









# Table of contents

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**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 howtos, 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

# 1. News and Websites

#### 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

#### 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 Lifehacks

#### General meaning

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

#### T1 Home and Garden

#### General meaning

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

#### T1 International News

#### T1 Local News

T2 News India

#### 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

<b>T</b> 0	<b>C</b>
12	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

4

# - 1. News and Websites

#### 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

#### 1.2 RANKING

#### CONTENT

#### G (GENERAL AUDIENCE)

This ranking is for branded websites only.

#### **PG** (PARENTAL GUIDANCE SUGGESTED)

Websites should have a high rating and credibility, be clean and visually attractive. Content on the page should be appropriate for the general audience, be informative and of a high value for readers.

Any advertisements placed on the page should be in compliance with MGID policies and exclude any inappropriate materials.

#### PG13 (PARENTS STRONGLY CAUTIONED)

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

#### R (RESTRICTED)

R-rated websites are aimed and designed for entertainment purposes. This means publications may contain unproven or exaggerated yet not deceiving facts. This includes funny and humorous content, galleries, inclusion of lower quality imagery, etc.

Parental guidance is suggested for a younger audience.

G

PG

**PG-13** 

R

#### CREATIVE

#### ΡG

PG type encompasses highly relevant and tasteful ads that should give a user a clear understanding of what he's about to see after proceeding to the provided publication.

Thumbnails should be of a high resolution. Bright and catchy stock photos are recommended.

Headlines should convey accurate information with no exaggeration, colloquial language or excessive punctuation. PG ads should not contain any personal attributes. This includes direct or indirect assertions or implications about a person's race, ethnic origin, religion, beliefs, age, sexual orientation or practices, gender identity, disability, medical condition (including physical or mental health), financial status, membership in a trade union, criminal record or name.

Suggestive materials of any kind are prohibited for this type.

#### PG13

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

#### R

R type includes relevant ads that might give a user an abstract understanding of what he's about to see. Thumbnails can be less pixel-peepable.

Headlines may be catchier, contain exaggeration and colloquial language.

R-rated ads may contain any personal attributes. This

includes direct or indirect assertions or implications about a person's race, ethnic origin, religion, beliefs, age, sexual orientation or practices, gender identity, disability, medical condition (including physical or mental health), financial status, membership in a trade union, criminal record or name.

#### **PG-13**

R

PG

#### 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.

#### 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.

## 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.

#### 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 terroristrelated 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.

#### **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).

#### 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.

#### 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.



# - 1. News and Websites

#### 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.

#### 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").

#### THUMBNAIL



- Aspect Ratios: 16:9 (preferred), 3:2, 1:1
- Image file: png, jpg, or static gif (no animated gifs)
- Max. image size: 5 MB

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Aspect Ratios	System minimum	Recommended images
16:9 image	640x360p	960 x 540
3:2 image	600*400p	900 x 600
1:1 image	500*500p	800 x 800

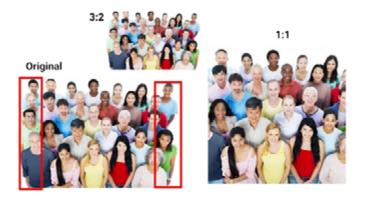
# 1. News and Websites

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



#### Some other tips to make sure your image is cropped correctly:

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



Note the way this image gets cut off in a 4:3 thumbnail.

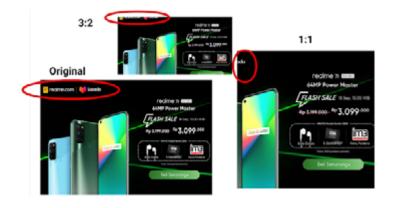
Avoid images with small text



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

# 1. News and Websites

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



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

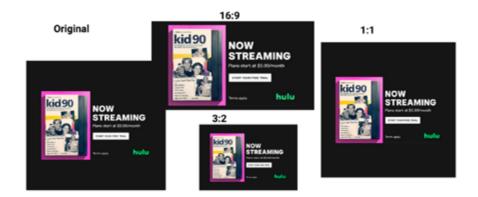
• Avoid images that include text in the corner



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

# TEXTS AND LOGOS

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



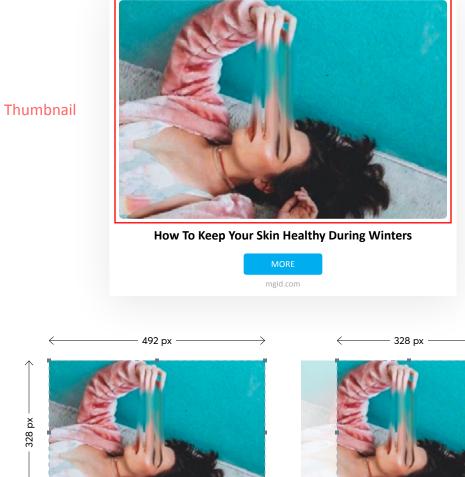
#### Proportions to follow



# 1. News and Websites

#### Notice: Old format requirements

(Sometimes the old format can be found, but all new cabinets are already working according to the new thumbnail requirements)





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

#### **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**

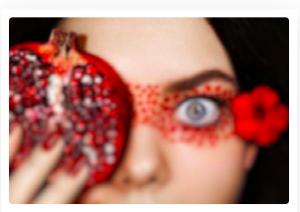
- Make sure the image is relevant to the title;
- Clean, uncluttered imagery. Avoid images with multiple subjects or busy backgrounds to ensure a good crop;
- Brighter images usually get more attention;
- In case of text present in images, the language should correspond to the campaign language.



Top Waxing Tips To Help You Shape Your Eyebrows At Home

> MORE mgid.com

SHARP



Top Waxing Tips To Help You Shape Your Eyebrows At Home





# — 1. News and Websites



8 Superfoods That Can Help You With Hair Loss

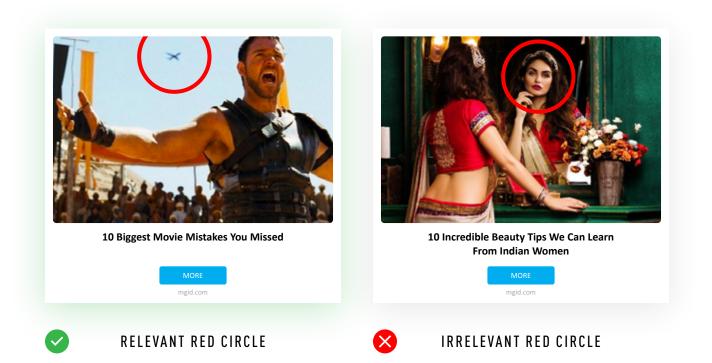


8 Superfoods That Can Help You With Hair Loss

mgid.com









Why Priyanka Chopra Is Among The Most Graceful Actresses

mgid.com



NO OVERT SEXUALIZATION



Dresses That Turn Priyanka Chopra Into The Sexiest Eye Candy



**EXCESSIVE SEXUALIZATION** 

×



10 Myths About Marriage To Ignore





NON DEFORMED

10 Myths About Marriage To Ignore

mgid.com



# - 1. News and Websites



**Interesting Facts About The Indian Currency** 

mgid.com

**ELEMENTS RELEVANT** 

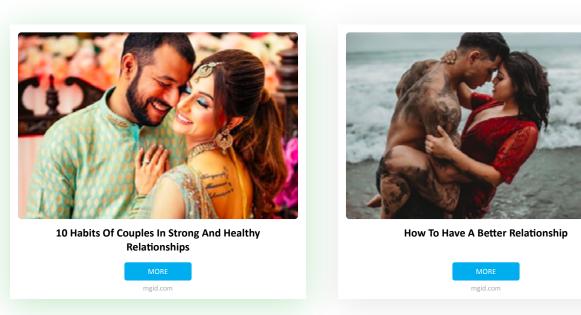
TO GEO REGION



Interesting Facts About The Indian Currency



ELEMENTS IRRELEVANT TO GEO REGION







SEXUALIZED & INTIMATE DEPICTION OF AFFECTION

#### 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.

**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 Matrimony services, 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 Gardenina 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

#### 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

#### 15 Purusites

creams, devices, books, CDs

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,

#### 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

#### T3 Blood Disorders

General meaning

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

#### Types of offers

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

#### T3 Digestive Disorders

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

#### Types of offers

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

#### T3 Endocrine and Metabolic Diseases General meaning

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

#### Types of offers

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

#### T3 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

#### 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 Business Service

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 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

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 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

#### 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

# 2

#### 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, 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, 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

#### G (GENERAL AUDIENCE)

This is for brands only.

#### **PG** (PARENTAL GUIDANCE SUGGESTED)

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

Content on both landing page and offer page should be appropriate for the general audience, informative and of a high value.

#### PG13 (PARENTS STRONGLY CAUTIONED)

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

#### R (RESTRICTED)

R-rated landing pages usually include advertorials in a form of articles with storytelling approach, chatbots, or any other format, and are designed to draw awareness among the public.

LPs may contain exaggerated yet not deceiving information in order to raise interest among potential customers. Parental guidance is suggested for a younger audience.



PG

G

R

#### CREATIVE

#### ΡG

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

#### PG13

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

#### R

R type includes relevant ads that might give a user a more abstract understanding of what is on the landing page.

Thumbnails can be less pixel-peepable.

Headlines may be catchier, contain exaggeration and colloquial language.

R-rated ads may contain any personal attributes. This

includes direct or indirect assertions or implications about a person's race, ethnic origin, religion, beliefs, age, sexual orientation or practices, gender identity, disability, medical condition (including physical or mental health), financial status, membership in a trade union, criminal record or name.

#### **PG-13**

R

PG

#### 2.3 CONTENT

#### **GENERAL INFORMATION**

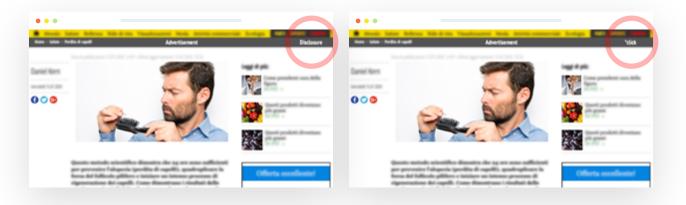
#### 1. ADVERTORIAL/ADVERTISEMENT

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

#### 2. **DISCLOSURE**

Please add Disclosure reference to your landing page.

In order of consumer protection, advertisements that feature a consumer and convey his or her 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.



#### 3. TOS

#### 4. PRIVACY POLICY

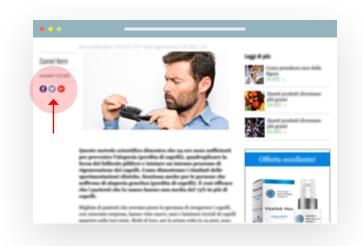
Please make sure you provide users with the transparent terms of your service.

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

The accelerate of proceeds per una sconteness. He is desper artificant i shid capall some decisaments più forti e più. Yatto so hone nome un ordegio ariante. E he peres la montenessa articulare e la montenessa	The accentation of generative per some accommensus. Mic in charges sufficiences i solid copulit more deviausments pitt faret a pitt. Tatte we hence some on orchogin artisante. If the parties is accommensus converse to of a list or accommensus deviaues to of a list or accommensus to over the of a list or accommensus deviaues to of a list or accommensus deviaues.
Instru di plà v	Hostra di pik v
schware Scrivi comment.	Inclusory Reduit comment?
Terms & Conditions   Privacy Policy	Tirrina & Condiziona   Privacy Policy

#### 5. FAKE NAVIGATION BUTTONS

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



#### 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

#### 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 longterm 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.

#### **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.

#### **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.

## 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.

## 2. Brands and Affiliates

#### 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.

#### 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

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.

#### 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.

#### 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.

#### 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.

#### 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, thirdparty 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 noncompliant.

## - 2. Brands and Affiliates

#### 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.

#### **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.

#### 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.

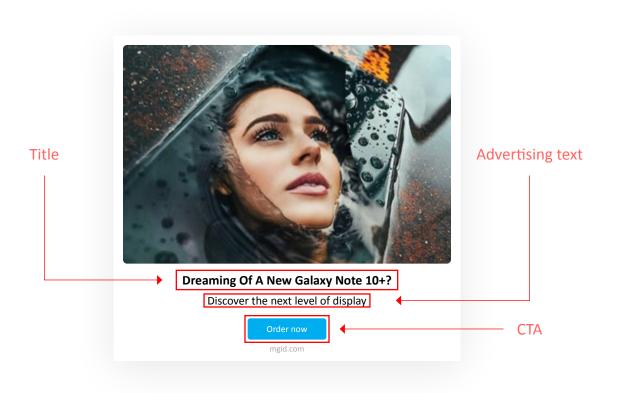
#### 2.4 CREATIVE

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

#### 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

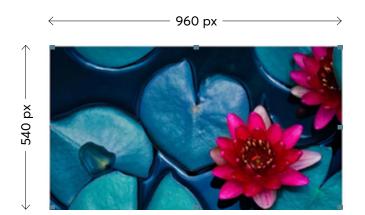
#### PROHIBITED PRACTICES

- 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")

#### THUMBNAIL



- Aspect Ratios: 16:9 (preferred), 3:2, 1:1
- Image file: png, jpg, or static gif (no animated gifs)
- Max. image size: 5 MB

Aspect Ratios	System minimum	Recommended images
16:9 image	640x360p	960 x 540
3:2 image	600*400p	900 x 600
1:1 image	500*500p	800 x 800

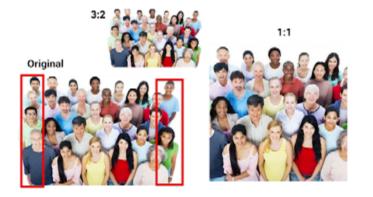
## 2. Brands and Affiliates

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



Some other tips to make sure your image is cropped correctly:

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



Note the way this image gets cut off in a 4:3 thumbnail.

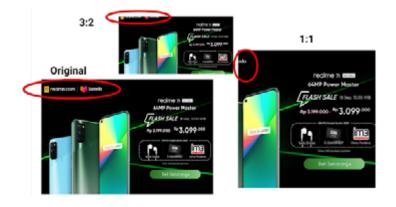
Avoid images with small text



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

## 2. Brands and Affiliates

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



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

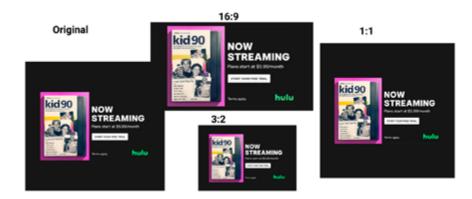
• Avoid images that include text in the corner



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

#### TEXTS AND LOGOS

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



#### Proportions to follow



## 2. Brands and Affiliates

#### Notice: Old format requirements

(Sometimes the old format can be found, but all new cabinets are already working according to the new thumbnail requirements)

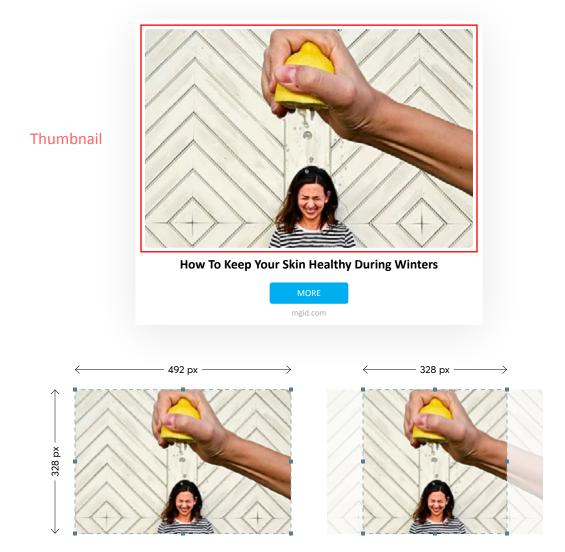


Image size:	rectangle crop – a minimum of 492 x 328 pixels square crop – a minimum of 328 x 328 pixels	
Image format:	png, jpg, or static gif (no animated gifs)	
Max. image size:	5 MB	
DPI:	at least 72 (300 is preferable)	
Image crop:	rectangle & square	

## Brands and Affiliates

#### **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** 





**Best Beef Steaks In Town** 



# 2

2. Inappropriate & disrespectful portrayal of religious symbols, practices



What Every Indian Girl Needs In Her Wardrobe Right Now





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



#### **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



This Trading Consultation Is Making Everyone Into A Millionaire

mgid.com



Want Freedom From Knee Pain? Do This

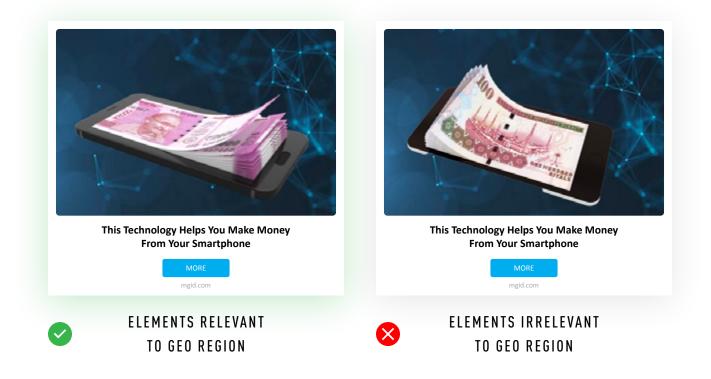


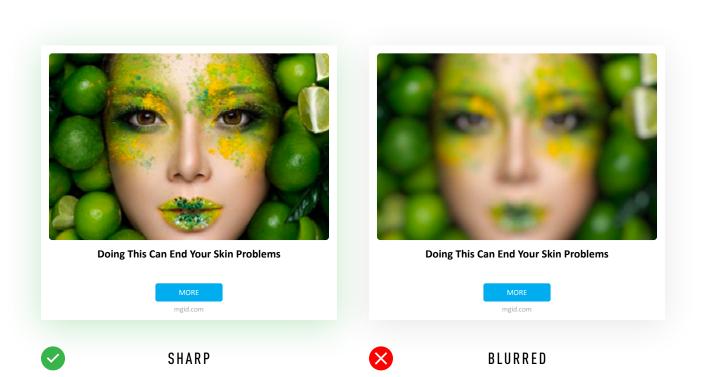
LOCALIZED REAL LIFE IMAGES

CHEESY IMAGES

## - 2. Brands and Affiliates

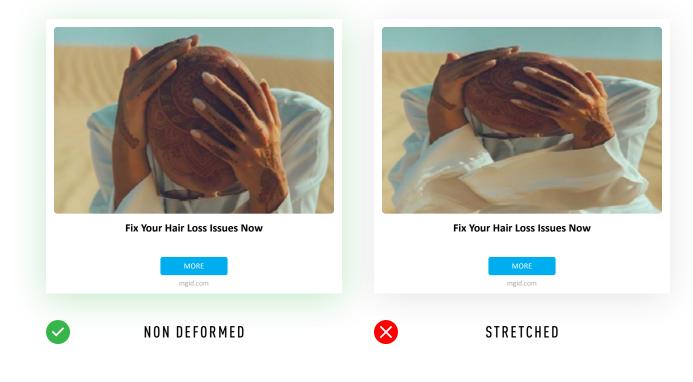
2

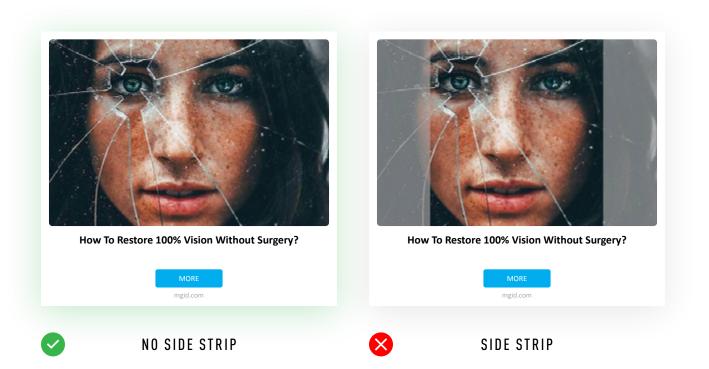




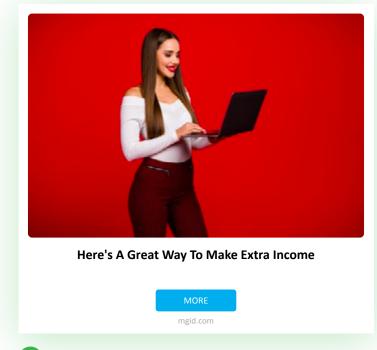
## - 2. Brands and Affiliates

# 2





#### 2. Brands and Affiliates \_\_\_\_



NO OVERT SEXUALIZATION



Here's A Great Way To Make Extra Income

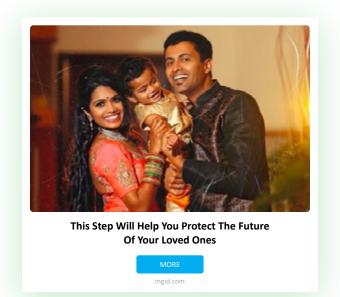
mgid.com



**EXCESSIVE SEXUALIZATION** 

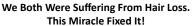
#### THE FOLLOWING APPROACHES HAVE BEEN FOUND TO WORK WELL:

#### Family Images



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





MORE mgid.com



Advanced Technology Can Help You Treat Back Pain. Request A Call!



#### 2. Brands and Affiliates





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

mgid.com



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



Images That Creatively Tackle Sensitive Topics 



**Proven Result** 



#### **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



Trading With Olymp Trade Today Can Make You A Millionaire

mgid.com



Boost Your Household Income: Anyone Can Get Rich With This Method



## 2. Brands and Affiliates

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



Best Way To Lose Weight | 100% Natural Method

MORE mgid.com 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.



Bring Home Your Dream Car At 40% Lower EMI

MORE mgid.com 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.

## **—** 2. Brands and Affiliates



This Simple Step Can Make You Lose Weight



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.



Fact: Eating This Can Solve Your Skin Problems In 2 Weeks



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.

## Brands and Affiliates



Ethnic Wear For The Woman Of Today | Shop Now



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



The Best Kept Indian Beauty Secret Is Now Available To You



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).

## Brands and Affiliates



Your Marriage Horoscope Is Ready: Click Here To Read



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.



Add A Splash Of Colour To Your Wardrobe This Season

MORE mgid.com 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.

## **—** 2. Brands and Affiliates



Include This In Your Diet To Burn Excess Body Fat



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



Everyone In Your City Is Heading To The Big Bridal Wear Sale

> MORE mgid.com

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



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