Guidebook

INDIA

mgid

Your complete guide to MGID creative guidelines

EN

Table of contents

1. NEWS AND WEBSITES 3

1.1 Categories 3

1.2 Ranking 6
Content 6
Creative 7

1.3 Content 8
Restricted 8
Prohibited 10
Prohibited practices 12
Security violations 13

1.4 Creative 14
Headline 14
Requirements 15
Prohibited practices 16
Best practices 16
Thumbnail 17
Requirements 17
Prohibited practices 22
Best practices 22
Localization 26

2. BRANDS AND AFFILIATES 27

2.1 Categories 27

2.2 Ranking 34
Content 34
Creative 35

2.3 Content 36
General Information 36
Restricted 38
Landing page 38
Products 39
Prohibited 47
Landing page 47
Products 49
Prohibited practices 50
Security violations 51

2.4 Creative 52
Headline 52
Requirements 53
Prohibited practices 54
Best practices 54
Thumbnail 55
Requirements 55
Prohibited practices 60
Best practices 62

1. News and Websites

1

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).

1.1 Categories

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

T2 News India

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

TABLE OF CONTENTS

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

T1 Video Gaming

General meaning

Video and online games, news, previews, reviews, forums, communities, spoilers and guides

TABLE OF CONTENTS

1.2 RANKING

CONTENT

HIGH

Websites ranked as High should have a high rating and credibility, be clean and visually attractive. Content on the page should be appropriate for a general audience, be informative and of a high value for readers. Any advertisements placed on the page should comply with MGID policies and exclude any inappropriate materials.

The ranking may cover web pages designed as personal blogs or advertorial formats.

High-ranked websites can be aimed and designed for entertainment purposes. This means publications may contain exaggerated yet not deceiving facts. This includes funny and humorous content, galleries, inclusion of lower quality imagery, etc..

Any agressive, offensive and sex-related content is prohibited for the High ranking.

MEDIUM

Medium ranking is more aggressive and shocking in nature.

Publications of this type might be based on scary and bizarre yet not over-the-top content. This may include disturbing imagery, odd fictional and non-fictional stories, etc..

Medium-ranked publications may also contain sexual yet non-explicit content. Publications should exclude nudity, pornography, erotica or explicit sex.

This ranking is considered mature content; therefore, minors are not advised to view this kind of content.

TABLE OF CONTENTS

CREATIVE

HIGH

The High ranking encompasses highly relevant and tasteful ads which should give users a clear understanding of what kind of content they are about to see after proceeding to the publication.

Thumbnails should be of a high resolution, recognizable and properly oriented. Non-professional yet good-looking photos are allowed.

Headlines should convey accurate information. Appropriate exaggeration is allowed. Colloquial language or excessive punctuation is prohibited.

PLEASE AVOID:

- Close-up imagery of objects where it's impossible to determine what's depicted at first sight
- Disgusting concepts
- Disturbing conditions
- Thumbnails depicting people in a sexually suggestive manner. Photos with both males and females should be appropriate for a general audience
- Thumbnails with depiction of affection
- Sexualized hints or a sexually provocative focus on particular body parts are not allowed
- Suggestive materials of any kind are prohibited for this type
- Headlines should not convey a sexual tone to neutral imagery

MEDIUM

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

Thumbnails can be less pixel-peepable. Photos may contain scary, peculiar, odd or bizarre yet not disturbing imagery. For cases when the content is related to sexual subject matter, it still should exclude any hints of nudity, pornography or erotica.

Headlines should be relevant, appropriate exaggeration is allowed.

PLEASE AVOID:

- Disgusting concepts
- Disturbing conditions
- Thumbnails depicting men and women in an explicit way, implied nudity, erotica or pornographic photos

TABLE OF CONTENTS

1.3 CONTENT

RESTRICTED

ALCOHOL

Alcohol-related content is **allowed** as long as the chosen material does not support or convey a positive attitude towards alcohol consumption, e.g.:

- cocktail recipes that include alcohol;
- meal recipes that include alcohol;
- review(s) of rare alcohol beverages served as more as a piece of art or fashion other than a product.

PROHIBITED:

- targeting minors
- portraying people in a state of alcohol intoxication;
- showing alcohol consumption;
- alcohol consumption propaganda;
- implying that consuming alcohol provides health and/or therapeutic benefits.

CIGARETTES, ELECTRONIC CIGARETTES, VAPORS AND OTHER SMOKING-RELATED CONTENT

Smoking-related publications may be approved as long as the chosen material does not support or convey a positive attitude to the habit. The purpose of the content should be anti-smoking propaganda and informative of the deadly consequences of smoking.

ALLOWED:

- anti-smoking propaganda and its deadly influence on health;
- information pages for those who want to quit smoking;
- review(s) of non-nicotine fluids, non-nicotine disposable electronic cigarettes,which can not be replenished, reusable electronic cigarettes—in which only nicotine-free liquid cartridges can be used—, accessories for electronic cigarettes (batteries, power supplies, drip tips).

PROHIBITED:

- targeting minors;
- smoking propaganda;
- showing the process of smoking;
- implying that consuming smoking provides health and/or therapeutic benefits.

TABLE OF CONTENTS

ILLICIT OR DIGITAL DRUGS

Any illicit or digital drug-related material may be approved as long as the main message of the content is against drug consumption and informs on its deadly consequences. Otherwise, such and similar content is strictly prohibited.

ALLOWED:

- anti-drug propaganda and their deadly influence on health;
- real stories of people who stopped using drugs;
- review(s) of rehabilitation centers.

PROHIBITED:

- targeting minors;
- propaganda of drug consumption;
- showing the process of using drugs;
- implying that illicit or digital drugs provide health and/or therapeutic benefits.

SEX

Any sex-related content, advice, tips, tricks, do's and don'ts are allowed as long as the promoted materials exclude explicit and sexually suggestive imagery or nudity, profanity or inappropriate language.

CELEBRITIES

Celebrity-related content should be true and accurate. This excludes false statements and misleading facts about famous personalities. Fake made-up stories about stars created for the purpose of gaining users are prohibited.

KIDS

Content about children should convey a positive attitude towards minors and be family-friendly. Publications related to the harming of children are strictly prohibited.

POLITICS

Political content should be neutral, true and accurate. This includes true facts about politicians, parties, elections, etc. Real life stories and/or rumors about politicians should be confirmed.

PROHIBITED:

- propaganda of any candidate and/or party;
- anti propaganda of any candidate and/or party;
- rumors or gossips about politicians that are not confirmed;
- fake scandals and facts about politicians and/or parties created to raise awareness among the population;
- slanderous reports.

TABLE OF CONTENTS

RELIGION

Religious publications should keep a neutral and tolerant tone. History about any religion and/or interesting facts can be promoted.

PROHIBITED:

- aggressive or offensive content;
- incitement to hatred;
- intolerance to any kind of faith;
- publications supporting religious groups and participation in religious rites.

HEALTH ADVICES

Any health-related topics, materials, and advice should make common sense, be useful and meaningful.

PROHIBITED

PORNOGRAPHY, EROTICA OR ANY ADULT CONTENT

This includes nudity, or anything that gives an impression of nudity, depictions of people in explicit or suggestive positions and/or activities that are overly suggestive or sexually provocative, or any sex-related content that might be considered for adults.

SEXUALIZATION OF MINORS

The exploitation and sexualization of minors is strictly prohibited.

FAKE STORIES

Any publications that are misleading, inaccurate or deceitful.

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TABLE OF CONTENTS

OFFENSIVE, THREATENING OR INAPPROPRIATE CONTENT

- intentional self-harm, mutilation, suicide propaganda, murders, dead people, dead animals or corpses;
- illegal organ trafficking dispersion;
- publications directed against human rights and freedoms;
- publications containing direct or indirect allusions to threats, harassment and violence;
- inciting hatred, criminal or terrorist-related content;
- content with excessive profanity or offensive language;
- publications containing hostile statements or discriminative materials against an individual or organization on the basis of personal attributes such as race, ethnicity, color, national origin, religion, age, sex, sexual orientation, gender identity, family status, disability or medical condition;
- faeces or other bodily fluids.

WEAPONS AND EXPLOSIVES

Publications about any kind of weapons and explosives should not be intended for the use of violence.

ALLOWED:

- self-defense videos;
- reviews of self-defence devices such as military lights, personal alarms, lighting and signaling devices, compasses, tactical pens, credit card knives, etc.;
- publications about collector knives, daggers, swords, cutting tools, kitchen knives or sports equipment;
- publications regarding antiquarian weapons, non-working models of weapons, rocket launchers, paintball markers, sights and holsters;
- the statistics of murders and shootings.

PROHIBITED:

- instructions on how to make and/or use explosive substances;
- instructions for the manufacture of bombs and other explosive devices, as well as their use for murder or harm;
- showing firearms (pistols, rifles, shotguns, hunting rifles, old rifles in the active state, weapons for paintball, pneumatic weapons) in the process of shooting.

TABLE OF CONTENTS

PROHIBITED PRACTICES

IMPOSSIBLE-TO-READ CONTENT

Content that cannot be read, viewed and/or verified provides a negative user experience. All the materials should be logically and conveniently displayed on the website.

BLIND NAVIGATION

Blind navigation provides a negative user experience. Your website should have proper and visible navigation. Please avoid placements that can encourage accidental clicks.

UNACCEPTABLE WEB-PAGE FORMAT

Websites must not have an unreasonable amount of popups or overlays. A user should be able to easily close any popup advertisements or overlays that appear in connection with the page. Content must not be overloaded with ads or disrupted by ads.

SPOILERS TO HIDE PROHIBITED IMAGES

Please do not use spoilers to hide any prohibited images (shocking or disturbing imagery).

TABLE OF CONTENTS

SECURITY VIOLATIONS

NON-FUNCTIONAL WEBSITES

Ads must not direct people to non-functional web-pages:

- Error pages
- Sites that are under construction
- Pages that are PDF or JPEG

WEBSITES INFECTED WITH MALWARE

You must not use websites or content that contain or cause the download of any spyware, malware, or software, resulting in an unexpected experience, such as the automatic download of applications without users' consent. This also includes websites that contain any code or script that interferes with a user's control of the site, such as a script that takes over a web-page or user's browser.

CLOAKING

Cloaking refers to the practice of presenting different content or URLs to users than to MGID moderation. It is used to hide the true destination that users are directed to.
When it is detected by the system, the moderator blocks ads and notifies the account manager by email.

PHISHING

You must not use websites that are designed to collect a user's personal information or harvest personal information with the intention of distributing that information without a user's consent. Personal information includes credit card numbers, email addresses, dates of birth, telephone numbers, sexual orientation and gender.

BROWSER LOCKING

This refers to the practice when the system identifies a popup that would prevent the user from exiting the browser.
You must not interfere, in any manner, with a user's ability to return to the original referring website by clicking back in their browser.

DRIVE BY DOWNLOAD

This refers to a practice when a file download starts automatically when the ad is displayed without any user action.
Websites or content must not contain or cause the download of any spyware, malware or software, resulting in an unexpected experience, such as the automatic download of applications without users' consent.

TABLE OF CONTENTS

1.4 CREATIVE

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 thumbnail image 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.

HEADLINE

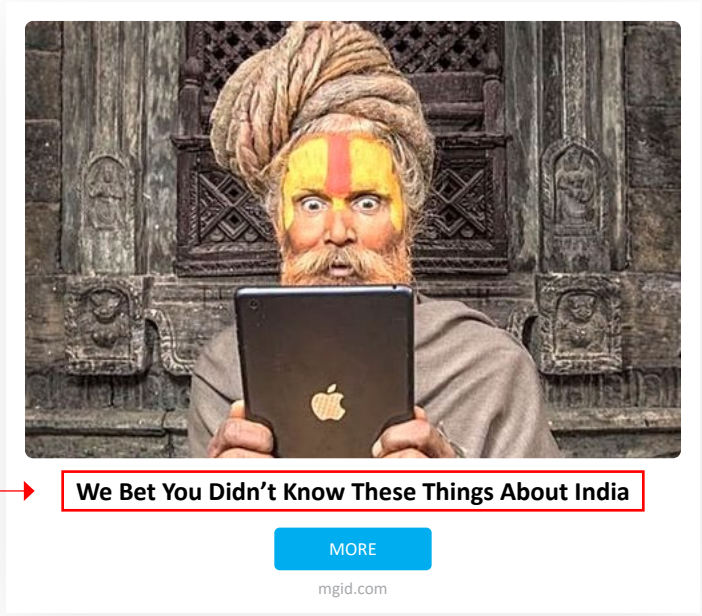


TABLE OF CONTENTS

REQUIREMENTS

LENGTH

Title can contain up to 65 characters.

GRAMMAR

- 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.

CAPITALIZATION

- In titles for ads in English, each word should be capitalized;
- In headlines for ads in other languages, only the first word has to be capitalized. The other words should be capitalized according to specific language's grammar rules.

*ADDITIONAL REQUIREMENTS FOR BRAND CAMPAIGNS

- Widgets for Brand campaigns also include advertising text and CTA (Call-to-action) text
- Advertising text: the length can contain up to 75 symbols.
- CTA: the length can contain up to 30 symbols.
- Macros are unavailable for CTA.

TABLE OF CONTENTS

PROHIBITED PRACTICES

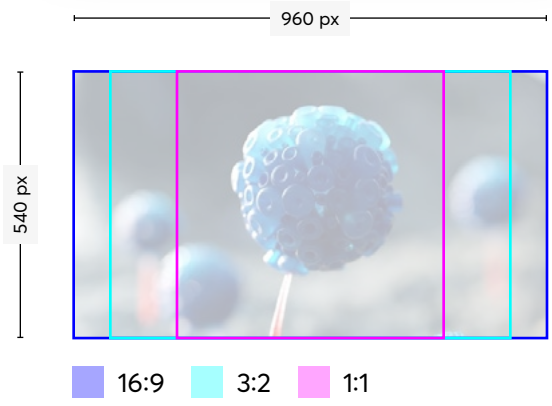
- Prohibited practices
- Poor grammar and redundant wording;
- Misspelling;
- Misleading, false and over-exaggerated statements;
- Titles promising to cure/treat any disease, condition or illness;
- Obscene, defamatory or offensive words in any language;
- Mentioning of contact information (such as addresses, e-mail, phone numbers, etc.) in titles;
- Usage of website URLs as the headline;
- Uppercase for exaggeration;
- Period at the end (.);
- Cut-off sentences with ellipsis (...), excessive punctuation (e.g. !!!, “”) and other unnecessary symbols (@, -->, <>,**);
- Use of emojis.

BEST PRACTICES

- Highlight the unique aspects the content is covering;
- Don’t hesitate to use bright adjectives, epithets, metaphors, power words, figures of speech, homonyms and idioms;
- Write in the appropriate language for the campaign’s targeted territory;
- Try to use questions in the title. Readers respond well to How? Why? What? When?;
- Write concisely with clarity of thought; less is more (65 characters or under);
- Use social trends as inspiration;
- Use {City}/{Region}/{Country} macros;
- Use figures (digits) for all numerals;
- Write lively, relevant material;
- Accurately reflect the subject of the publications in your headline;
- Write with a sense of urgency (Eg: “You Don’t Want to Miss Out On Following This Beauty Routine”).

TABLE OF CONTENTS

THUMBNAIL



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**

TABLE OF CONTENTS

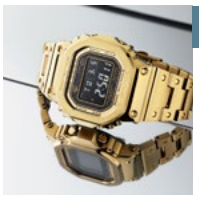
MGID uses an automated cropping solution to tailor each image to customized placement sizes across all partners' websites. Therefore, a landscape-oriented image with an aspect ratio of 16:9 or 1:1 is the best practice.

Original

16:9

3:2

1:1



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

Original

16:9

Note the way this image gets cut off in a 16:9 thumbnail

3:2

1:1

TABLE OF CONTENTS

- Avoid images with small text

Original

16:9

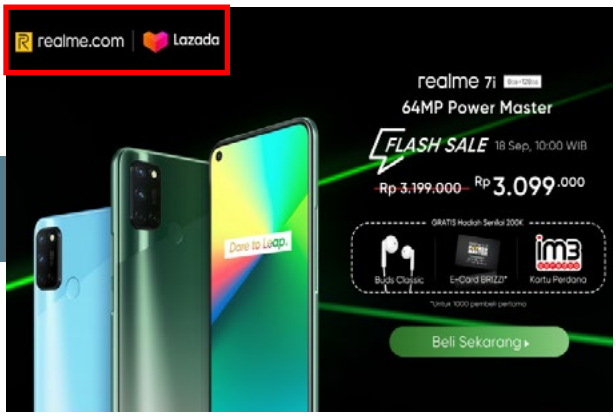
Note the way this image gets cut off in a 1:1 thumbnail.

3:2

1:1

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

Original

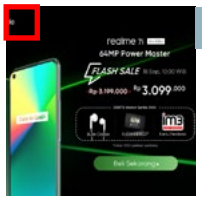


16:9

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

3:2

1:1



- Avoid images that include text in the corner

Original

16:9

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

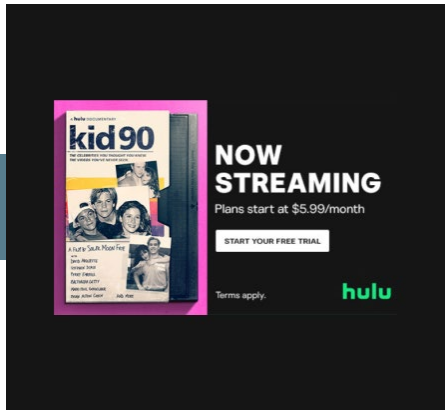
3:2

1:1

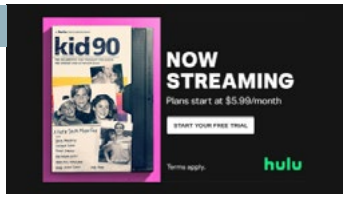
TABLE OF CONTENTS

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

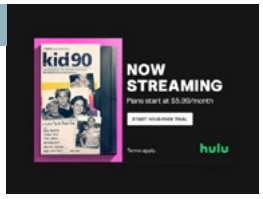
Original



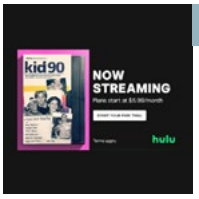
16:9



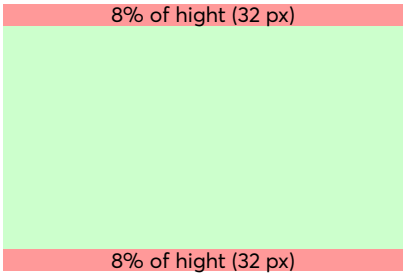
3:2

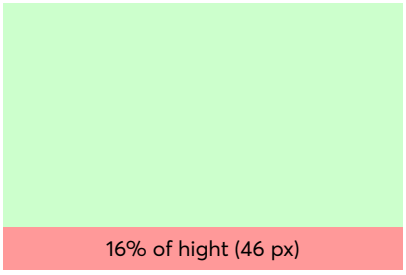


1:1



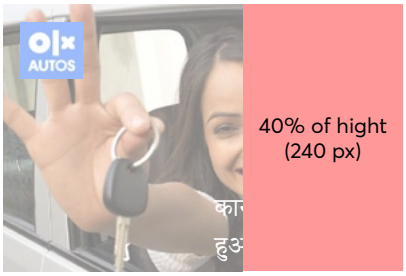
Proportions to follow





600 x 400 px

600 x 400 px



— safe zone
— zone to avoid

TABLE OF CONTENTS

REQUIREMENTS FOR OLD STATIC THUMBNAIL IMAGES

Sometimes the old format can be found, but all new cabinets are already working 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

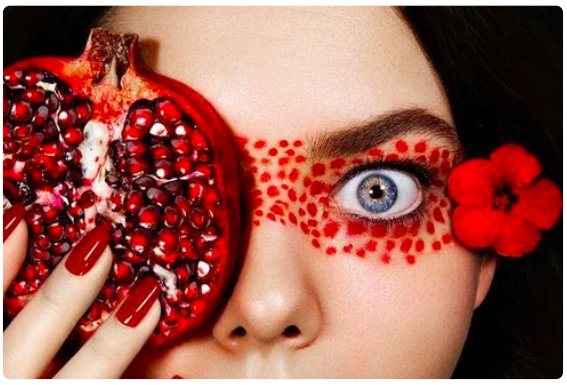
TABLE OF CONTENTS

PROHIBITED PRACTICES

- Low resolution thumbnails;
- Amateurish photo editing;
- Controversial or law-bending humor;
- Images with watermarks, logos or trademarks if they are not associated with the publication/campaign;
- Poor framing;
- Stretched thumbnails;
- Excessive and annoying elements (arrows, circles, etc.);
- Fake elements;
- Crosses on images that mimic a "close" option;
- Copying Instagram's questionnaire feature to invite clicks.

BEST PRACTICES

- Make sure the image is relevant to the title;
- Clean, uncluttered imagery. Avoid images with multiple subjects or busy backgrounds to ensure a good crop;
- Brighter images usually get more attention;
- In case of text present in images, the language should correspond to the campaign language.



SHARP

BLURRED

TABLE OF CONTENTS

NO SIDE STRIP

SIDE STRIP

RELEVANT RED CIRCLE

IRRELEVANT RED CIRCLE

TABLE OF CONTENTS

Why Priyanka Chopra Is Among The Most Graceful Actresses

MORE

mgid.com

NO OVERT SEXUALIZATION

Dresses That Turn Priyanka Chopra Into The Sexiest Eye Candy

MORE

mgid.com

EXCESSIVE SEXUALIZATION

10 Myths About Marriage To Ignore

MORE

mgid.com

NON DEFORMED

10 Myths About Marriage To Ignore

MORE

mgid.com

STRETCHED

TABLE OF CONTENTS

Interesting Facts About The Indian Currency

MORE

mgid.com

ELEMENTS RELEVANT TO GEO REGION

Interesting Facts About The Indian Currency

MORE

mgid.com

ELEMENTS IRRELEVANT TO GEO REGION

10 Habits Of Couples In Strong And Healthy Relationships

MORE

mgid.com

NON SEXUALIZED DEPICTION OF AFFECTION

How To Have A Better Relationship

MORE

mgid.com

SEXUALIZED & INTIMATE DEPICTION OF AFFECTION

TABLE OF CONTENTS

LOCALIZATION

Ad unit design directly depends on the promoted content. This means to get creatives localized, the provided publications should contain localized tone of materials on the page.

India is a vastly diverse country with a great amount of regional, religious, linguistic, culinary, social and cultural differences. In your selection of images, try to incorporate cultural features that resonate with the targeted audience. Anything mirroring everyday/local life of the country/region would be something the audience can immediately relate to.

TABLE OF CONTENTS

2. Brands and Affiliates

2

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 product).

2.1 Categories

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 Currencies
General meaning
Cryptocurrencies

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)

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
Sweepstakes, online sports betting, slot sites

T2 Events
General meaning
Happenings
Types of offers
Tickets, pre-sale, information on events

T2 Lottery
General meaning
Games of skill that require certain amount of skills where chance is not a controlling factor of the victory
Types of offers
Rummy games, poker

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 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 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

TABLE OF CONTENTS

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 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 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 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

TABLE OF CONTENTS

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

TABLE OF CONTENTS

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 Applications

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 how-tos 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

TABLE OF CONTENTS

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 anti-aging, 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, pre-owned 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, how-tos 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

TABLE OF CONTENTS

T4 Women's Outfits
General meaning
Selection and best deals for women's outfits
Types of offers
Online shopping, discount offers, pre-owned 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

2.2 RANKING

CONTENT

HIGH

This ranking encompasses clean, transparent and high quality products and services with no legal risks. A high rating and credibility is a must.

Content on both landing page and offer page should be appropriate for a general audience, informative and of a high value. High ranking may cover clean personal blogs and advertorial formats of web pages. Other acceptable formats are advertorials in the form of articles with realistic storytelling approaches and chatbots. Overall, web pages should be designed to draw awareness among the public.

Products and services should comply with local and international government regulations.

HIGHLY RECOMMENDED TO:

- Provide users with the full set of Impressum (TOS, Disclaimer, Privacy Policy, Contact List)
- Label advertorial and storytelling landing pages as an Advertisement or Advertorial
- Add a disclaimer that the advertorial is based on fiction and any similarity to real people, places or events are purely coincidental
- For nutraceuticals, add a note: "Read the package instructions carefully before use"

MEDIUM

Medium ranking encompasses content that might be more aggressive and shocking in nature. Landing pages of this type are based on scary and bizarre yet not over the top content. The ranking may also contain sexual in nature yet non-explicit content.

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

Products and services should comply with local and international government regulations.

HIGHLY RECOMMENDED TO:

- Provide users with the full set of Impressum (TOS, Disclaimer, Privacy Policy, Contact List)
- Label advertorial and storytelling landing pages as an Advertisement or Advertorial
- Add a disclaimer that the advertorial is based on fiction and any similarity to real people, places or events are purely coincidental
- For nutraceuticals, add a note: "Read the package instructions carefully before use"

TABLE OF CONTENTS

CREATIVE

HIGH

This ranking encompasses highly relevant and tasteful ads which should give users a clear understanding of what product or service they are about to see after proceeding to the landing and/or offer page(s).

Thumbnails should be of a high resolution, recognizable and properly oriented. Non-professional yet good-looking photos are allowed.

Headlines should convey accurate information. Appropriate exaggeration is allowed. Colloquial language or excessive punctuation is prohibited.

PLEASE AVOID:

- Close-up imagery of objects where it's impossible to determine what's depicted at first sight
- Disgusting concepts
- Disturbing conditions
- Thumbnails depicting people in a sexually suggestive manner. Photos with both males and females should be appropriate for a general audience
- Thumbnails with depiction of affection
- Sexualized hints or a sexually provocative focus on particular body parts are not allowed
- Suggestive materials of any kind are prohibited for this type
- Headlines should not convey a sexual tone to neutral imagery

MEDIUM

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

Thumbnails can be less pixel-peepable. Photos may contain scary, peculiar, odd or bizarre yet not disturbing imagery. For cases when the content is related to sexual subject matter, it still should exclude any hints of nudity, pornography or erotica.

Headlines should be relevant, appropriate exaggeration is allowed.

PLEASE AVOID:

- Disgusting concepts
- Disturbing conditions
- Thumbnails depicting both men and women in an explicit way, implied nudity, erotica or pornographic photos

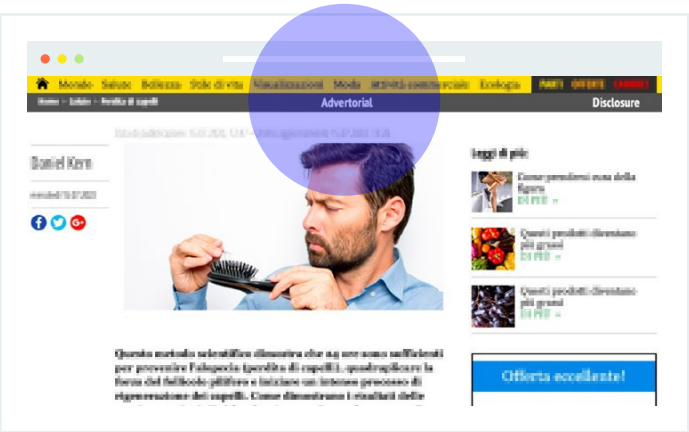
TABLE OF CONTENTS

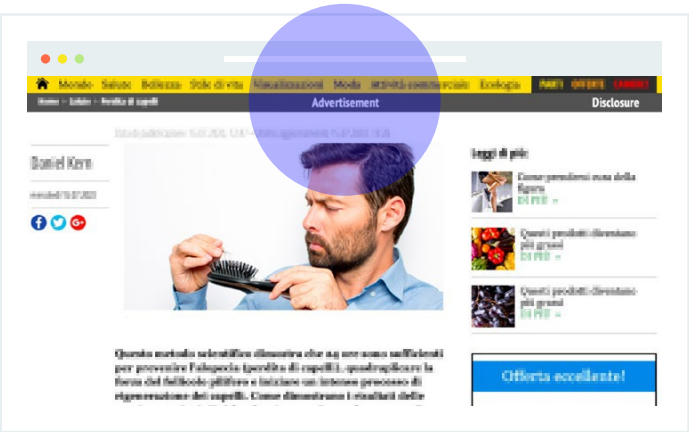
2.3 CONTENT

GENERAL INFORMATION

ADVERTORIAL/ADVERTISEMENT

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





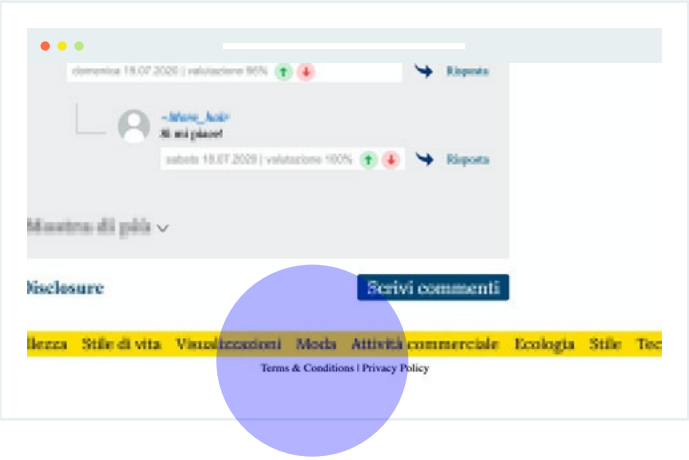
DISCLOSURE

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.

TABLE OF CONTENTS

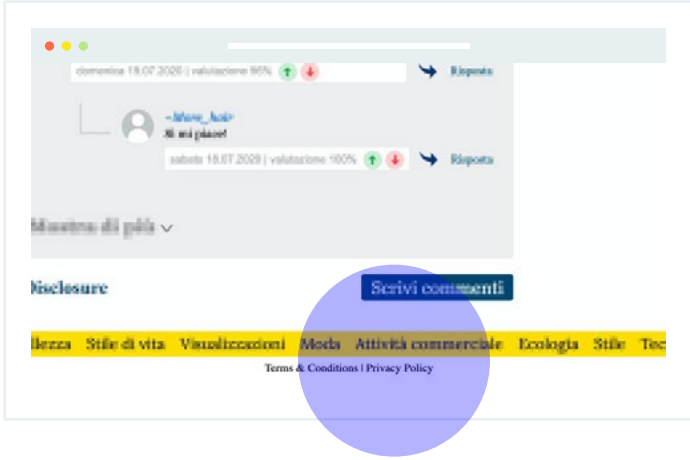
TOS

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.

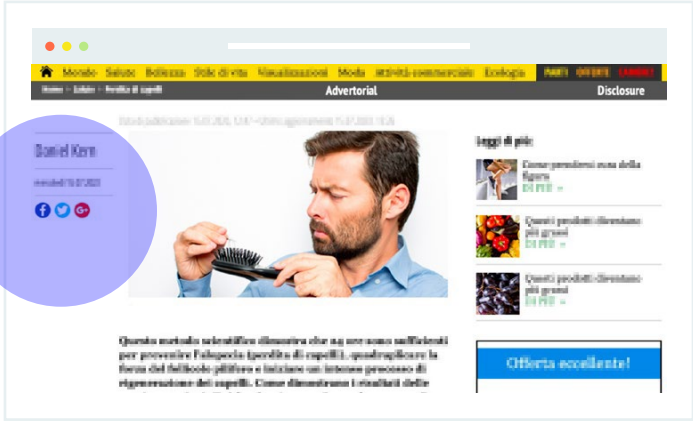


TABLE OF CONTENTS

RESTRICTED

Landing pages

MULTIPLE OFFERS PROMOTION

Running multiple products within one URL requires prior approval. If you would like to run an A/B test, please contact your account manager and provide the complete information about the products/offers/lps you would like to test. Please be mindful that 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;
- 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.

CELEBRITIES ARE CONSIDERED:

- Hollywood actors
- Athletes
- Bollywood actors
- Comedians
- Fashion designers
- Influential persons
- Inventors
- Models
- Politicians
- Reality television stars
- Royals
- Famous bloggers, vloggers and influencers
- Practicing doctors
- Professors

TABLE OF CONTENTS

Products

ALCOHOL

Alcohol-related content should be in compliance with the applicable laws and regulations.

ALLOWED:

- advertising of specialized magazines or newspapers;
- event advertising;
- advertising of accessories.

PROHIBITED:

- targeting minors;
- alcoholic beverages sale;
- alcohol consumption propaganda;
- portraying people in a state of intoxication;
- brand or informational advertising for alcoholic beverages;
- implying that drinking alcohol provides health or therapeutic benefits;
- showing alcohol consumption.

DATING

ALLOWED:

- matrimony services;
- dating services in which the main purpose is to find a life partner for long-term relationship and marriage;
- video presentation of profiles;
- registration by e-mail;
- use of credit card for more account options;
- indication of preferences for potential candidates for acquaintance — gender, height, weight, age and nationality;
- search by interests.

PROHIBITED:

- online dating sites offering sexual encounters;
- websites containing profiles with erotic and pornographic materials;
- denied access without credit card details or account information;
- escort services;
- webcast of dating sites, web modeling;
- use of misleading phrases 'Live Cam' 'Video Chat', 'Join the video', 'Webcam chat'
- online dating sites containing obscene and vulgar words or phrases
- fee charging post factum;
- targeting minors;
- content promoting marriage to a foreigner.

TABLE OF CONTENTS

HEALTHCARE AND MEDICINES

ALLOWED:

- online pharmacies with a license;
- organic products;
- advertising of certified dietary supplements on natural components;
- Contraceptive advertising should inform on the contraceptive properties of the product, not sexual pleasure or stimulation, and should not be shown to individuals under the country's legal age.

PROHIBITED:

- online pharmacies without a license;
- sale of illicit pharmaceuticals and food supplies;
- prescribed medicine;
- false statements or fraudulent claims;
- use of the Ministry of Health and their logos;
- false statements about worshiping a particular faith or God(s) to heal the disease(s);
- doctors, scientists and professors who are not related to the product.

GAMING AND GAMBLING

ALLOWED:

- games of skill (the game of rummy, poker, or any other game that requires certain amount of skills where chance is not a controlling factor of the victory);
- online non-gambling games;
- Google Play and iTunes games without winnings or withdrawals.

PROHIBITED:

- targeting minors;
- promoting of gambling as the main source of income;
- gambling applications where the final link does not lead to Google Play or iTunes;
- gambler lifestyle propaganda;
- non-gambling sites, falsely expressing or implying winnings;
- gambling websites without a license.

TABLE OF CONTENTS

SWEEPSTAKES

Sweepstakes belong to a category of contest where a winner is rewarded with a prize or prizes. To get your offer approved, please consider the following requirements:

- conditional price;
- transparent terms of participation;
- disclaimer.

PROHIBITED:

- misleading and false statements;
- statements that create the false impression that the product is free;
- collection and processing of personal data without user's consent;
- applicant falsely claims that he acts on behalf of large corporations.

VOLUNTEERING AND CROWDFUNDING

Volunteering and crowdfunding-related content should be in compliance with the applicable laws and regulations. Website's high rating and credibility is a must.

ALLOWED:

- non-profit charitable and volunteer organizations;
- advertising events, sites, success stories, cures, results, etc.;
- charitable advertising actions "something for something" (free performances for children suffering from cancer, free activities or attractions, gifts, etc.);
- charity concerts, including those with the participation of world-class stars (information must be carefully checked);
- for-profit crowdfunding platforms that allow people to raise money for events ranging from life events such as celebrations and graduations to challenging circumstances like natural disasters, accidents or illnesses.
- Each platform is separately checked by Legal and Compliance Departments for every country.
- Any fraudulent schemes or fake websites that mimic branded crowdfunding platforms with a purpose to raise money by deceiving users is prohibited.

TABLE OF CONTENTS

ELECTRONIC CIGARETTES, VAPERS, NON-NICOTINE SMOKING MIXTURES AND RELATED PRODUCTS

The chosen type of content should be in compliance with the applicable laws and regulations of the targeted geo.

ALLOWED:

- products and services for those who want to quit smoking;
- non-nicotine fluids;
- non-nicotine disposable electronic cigarettes that can not be replenished;
- reusable electronic cigarettes, in which only nicotine-free liquid cartridges can be used;
- accessories for electronic cigarettes (batteries, power supplies, drip tips);
- non-nicotine smoking fluids.

PROHIBITED:

- targeting minors;
- promotion of smoking;
- nicotine-containing liquids;
- nicotine-containing disposable electronic cigarettes;
- any electronic cigarette that can be used to consume a nicotine-containing fluid;
- lack of description of goods in online store;
- no description of the terms and conditions of the service or online store;
- showing the process of smoking;
- implying that smoking provides health or therapeutic benefits.

HOROSCOPES AND FORTUNE TELLING

Any services or practices that involve predicting the future of an individual's life such as chiromancy, numerology, clairvoyance, face reading, tarot cards, etc. require a licence or validation.

TABLE OF CONTENTS

BFSI

Banking, financial services, insurance and companies that operate in at least one of such financial sectors are allowed for promotion with the following requirements:

- conditional price;
- transparent terms of participation;
- disclaimer.

PROHIBITED:

- false statements or fraudulent claims;
- misleading promises that guarantee earnings;
- payments and resolution of financial distress.

All financial services with the purpose to earn an income online are checked by the Legal Department. The promoted service should be in compliance with the applicable laws and regulations. Please consider the following requirements:

- transparent terms and services;
- privacy policy;
- disclaimer.

ALLOWED:

- applications for traders;
- securities trading with corresponding license;
- seminars, videos, books, blogs;
- mining applications;
- ICO investment;
- ICO and blockchain technologies.

PROHIBITED:

- false statements or fraudulent claims;
- financial pyramids;
- investments with a high level of risk;
- fraudulent schemes of rapid enrichment;
- guarantees of earnings and payments;
- securities trading without a license;
- MMM;
- MLM.

TABLE OF CONTENTS

LEAD-GENERATING OFFERS

While working with lead-generating offers, please consider the following requirements. The web page should contain:

- disclaimer;
- terms and conditions;
- consent to processing personal data. It can be a checkbox, popup or anything visible, which must be accepted by the user.

SUBSCRIPTIONS

Subscriptions include mobile subscription services which imply a scheduled delivery of a particular content to users' mobile devices for which users are charged a certain amount of money (monthly or yearly). Offers related to such services can be promoted with the following requirements:

- detailed information on the timing of the subscription must be clearly disclosed before purchase;
- transparent information about automatic renewing features for subscription.

PROHIBITED:

- false statements or fraudulent claims;
- hidden information that there is a subscription for automatic renewal.

VIDEO-STREAMING SERVICES AND ONLINE CINEMAS

Requirements that need to be followed to get an offer approved:

- online cinemas with licensed content;
- license to distribute and broadcast video content.

PROHIBITED:

- online cinemas based on torrents;
- non-transparent terms of subscription, lack of information about charging for the use of the service.

TABLE OF CONTENTS

SOFTWARE

Promotion of any application or group of programs designed for the end user is allowed with the following requirements:

- content downloaded with the consent of the user;
- advertising apps from the Apple Store and Google Play store;
- detailed description of the software with information from the developer;
- transparent conditions for the purchase of software with clear indication of time intervals and amounts of payment.

PROHIBITED:

- content that contains or causes automatic download of applications without the user's consent;
- free download of licensed software and online video (Torrents, RapidShare, Mediafire, etc.)
- the offer to download content under falsified ID;
- reward for downloading content;
- target pages that require downloading of additional programs to access the page content.

ENERGYSAVERS

Devices related to saving electricity consumption should be in compliance with the applicable laws and regulations of the targeted country.

ALLOWED:

- promotion of optimization of energy consumption and stabilization of pressure;
- uninterruptible power supplies.

PROHIBITED:

- energy theft or meter tampering;
- any other fraudulent schemes.

RADAR DETECTORS

This kind of product should be in compliance with the applicable laws and regulations. It's allowed to promote radar detectors configured only for signal reception.

Prohibited:

- radar detectors for suppression, jamming and outgoing signals;
- equipment that interferes with the functioning of traffic control devices.

TABLE OF CONTENTS

WEAPONS AND EXPLOSIVES

Content related to weapons and explosives should not be intended for the use of violence.

ALLOWED:

- books, self-defense videos;
- self-defense goods such as: military lights, personal alarms and safety devices, lighting and signaling devices, compasses, tactical pen, credit card — knife;
- Collector knives, daggers, swords, cutting tools, kitchen knives or sports equipment;
- Antiquarian weapons, non-working models of weapons, rocket launchers, paintball markers, sights and holsters;

PROHIBITED:

- explosive substances;
- firearms (pistols, rifles, shotguns, hunting rifles, old rifles in the active state, weapons for paintball, pneumatic weapons.);
- violence propaganda;
- knives and other weapons intended for the use of violence;
- instructions for the manufacture of bombs and other explosive devices, as well as their use for murder or harm.

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 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 official dealer," etc. in both landing pages and ad units are prohibited.

FREE PRODUCTS

It's allowed to launch products for free trials as long as there are transparent conditions of purchasing in regards to a certain amount of money that should be paid (discounts, delivery, etc.)

PROHIBITED:

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

TABLE OF CONTENTS

PROHIBITED

Landing pages

GRAMMAR & PROFANITY

Using obscene or profane language in texts and in the URL bar is prohibited. Articles must not contain bad grammar and punctuation.

ADULT CONTENT

MGID does not allow landing pages that contain erotic or pornographic materials. This includes nudity, depictions of people in explicit or suggestive positions and activities that are sexually suggestive or provocative.

ANOREXIA-RELATED MATERIALS

Landing pages containing anorexia-related materials (texts and/or images) are non-compliant.

SUICIDE CONTENT

Landing pages containing suicide-related materials (visuals and/or texts) are non-compliant.

SHOCKING/DISTURBING IMAGERY

MGID does not allow landing pages that facilitate disturbing, gruesome or disgusting imagery. MGID moderation reserves the right to determine whether an image is too shocking and violates our rules at its sole discretion and will reject any LPs with images deemed close to the line. Avoid the following:

- Bloody sores, open wounds, necrosis;
- Surgeries in process;
- Dead people, animals or corpses;
- Crime scenes or accident photos;
- Mutilation;
- Execution videos;
- Torture devices in use;
- Innards;
- Violence or abuse.

SPOILERS TO HIDE PROHIBITED IMAGES

Please do not use spoilers to hide any prohibited images (shocking or disturbing imagery).

MISLEADING OR FALSE CONTENT

Landing pages must not contain misleading, false or over-exaggerated materials, including deceptive claims, offers or methods. Plus, MGID does not allow any malicious statements that might be injurious for a person's/brand's/service's reputation.

DISCRIMINATORY MATERIALS

Landing pages must not contain any discriminative materials against people based on personal attributes such as race, ethnicity, color, national origin, religion, age, sex, sexual orientation, gender identity, family status, disability or medical condition.

TABLE OF CONTENTS

MISLEADING ANTIVIRUS ALERTS

Landing page elements that resemble misleading antivirus alerts. This refers to any statements, alert icons, alert colours that attempt to trick the user into believing that they have an issue that needs fixing.

MISLEADING BROWSER/SYSTEM ALERTS

Landing page elements that resemble browser or system alerts. This refers to system dialogs, imitations of Windows, IOS, Android system alert notifications and other related elements.

THIRD-PARTY INFRINGEMENT

The use of the Intellectual Property of a Third Party without permission, intentionally or unintentionally. This includes trademarks, logos, patents, etc.

FAKE WEB PAGES

The use of any elements (including the logo, layout, font, navigation tools, title, etc.) that are visually identical or partially imitate genuine resources is unacceptable.

Any attempt to promote products and services through fake web pages will be declined by MGID moderation.

FAKE COMMENTS

You must not include fake user comments, third-party reviews, or testimonials. This includes fake social media comments that speak highly of the product/service, or fake social media reviews of the product/service. Otherwise, the teasers will be excluded from premium publishers.

CONTENT PROTECTED BY COPYRIGHT

Websites and software for recording, copying or distributing copyrighted material without the necessary permissions are not permitted. This refers also to any works of art, including animated and literary characters (characters of movies, cartoons, comic books, etc.).

Examples: websites, software and browser toolbars that allow for the improper downloading, copying, or playing (streaming) of audio guides, e-books, anime, games, movies, MP3 ringtones, music, software, TV shows, works by independent artists and performers, recording studios and other content creators. Also, sites that distribute unlicensed CDs and DVDs with software or other content are non-compliant.

TABLE OF CONTENTS

Products

ILLEGAL SUBJECT MATTER OR PROMOTION OF ILLEGAL ACTIVITY

- High-risk investments, fraudulent get-rich-quick schemes and financial pyramids;
- Illicit or digital drugs;
- Tobacco or nicotine-containing products;
- Weapons and explosives.

PORNOGRAPHY, EROTICA OR ANY ADULT CONTENT

- Online dating sites facilitating intimate meetings and sexual contacts;
- The exploitation and sexualization of minors;
- Web-modeling;
- Escort and related services;

CBD

It's forbidden to advertise cannabidiol containing products no matter its type or percentage.

MGID doesn't accept content on the subject of marijuana, legal or otherwise, or any illegal drug use. The supplements that allegedly mimic illicit drugs or drug use, such as herbal ecstasy are also prohibited.

COUNTERFEIT GOODS

It is forbidden to advertise the sale of counterfeit products. Counterfeit goods contain a trademark or logo that is identical or, in its essence, indistinguishable from the trademark of another company, in an attempt to transfer the product as a product of the brand owner.

TABLE OF CONTENTS

PROHIBITED PRACTICES

BLIND NAVIGATION

Blind navigation provides a negative user experience. Your website should have proper and visible navigation. Please avoid placements that can encourage accidental clicks.

LANDING PAGE AND OFFER PAGE PRODUCTS MISMATCH

The name of the product promoted on the landing page should match the actual product on the offer page.

LANDING PAGE AND OFFER PAGE LANGUAGES MISMATCH

The language of the texts on the landing page must match the text language on the offer page. The only exception is English, as an international language.

LANDING PAGE/OFFER PAGE SUBSTITUTION

Any LP substitutions without prior notification is prohibited. Each link is carefully checked during moderation. We usually make scheduled manual landing page re-checks. When a substitution is detected, the moderator blocks the teasers and sends email notification to the account manager.

UNACCEPTABLE WEB-PAGE FORMAT

Landing pages must not have an unreasonable amount of popups or overlays. A user should be able to easily close any popup advertisements or overlays that appear in connection with the landing page. Content must not be overloaded with ads or disrupted by ads.

TABLE OF CONTENTS

SECURITY VIOLATIONS

NON-FUNCTIONAL WEBSITES

Ads must not direct people to non-functional web-pages:

- Error pages
- Sites that are under construction
- Landing pages that are PDF or JPEG
- Landing pages that don't match the product, service or content promoted in the ad

LANDING SITES INFECTED WITH MALWARE

You must not use websites or content that contains or causes the download of any spyware, malware, or software, resulting in an unexpected experience, such as the automatic download of applications without users' consent. This also includes websites that contain any code or script that interferes with a user's control of the site, such as a script that takes over a web page or user's browser.

CLOAKING

Cloaking refers to the practice of presenting different content or URLs to users than to MGID moderation. It is used to hide the true destination that users are directed to. When it is detected by the system, the moderator blocks ads and notifies the account manager by email.

PHISHING

You must not use websites that are designed to collect a user's personal information or harvest personal information with the intention of distributing that information without a user's consent. Personal information includes: credit card numbers, email addresses, dates of birth, telephone numbers, sexual orientation and gender.

BROWSER LOCKING

Refers to the practice when the system identifies a popup is preventing the user from exiting the browser.

You must not interfere in any manner with a user's ability to return to the original referring website by clicking back on their browser.

DRIVE BY DOWNLOAD

Refers to a practice when a file download starts automatically when the ad is displayed without any user action. Websites or content must not contain or cause the download of any spyware, malware or software, resulting in an unexpected experience, such as the automatic download of applications without users' consent.

TABLE OF CONTENTS

2.4 CREATIVE

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 thumbnail image 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.

HEADLINE

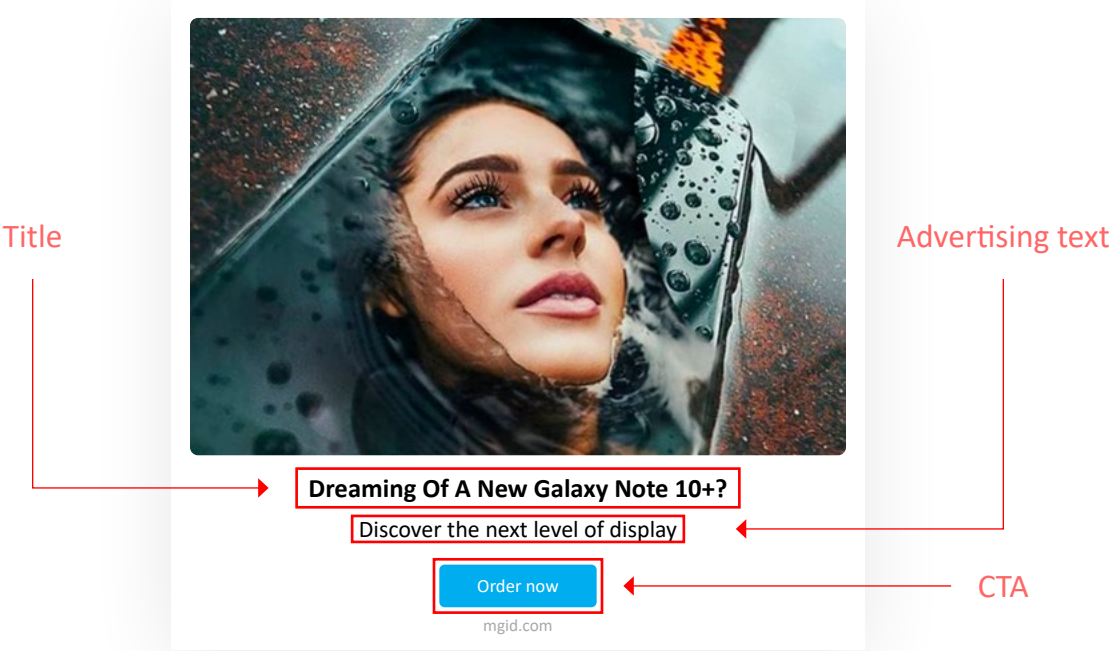


TABLE OF CONTENTS

REQUIREMENTS

LENGTH
Title can contain up to 65 characters.

GRAMMAR
- 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.

CAPITALIZATION
- In titles for ads in English, each word should be capitalized;
- In headlines for ads in other languages, only the first word has to be capitalized. The other words should be capitalized according to specific language's grammar rules.

*ADDITIONAL REQUIREMENTS FOR BRAND CAMPAIGNS
- Widgets for Brand campaigns also include advertising text and CTA (Call-to-action)

ADVERTISING TEXT:
- The length can contain up to 75 symbols;
- Only the first word has to be capitalized;
- Don't use macros or emojis

CTA (CALL-TO-ACTION):
The length can contain up to 30 symbols;
- Only the first word has to be capitalized;
- Provide users with strong reasons for clicking on/ purchasing/signing up immediately;
- CTA shouldn't duplicate Title & advertising text yet it shouldn't sound complicated;
- Make sure the CTA language corresponds to the teaser language;
- Macros are unavailable for CTA;
- Don't phrase the CTA like a question;
- Can use an exclamation mark if needed;
- Don't use emojis

TABLE OF CONTENTS

PROHIBITED PRACTICES

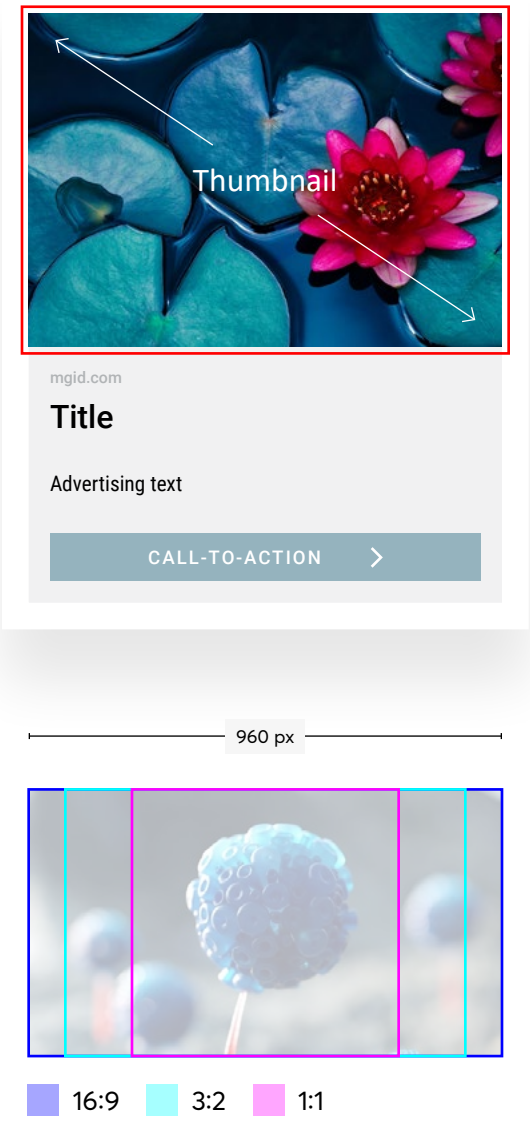
- Poor grammar and redundant wording;
- Misspelling;
- Misleading, false and over-exaggerated statements;
- Titles promising to cure/treat any disease, condition, or illness;
- Obscene, defamatory, offensive words in any language;
- Mention contact information (such as addresses, e-mail, phone numbers, etc.) in titles;
- Usage of website URLs as the headline;
- Uppercase for exaggeration;
- Period at the end (.);
- Cut-off sentences with ellipsis (...), excessive punctuation (e.g. !!!, "") and other unnecessary symbols (@, -->, <>,**);
- Use of emojis

BEST PRACTICES

- Cover the unique benefits of your offer (e.g. "Free Gift Included" "More than 10K Sold");
- Don't hesitate to use bright adjectives, epithets, metaphors, power words, figures of speech, homonyms and idioms;
- Write in the appropriate language for the territory that is targeted in the campaign;
- Try to use questions in the title. Readers respond well to How? Why? What? When?;
- Write concisely with clarity of thought; less is more (65 characters or under)
- Use social trends as inspiration;
- Use {City}/{Region}/{Country} macros;
- Use figures (digits) for all numerals;
- Write lively, relevant material;
- Accurately reflect what the product/ business represents in your headline;
- Write with a sense of urgency (e.g. "Only 2 Left" "App Shows Who Your BF Is Cheating On You With")

TABLE OF CONTENTS

THUMBNAIL



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**

TABLE OF CONTENTS

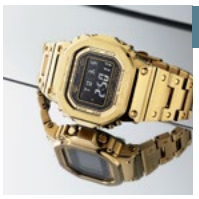
MGID uses an automated cropping solution to tailor each image to customized placement sizes across all partners' websites. Therefore, a landscape-oriented image with an aspect ratio of 16:9 or 1:1 is the best practice.

Original

16:9

3:2

1:1



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

Original

16:9

Note the way this image gets cut off in a 16:9 thumbnail

3:2

1:1

TABLE OF CONTENTS

- Avoid images with small text

Original

16:9

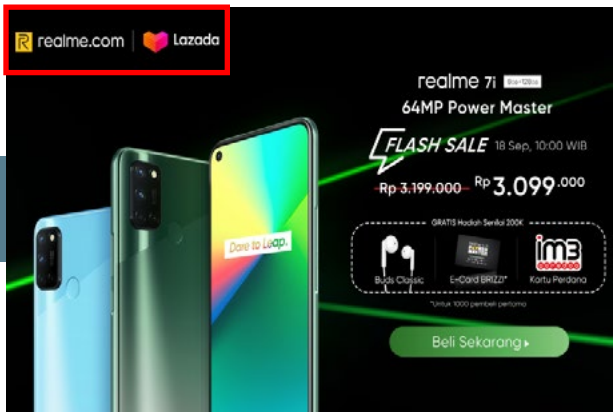
Note the way this image gets cut off in a 1:1 thumbnail.

3:2

1:1

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

Original

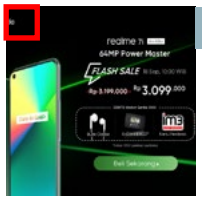


16:9

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

3:2

1:1



- Avoid images that include text in the corner

Original

16:9

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

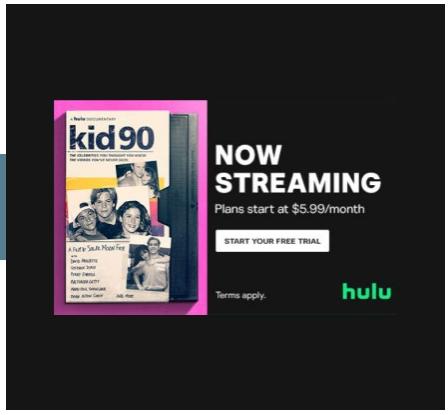
3:2

1:1

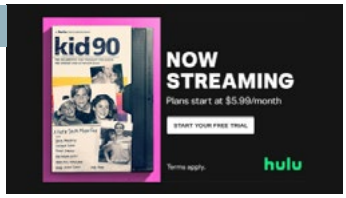
TABLE OF CONTENTS

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

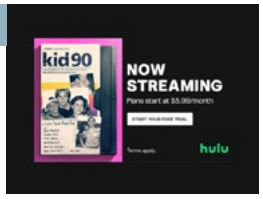
Original



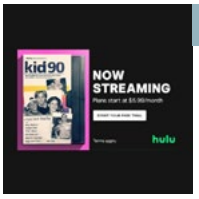
16:9



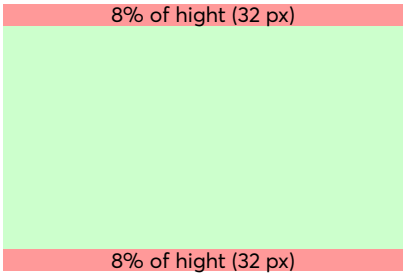
3:2

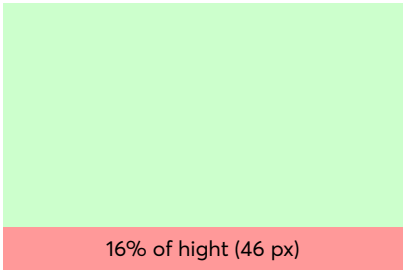


1:1



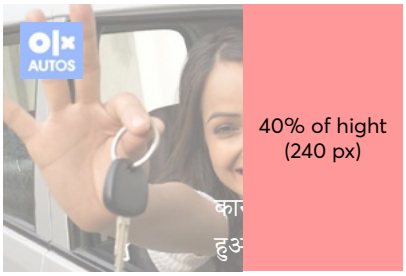
Proportions to follow





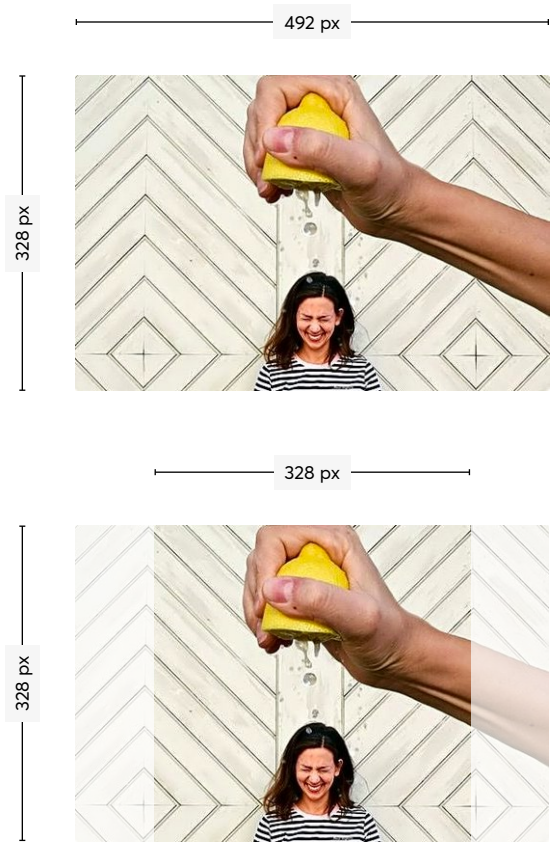
600 x 400 px

600 x 400 px



— safe zone
— zone to avoid

TABLE OF CONTENTS



REQUIREMENTS FOR OLD STATIC THUMBNAIL IMAGES

Sometimes the old format can be found, but all new cabinets are already working 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

TABLE OF CONTENTS

PROHIBITED PRACTICES

- Low resolution thumbnails
- Amateurish photo editing
- Controversial or law-bending humor
- Excessive sexualization
- No images with watermarks, logos or trademarks if they are not associated with the product/ campaign
- Poor framing
- Stretched thumbnails
- Excessive and annoying elements (arrows, circles, etc.)
- Fake elements
- Crosses on images that mimic a "close" option
- Copying Instagram's questionnaire feature to invite clicks

SOME PROHIBITED CULTURAL FEATURES

Be mindful of cultural sentiments & avoid sensitive subjects:

1. Depicting beef

Premium Quality Beef Guaranteed

MORE

mgid.com

Best Beef Steaks In Town

MORE

mgid.com

TABLE OF CONTENTS

2. Inappropriate & disrespectful portrayal of religious symbols, practices

What Every Indian Girl Needs In Her Wardrobe Right Now

MORE

mgid.com

The Belly Fat You Got Due To Beer Will Vanish! Get Lean At Home

MORE

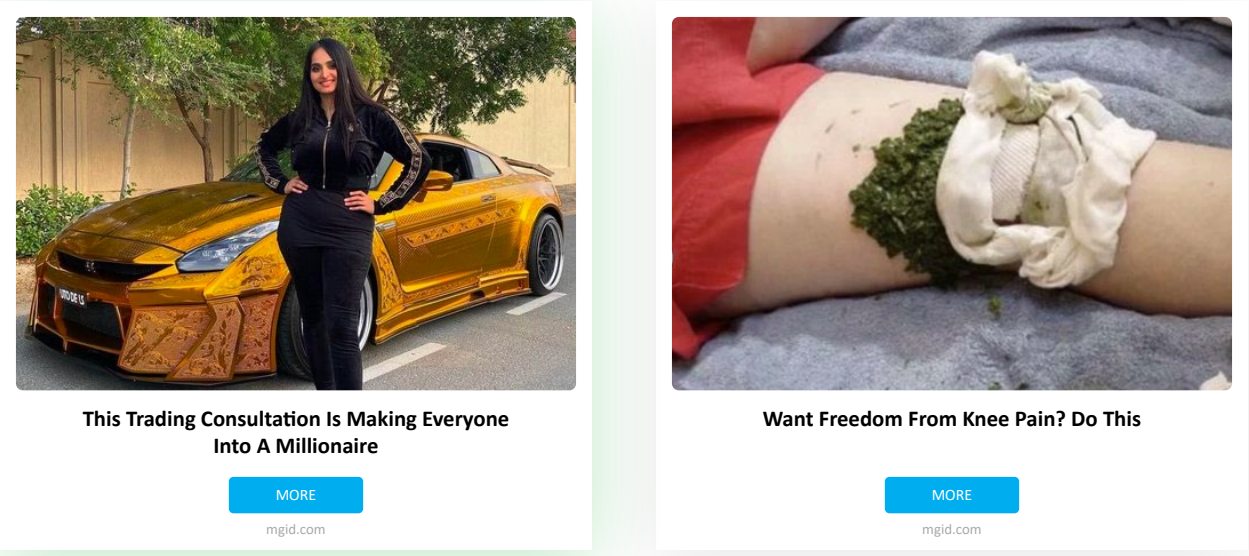
mgid.com

TABLE OF CONTENTS

BEST PRACTICES

BASIC

- Make sure the image is relevant to the title
- Clean, uncluttered imagery. Avoid images with multiple subjects or busy backgrounds to ensure a good crop
- Brighter images usually get more attention
- In the case of image text the language should correspond to the campaign language



✓ LOCALIZED REAL LIFE IMAGES

✗ CHEESY IMAGES

TABLE OF CONTENTS

This Technology Helps You Make Money
From Your Smartphone

MORE

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ELEMENTS RELEVANT
TO GEO REGION

This Technology Helps You Make Money
From Your Smartphone

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ELEMENTS IRRELEVANT
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SHARP

Doing This Can End Your Skin Problems

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BLURRED

TABLE OF CONTENTS

NON DEFORMED

STRETCHED

NO SIDE STRIP

SIDE STRIP

TABLE OF CONTENTS

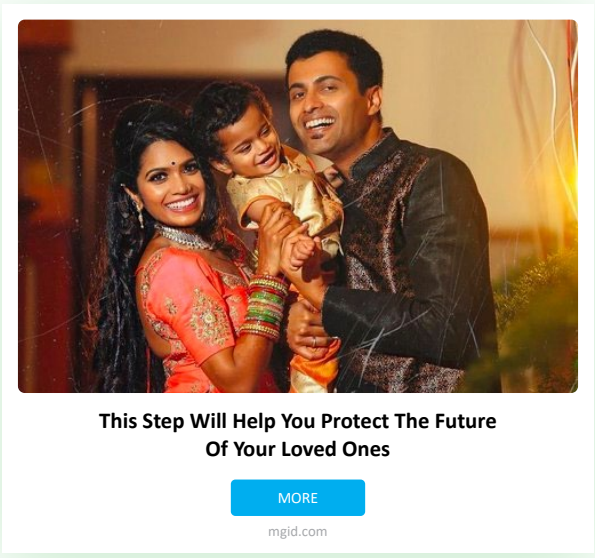
NO OVERT SEXUALIZATION

EXCESSIVE SEXUALIZATION

TABLE OF CONTENTS

THE FOLLOWING APPROACHES HAVE BEEN FOUND TO WORK WELL:

- **Family Images**



- **Images That Evoke Emotions (Humour, Pain, Sympathy, Laziness etc.)**

TABLE OF CONTENTS

Let's Celebrate Life, Not Famine. These Children Need Your Help

MORE

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You Don't Have To Leave Your Bed To Play This Game

MORE

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TABLE OF CONTENTS

Images That Creatively Tackle Sensitive Topics

Innovative Way To Increase Masculine Strength: Proven Result

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BEST PRACTICES

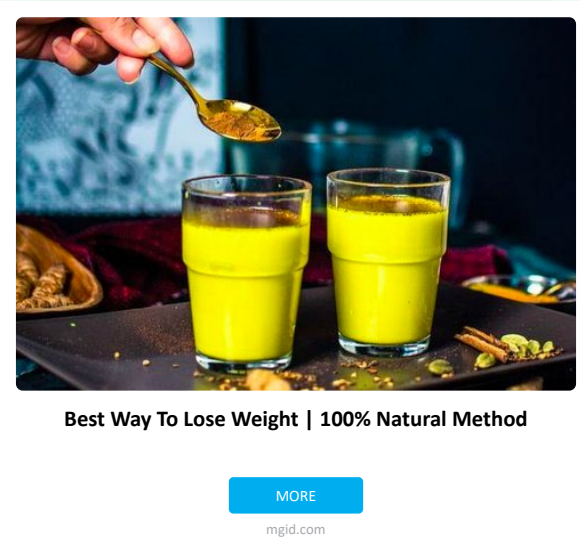
LOCAL

India is a vastly diverse country with a great amount of regional, religious, linguistic, culinary, social and cultural differences. While the examples given below are not exhaustive, they do point to some recognizable aspects seen in the country. In your selection of images, try to incorporate cultural features that resonate with the targeted audience. Anything mirroring everyday/local life of the country/region would be something the audience can immediately relate to.

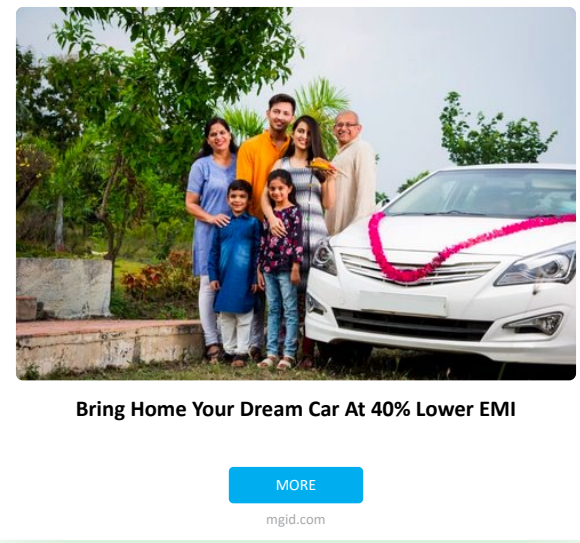
▶ Images That Showcase Luxury Or Represent An Economically Challenging Lifestyle

TABLE OF CONTENTS

Images Reflecting Cultural Attributes/Practices/National Habits/ Recognizable Symbols

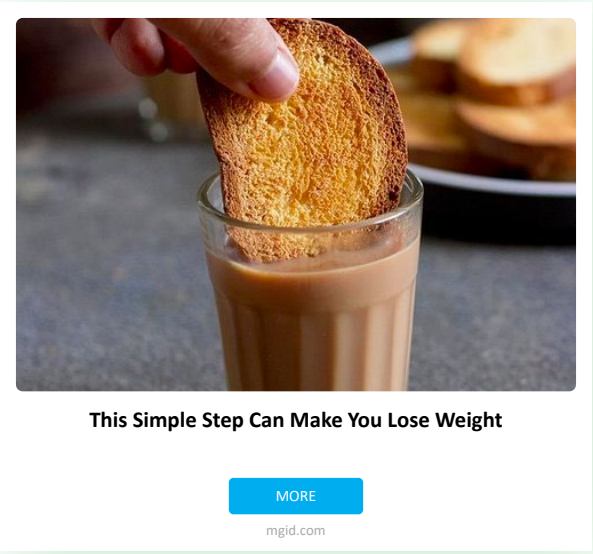


Haldi doodh/Turmeric milk/Golden milk is a hot Indian drink that has its roots in Ayurvedic science. It's valued in local households for its medicinal properties and is now trending worldwide.

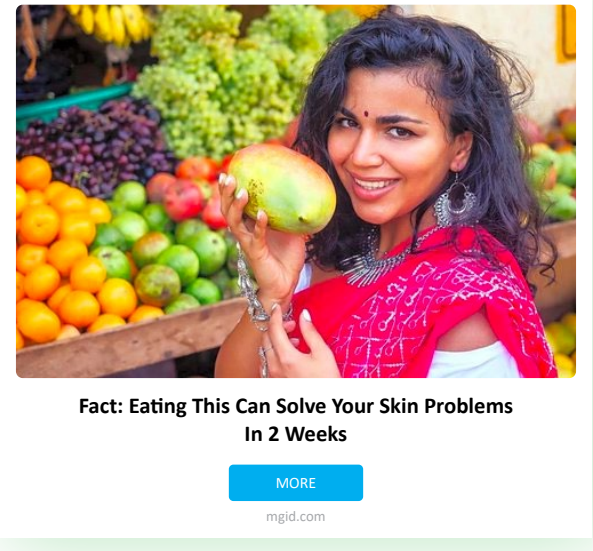


It's a common practice among Hindu Indians to pray over the new car. The garland over the vehicle is recognizable as part of the **puja** (worship) that has been done to consecrate and welcome the new vehicle.

TABLE OF CONTENTS

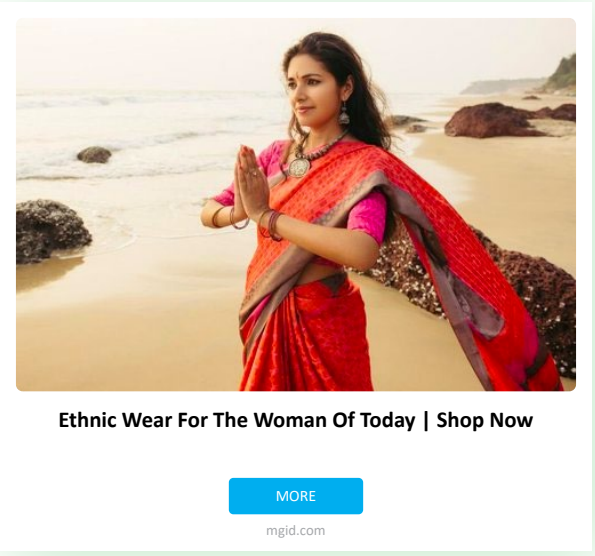


Indians love having their evening **chai**/tea paired along with rusks/biscuits (often dipped in the beverage). The image strikes a note of immediate familiarity.

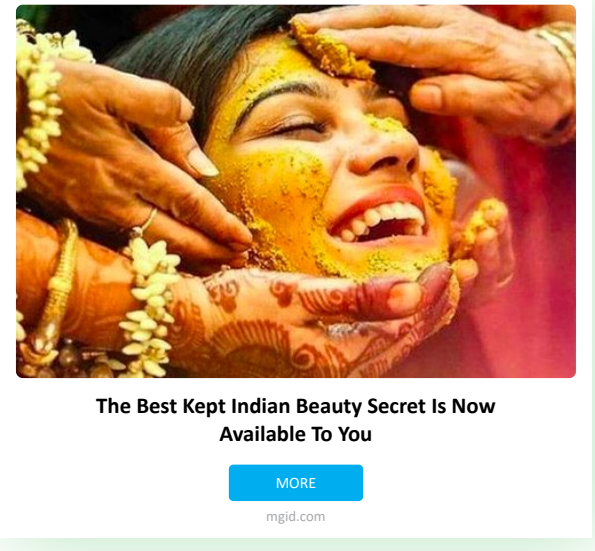


Indian mangoes are among the finest in the world and a much-loved symbol of national pride. Summers are synonymous with enjoying mangoes in most households.

TABLE OF CONTENTS

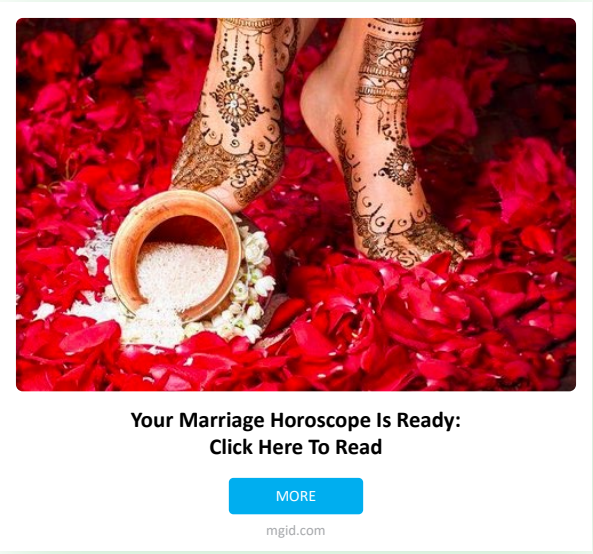


Pressing hands to greet **Namaste** is a common cultural practice in India. It's also among the most widely recognized Indian gestures.

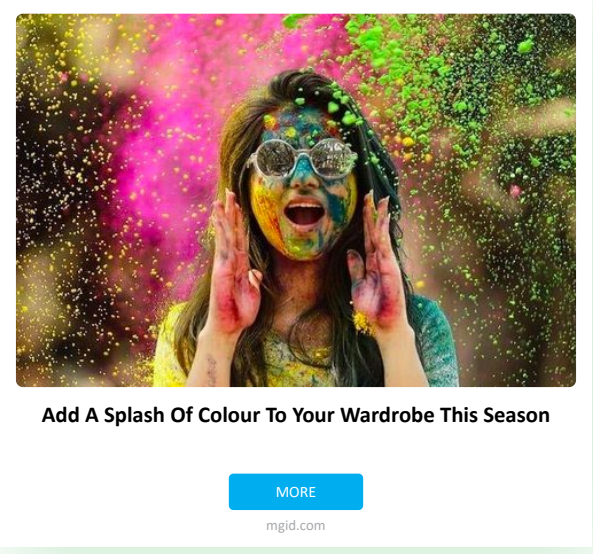


The **Haldi** ceremony marks the beginning of the wedding rituals among Hindus. A paste prepared with turmeric (**haldi**), curd, sandalwood, gram flour primarily is rubbed onto the bride's and groom's skin before a ceremonial bath. Apart from being considered auspicious, turmeric is extremely good for the skin. **(Often, Muslim and Christian weddings too have a Haldi ceremony)**.

TABLE OF CONTENTS



Kalash (pot-shaped vessel) plays a significant role in Hindu customary practices. One such custom is observed when a newlywed bride steps into her husband's house for the first time. As she enters, she gently kicks a Kalash full of rice grains so as to symbolically push wealth and prosperity into the house.



Holi is a popular festival, also known as the Indian "festival of colours." Celebrating **Holi** involves a vibrant practice of smearing each other with colours.

TABLE OF CONTENTS

In India, eating with hands is part of the culture and is quite common.

Auto rickshaws are commonly spotted on the streets in Indian cities and towns. They provide cheap and efficient transportation.

TABLE OF CONTENTS

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