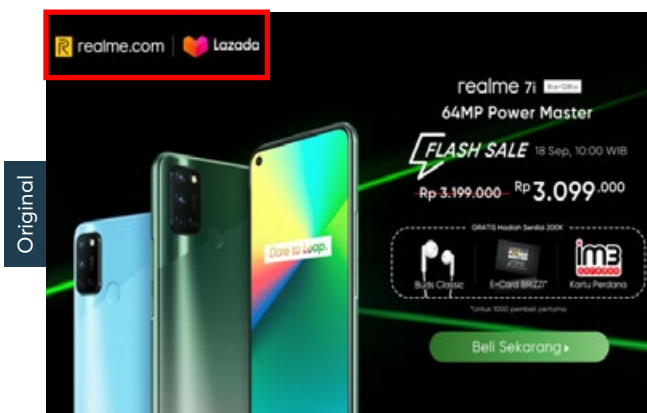
- Avoid images with small text



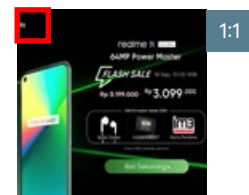
Note the way this image gets cut off in a 1:1 thumbnail.



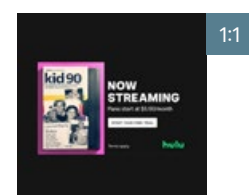
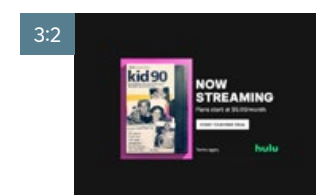
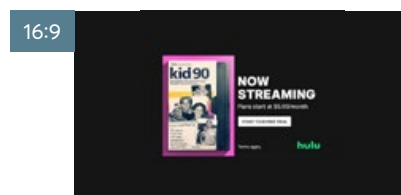
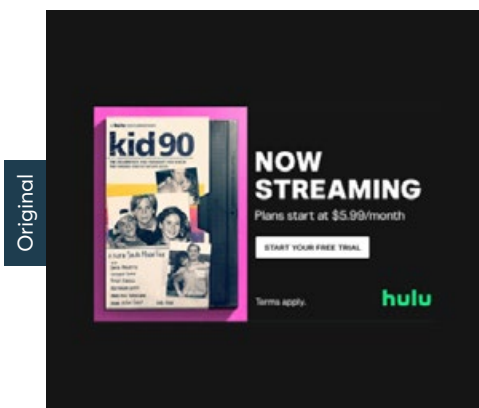
- Avoid images that include brand logos or layers of text. These may not crop well and end up being off-center



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

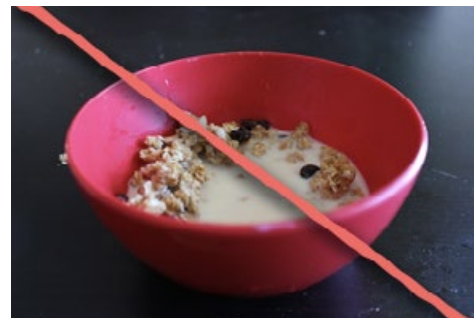
- Use an image where the subject of the photo is looking into the camera. This mimics the way that we use eye contact to attract attention in real life and yields an average CTR increase



- 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



- 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)



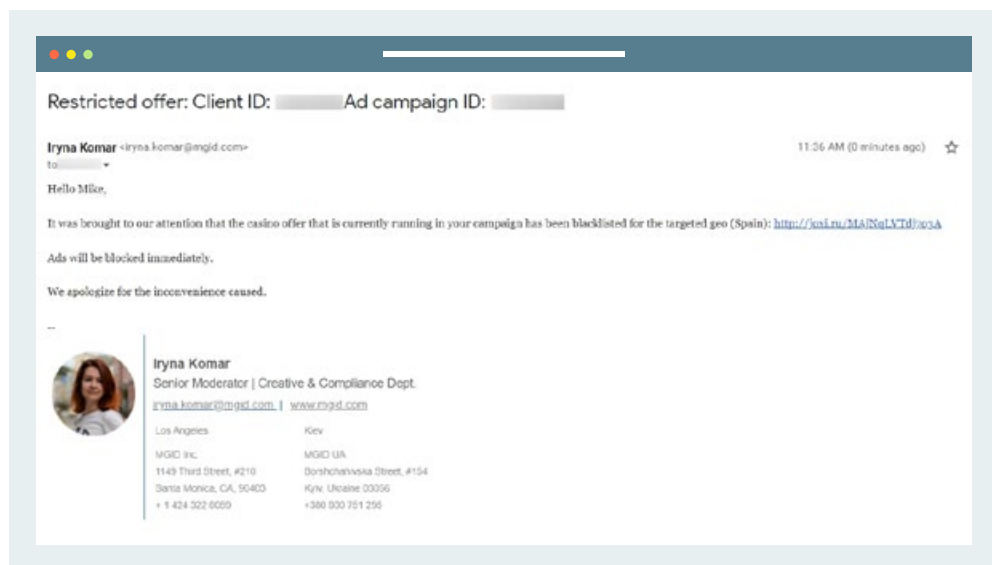
# 5. Moderation flow



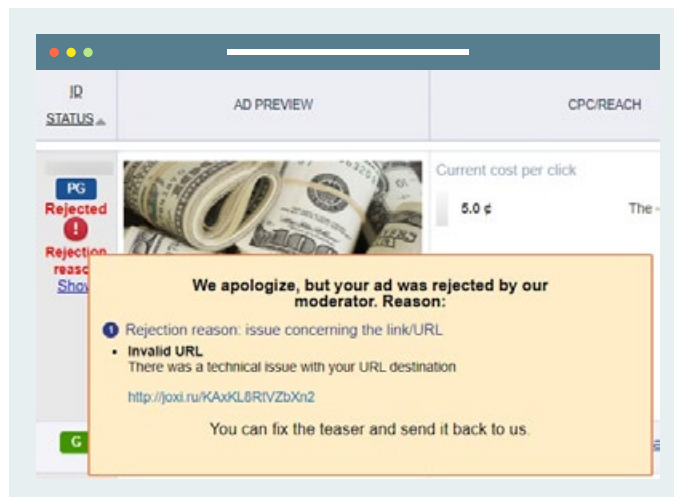
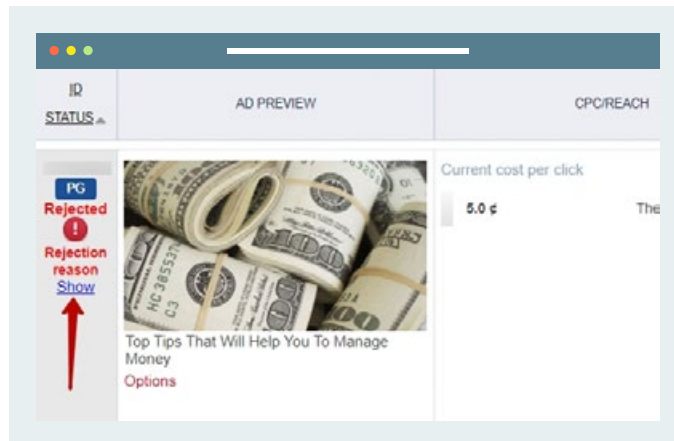
To ensure the high standards of all advertised materials, the MGID compliance team thoroughly reviews destination URL, landing and offer page content, thumbnail image and title of each ad unit. In the process of moderation, we use automatic algorithms and manual checks, utilizing both internal and external 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

