# Creative Guidelines by MGID

MENA AND GCC REGIONS

COMPLIANCE



EN



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1. Introduction

# 1.1 Immediate removal criteria

THIS SECTION LISTS POLICY VIOLATIONS THAT WILL RESULT IN AN IMMEDIATE REMOVAL FROM OUR SYSTEM:

- Any interaction practices triggering redirects to third-party web pages
- Cloaking
- Copyright infringement
- Distributing prohibited content
- Multiple policy violations
- Neglecting compliance recommendations and requirements provided by moderation
- Promoting illegal materials or content

- Running websites designed to mimic original legitimate sources
- Running websites under construction
- Running websites with broken and/ or blank webpages
- Using domain parking practice
- Using fake domains
- Violating security and privacy issues

# 2. Content compliance policy

# 2.1 Prohibited content, products and services

#### 2.1.1 PROHIBITED ADVERTISING CATEGORIES

- Abortion
- Adult
- Alcohol promotion
- Casual dating
- Contraceptives
- Drug paraphernalia
- Exploitation of minors
- Grotesque content
- LGBT content

- Illegal gambling
- Illicit drugs
- Live cams
- Minors sexualizing
- Psychoactive substances
- Spy equipment
- Tobacco products
- Trafficking or exploitation
- Weapons and explosives

#### 2.1.2 IMAGERY

- Adult
- Dead bodies
- Defecation scenes
- Discrimination
- Intolerance
- Nudity

- Racy imagery
- Strobing
- Violence (shooting, tragedies, sexual assault, injuring, self harm)

#### 2.1.3 LANGUAGE

- Adult
- Defamatory
- Discrimination
- Intolerance

- Misleading statements
- Obscene
- Offensive
- Sensationalized messaging

# 2.2 Prohibited practices

#### 2.2.1 BRAND SAFETY/GENERAL

- Any interaction practices triggering redirects to thirdparty web pages
- Broken and/or blank webpages
- Cloaking
- Copyright infringement
- Domain parking
- Error pages

- Fake brand widgets
- Fake domains
- Fake widgets
- Unofficial video source
- Websites designed to mimic original legitimate sources
- Websites under construction

#### 2.2.2 PRIVACY AND SECURITY

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

#### **2.2.3 LEGAL**

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

# 2.3 Restricted content, products and services

#### 2.3.1 RESTRICTED ADVERTISING CATEGORIES

- Alcohol
- CBD
- Dating
- Electronic cigarettes, vapers, non-nicotine smoking mixtures and related products
- Energysavers
- Financial services
- Gambling and Gaming
- Healthcare and medicines
- ICO, binary options, trading
- Radar detectors
- Religion
- Software
- Subscriptions
- Sweepstakes
- Video-streaming services and online cinemas
- Volunteering

# 3. Creative guidelines

3

# 3.1 Image content

#### 3.1.1 GENERAL POLICIES

# TECHNICALSPECS

# Device screen size + ad thumbnail size

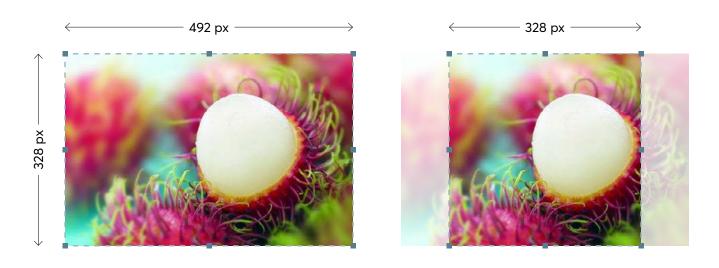


Image size:	rectangle crop – a minimum of 492 x 328 pixels
	square crop – a minimum of 328 x 328 pixels
Image format:	png, jpg, or static gif (no animated gifs)
Max. image size:	5 MB
DPI:	at least 72 (300 is preferable)
Image crop:	rectangle & square

#### 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 Humor

#### General meaning

Comical stories, fun content, jokes, funny pets

#### T2 Interests

#### General meaning

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

#### T1 Home and Garden

#### General meaning

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

#### T1 International News

#### T1 Local News

#### T1 Movies

#### General meaning

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

#### T1 Music and Audio

#### General meaning

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

#### T1 News And Politics

#### T2 Crime

#### General meaning

Inner city, national crime levels, statistics

#### **T2** Disasters

General meaning

Natural disasters and their effects

#### T2 Politics

#### General meaning

News and commentary on global and local politics, laws

#### T1 Pets

#### General meaning

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

#### T1 Pop Culture

#### General meaning

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

#### T1 Real Estate

#### General meaning

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

#### T1 Science

#### General meaning

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

#### T1 Sports

#### General meaning

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

#### T1 Style And Fashion

#### T2 Beauty

#### General meaning

Personal care products and regimens, tips and tricks, reviews

#### T2 Body Art

General meaning

Body tattoos, henna, body paint

#### T2 Fashion Trends

#### General meaning

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

#### T1 Technology and Computing

#### General meaning

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

#### T1 Television

#### General meaning

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

#### T1 Travel

#### General meaning

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

#### T1 Video Gaming

#### General meaning

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

#### 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

#### **T1** Events And Attractions

#### T2 Casinos and Gambling

#### General meaning

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

#### Types of offers

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

#### T2 Events

General meaning

Happenings

Types of offers

Tickets, pre-sale, information on events

#### T2 Lottery

#### T2 Subscriptions

#### General meaning

Mobile subscription services which imply scheduled delivery of particular content packages to users' mobile devices for which users are charged a certain amount of money (monthly or yearly)

#### Types of offers

Magazines, services, monthly memberships, games, mobile content

#### **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. Avurvedic 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 Diabetes

General meaning

Diabetes treatment and prevention

Types of offers

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

#### T3 Eye and Vision Conditions

General meaning

Health and beauty products that aid eye and vision conditions

Types of offers

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

#### T3 Foot Health

General meaning

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

Types of offers

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

#### T3 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

#3

#### T3 Other Treatment

General meaning

Health conditions not listed

Types of offers

Uncategorized products

#### T3 Papilloma

General meaning

Health and beauty products that aid papilloma

Types of offers

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

#### T3 Parasites

General meaning

Parasitic diseases in humans

Types of offers

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

#### T3 Prostatitis

General meaning

Prostatitis treatment and prevention

Types of offers

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

#### T3 Psoriasis

General meaning

Health and beauty products that aid psoriasis

Types of offers

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

#### T3 Sexual Health

General meaning

Sexual health issues

Types of offers

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

#### T3 Skin and Dermatology

General meaning

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

Types of offers

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

#### T3 Sleep Disorders

General meaning

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

#### Types of offers

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

#### T3 Varicosis

General meaning

Health and beauty products that aid varicose veins Types of offers

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

#### T1 Personal Finance

#### T2 Financial Assistance

General meaning

Planning, organizing, controlling and monitoring financial resources

Types of offers

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

#### T2 Insurance

General meaning

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

Types of offers

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

#### T2 Personal Debt

General meaning

Debt solutions that require payment or payments of interest or principal

Types of offers

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

#### T2 Personal Investing

#### T3 Options

General meaning

Working from home, making money opportunities

Types of offers

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

#### T3 Stocks and Bonds

General meaning

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

Types of offers

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

#### **T2** Retirement Planning

General meaning

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

Types of offers

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

#### T1 Pets

#### General meaning

Products and services for pets, pets adoption

Types of offers

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

#### T1 Real Estate

#### General meaning

Commercial, residential, vacation

Types of offers

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

#### T1 Shopping

#### T2 Couponing

General meaning

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

#### Types of offers

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

#### T2 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 Services

#### General meaning

Activities provided by other people, companies, organizations. Transactions where no physical goods are transferred from the seller to the buyer

#### Types of offers

Housecleaning, babysitting, logistics, cable services, streaming services, deliveries, check-ups

#### T1 Sports

#### T2 Fishing Sports

General meaning

Fishing supplies

Types of offers

Catalogs, online tackle shops, reels, rods

#### T2 Sporting Goods

General meaning

Sporting goods products for sale

Types of offers

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

#### T1 Style And Fashion

#### T2 Beauty

#### T3 Hair Care

General meaning

Hair care related offers

Types of offers

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

#### T3 Makeup and Accessories

General meaning

Makeup and accessories, brands, classes, videos

Types of offers

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

#### T3 Natural and Organic Beauty

General meaning

The selection of organic beauty care products

Types of offers

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

#### T3 Other Beauty Products

General meaning

Beauty products not listed

Types of offers

Nose correction products, lip plumpers, other uncategorized beauty products

#### T3 Perfume and Fragrance

General meaning

Perfume and fragrance products for sale

Types of offers

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

#### T3 Skin Care

General meaning

Skin care related offers

Types of offers

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

#### T2 Children's Clothing

General meaning

Selection and best deals for children's outfits

Types of offers

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

#### T2 Men's Fashion

#### T3 Men's Accessories

#### T4 Men's Jewelry and Watches

General meaning

Selection and best deals for jewelry and watches

Types of offers

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

#### T4 Other Men's Accessories

General meaning

Men's accessories not listed

Types of offers

Uncategorized men's accessories

#### T3 Men's Shoes and Footwear

General meaning

Selection and best deals for men's shoes and footwear

Types of offers

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

#### T3 Men's Clothing

#### T4 Men's Outfits

General meaning

Selection and best deals for men's outfits

Types of offers

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

#### T4 Men's Underwear and

#### Sleepwear

General meaning

Masculine nightwear and intimate apparel

Types of offers

Online shopping, discount offers,

#### T2 Personal Care

#### T3 Oral Care

General meaning

Dental health and care solutions

Types of offers

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

#### T3 Shaving

General meaning

Selection of shaving products and solutions

Types of offers

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

#### T2 Women's Fashion

#### T3 Women's Accessories

#### T4 Other Women's Accessories

General meaning

Women's accessories not listed

Types of offers

Uncategorized women's accessories

#### T4 Women's Jewelry and

#### Watches

General meaning

Selection and best deals for jewelry and watches

Types of offers

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

#### T3 Women's Clothing

#### T4 Women's Intimates and

#### Sleepwear

General meaning

Selection and best deals for women's intimates and sleepwear

Types of offers

Online shopping, discount offers, handmade lingerie pieces

#### T4 Women's Outfits

General meaning

Selection and best deals for women's outfits

Types of offers

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

#### T3 Women's Shoes and Footwear

General meaning

Selection and best deals for women's shoes and footwear

Types of offers

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

#### T1 Technology And Computing

#### T2 Computing

#### T3 Computer Peripherals

General meaning

Peripheral devices connected to a computer system to add functionality

Types of offers

Mouse, keyboard, monitor, printer, scanner

#### T3 Computer Software and Applications

General meaning

Any application or group of programs designed for the end user

Types of offers

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

#### T3 Desktops

General meaning

Shop for desktop computers, rental, repair

Types of offers

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

#### T3 Laptops

General meaning

Laptop and notebook sales, care, repair, rental

Types of offers

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

#### T2 Consumer Electronics

#### T3 Cameras and Camcorders

General meaning

Cameras and camcorders for sale and rental

Types of offers

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

#### T3 Energysavers

General meaning

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

Types of offers

Energysavers, electric systems, energy boxes

#### T3 Other Electronics

General meaning

Consumer electronics not listed

Types of offers

Power banks, game consoles and other electronics

#### T3 Self Defense

General meaning

Self defense and personal security products online

Types of offers

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

#### T3 Smartphones

General meaning

Smartphones for sale and rental

Types of offers

Smartphones and accessories

#### T3 Solar Panels

General meaning

Solar panels and solar PV systems

Types of offers

Special discounts on solar panels online, hot deals

#### 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

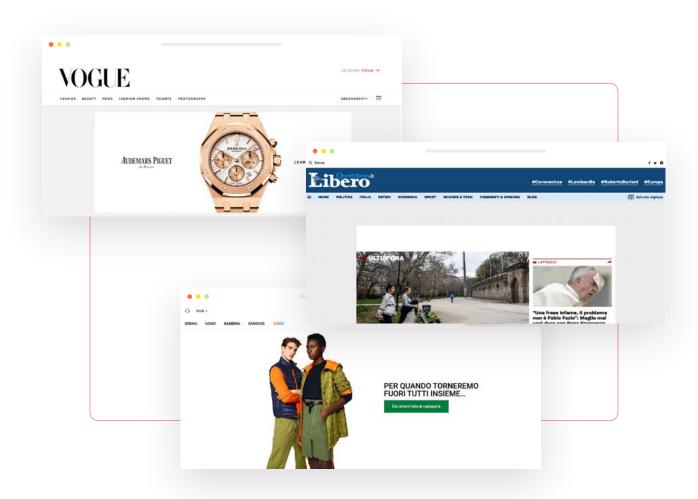
eSports, mobile games, PC games, various genres of online games, podcasts, gaming platforms, CDs, books, minigames, browser games

# Landing pages

(articles, advertorials, interviews, video, animation and other content types)



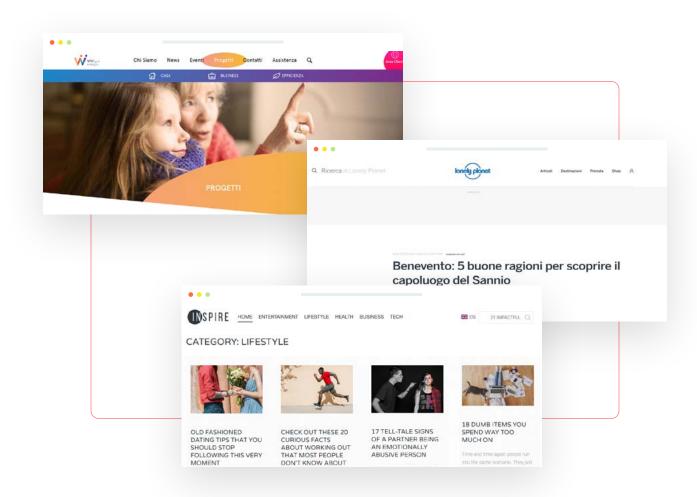
# GENERALAUDIENCE



<sup>\*</sup> for brand websites only



# PARENTALGUIDANCESUGGESTED



- Consistent user experience
- Content language that matches the language of the targeted geo
- High information value
- High quality web design
- No excessive amounts of advertising
- No fake stories and interviews are allowed
- Properly written content



# RESTRICTED

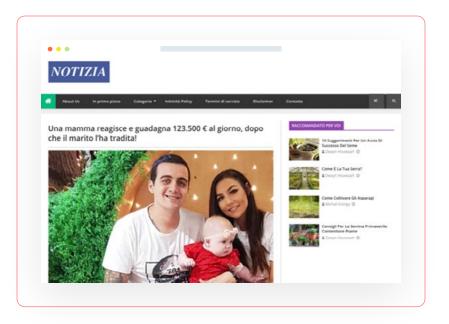




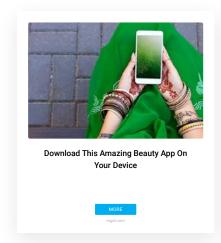




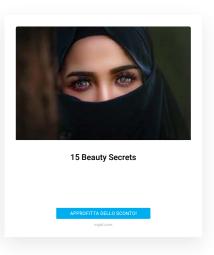
TABLE OF CONTENTS

- Advertorial and storytelling landing pages must be clearly labeled as an Advertisement or Advertorial
- Advertorials should not be labeled fake 'Special Reports' and contain fake 'Readers' Result' section
- Advertorials should not be presented as scientific research or an official communication from the government
- Advertorials should not include fake social media icons and comments, as well as any other fake navigation tools
- Advertorials should not include fake logos or fake rumors about media personalities
- Clear and transparent Terms and Conditions of the product or service advertised
- No excessive overlays, pop-ups and auto sounds
- No explicit content
- No disturbing and shocking content









# DO'S

- Thumbnails are recognizable and properly oriented;
- High quality website design and usability;
- Hyperbole.

# DON'TS

- Creatives designed to provoke;
- Fictional characters;
- Text within the thumbnail shouldn't duplicate title, description or CTA text and shouldn't occupy more than 80% of the image;
- Sensitive issues and conditions.









# DO'S

- Appropriate exaggeration
- Colloquial language is allowed
- Moderately controversial creative design
- Non-professional, yet good quality photos are allowed
- Personalized information is allowed to be mentioned in headlines

#### DON'TS

- Disgusting concepts
- Disturbing conditions
- Elements placed to highlight a specific part of the thumbnail
- Sexual subject matter

#### Relevancy

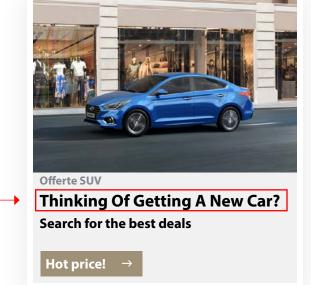
Creatives must be an accurate representation of the product or service advertised and/or offered on the landing page. Using false tactics to incentivize is prohibited.

#### 3.1.2 DISALLOWED IMAGE CONTENT

- \* Must comply with all of the above requirements
- Adult content
- Aggressive image design
- Animated images
- Before/After photos
- Body parts that look undefinable
- Celebrity illegal endorsement, including politicians, scientists, doctors, etc.
- Copyright infringement
- Fake navigation buttons
- Gross imagery
- Hidden or exposed nudity
- Images depicting a large amount money rolls or bills
- Images of minors for mature topics
- Irelevancy
- Minors sexualizing
- Misleading messaging
- Mocking materials
- Optical illusions
- Religious symbols (Might be acceptable if used for charity advertising campaigns. However, each case is reviewed individually)
- Self-harming
- Violence and gore
- Zoomed in body parts in order to sexualize the image

# 3.2 Native Ad Copy

#### 3.2.1 GENERAL POLICIES



Technical specs and general requirements

**Title** 

#### LENGTH

65 symbols (including spaces)

#### CAPITALIZATION

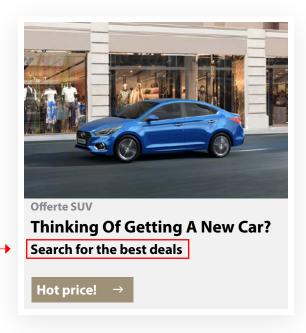
English – Title Case Arabic – Sentence case

#### GRAMMAR AND GENERAL REQUIREMENTS

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

# **Native Ad Copy**

# **Advertising text**



Technical specs and general requirements

#### LENGTH

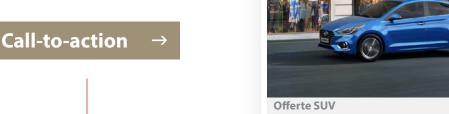
75 symbols (including spaces)

#### CAPITALIZATION

All - Sentence case

#### GRAMMAR AND GENERAL REQUIREMENTS

- Abide by parts of speech agreement
- Advertising text is a must for Tier Brand campaigns and optional for Tier White-Hat and Tier General
- Advertising text language should match title language
- Advertising text should contain no period at the end
- Advertising text shouldn't duplicate title yet it shouldn't sound complicated
- Apply the correct spacing no omitted or exceeding spacing between words and/or punctuation is allowed
- Avoid ellipsis (...), excessive punctuation (e.g. !!!, "") and other unnecessary symbols (@, -->, <>,\*\*)
- Make sure proper verb tenses are used



**Thinking Of Getting A New Car?** Search for the best deals

Hot price!

Technical specs and general requirements

#### LENGTH

30 symbols (including spaces)

#### CAPITALIZATION

All - Sentence case

#### GRAMMAR AND GENERAL REQUIREMENTS

- CTA is available only for Tier Brand
- CTA shouldn't duplicate title and description text yet it shouldn't sound complicated
- Don't ask questions
- Don't use macros and emojis
- Make sure your CTA language corresponds to teaser language
- Offer that is only available for a limited time
- Provide users with strong reasons for clicking on/purchasing/ signing up immediately to such

#### 3.2.2 DISALLOWED NATIVE AD COPY

- \* Must comply with all of the above requirements
- Animation
- Explicit language
- Hate speech
- Misleading, false, over-exaggerated statements
- Obscene, defamatory, offensive words in any language
- Overly sensational tone of voice
- Poor grammar, redundant wording, excessive punctuation
- Uppercase for exaggeration

# Specific Content and Creative Restrictions

4

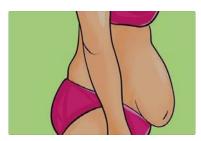
- \* Must comply with all of the above requirements
- \* Please mind each component of the non-compliant ad unit sample represented by this section is considered non-compliant even if being used in different combinations.

Weight Loss



How To Get Rid Of Fat? All Fat Will Disappear Without Dieting

Weight Loss



1/2 Cup Of This Each Morning Will Eat Your Belly Fat Like Crazy!

Weight Loss



Incredible Formula To Reduce Body Fat

Display of naked body parts



Display of naked body parts



Display of nudity





How I Went From 98 Kg To 56 Kg In 2 Months Only



These 2 Vegetables Will Kill Your Belly Fat Overnight



Easy Weight Loss Recipe

\* Please mind each component of the non-compliant ad unit sample represented by this section is considered non-compliant even if being used in different combinations.

#### Varicosis



Varicose Veins Can Be Treated In 14 Days! Without Doctors And Surgeries

#### Varicosis



Beautiful Legs Without Varicose Veins In 7 Days!

#### Varicosis



It's Easy To Get Rid Of Varicose Veins!





Get Rid Of Varicose Veins From Home Within 7 Days! Without Surgery

Display of legs





Beautiful Legs Without Varicose Veins In 7 Days!

Display of legs





Varicose Veins Treatment In 5 Days

\* Please mind each component of the non-compliant ad unit sample represented by this section is considered non-compliant even if being used in different combinations.

Skin Care



Even After 45, You Can Get Rid Of Deep Wrinkles!

Skin Care



This Anti-aging Secret Shocked Doctors

Skin Care



Get Rid Of Wrinkles! Unique Product



Display of woman's face

Display of woman's face

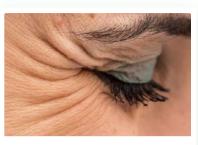




Better Than Botox? A Trick That Eliminates Your Wrinkles In One Minute



Eliminates Your Wrinkles In One Minute



Anti Aging Recipe

# 5. Creative Approaches To Discuss

# 5

#### **Options**



She Is Making \$ 5,900 A Day



#### **Options**



I Invested A Small Amount Of Money, And Today I Earn A Lot



#### Options



Her Secret Of Making Money Won't Let You Sleep Tonight



#### Women's Health



After That, Your Breast Will Grow To A Third Size



#### Women's Health







#### Women's Health



Your Husband Will See The Difference In A Week



# Weight Loss



Enjoy Attractive And Healthy Body



## Weight Loss



Half A Cup Before Bed = -2 Kg Per Night!



# Weight Loss



The Story Of The Woman Who Lost 20 Kilos In 3 Months



#### Bone and Joint Conditions



Discover The Most Effective Home Remedy For Joint Pain



#### Bone and Joint Conditions



Your Joints And Back Will Be Good As New If You Use This



#### **Bone and Joint Conditions**



Natural Remedy For Joint Regeneration



#### Varicosis



Treatment For Varicose Veins In 5 Days



#### Varicosis



Beautiful Legs Without Varicose Veins In 7 Days!



#### Varicosis



How To Get Rid Of Varicose Veins In One Week



#### Skin Care



This Eliminates Wrinkles Better Than Botox



#### Skin Care



Better Than Botox? A Trick That Eliminates Your Wrinkles In One Minute



#### Skin Care



Forget Botox, This Is 10 Times More Effective! A Simple Trick



#### Oral Care



What Is The Secret Of Teeth Whitening?



#### Oral Care

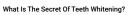


Use This Method And You Will Have White Teeth. Click Here



#### Oral Care







#### Services



Another Movie With Yasmin Raeis On View



#### Children's Health



Improve Your Baby's Nutrition. Register Now To Win A Gift Box



#### **Options**



She Earns \$ 800 A Day For Her Children



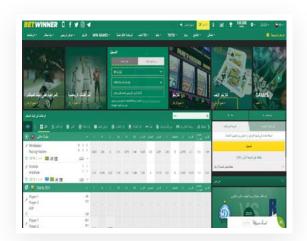
# 6. Categories To Discuss

6

## Casinos and Gambling



(City) Players Have Won Many Bets Using This Smart Scheme



# Casinos and Gambling



It's Time To Try Your Luck And Win A Lot



# Casinos and Gambling



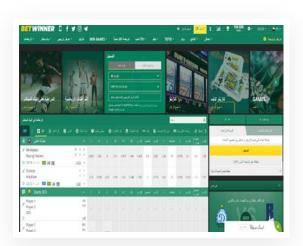
How One Bet Turned A Homeless Man Into A Millionaire



# Casinos and Gambling

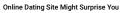


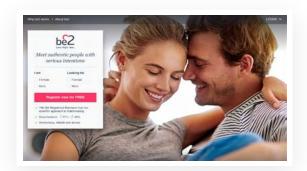
One Bet Can Change Your Life For The Better



#### Dating







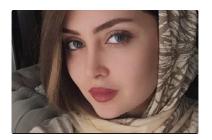
#### Dating



Dating Site For A Serious Relationship. Meet A Girl Outside Of Your Country



#### Dating



Subscribe And Start The Conversation With Her



#### Dating



Chat With A Beautiful Girl



