Guidebook

INDONESIA

mgid

Table of contents

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

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

1.1 Categories

NEWS AND WEBSITES

T1 Automotive

General meaning

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

T1 Business and Finance

General meaning

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

T1 Careers

General meaning

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

T1 Education

General meaning

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

T1 Events and Attractions

General meaning

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

T1 Family And Relationships

T2 Parenting

General meaning

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

T2 Sex

General meaning

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

T2 Society

General meaning

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

T1 Fine Art

General meaning

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

T1 Food And Drink

T2 Alcoholic Beverages

General meaning

Brand comparisons, recipes, brewing beer, history

T2 Cooking

General meaning

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

T1 Healthy Living

T2 Fitness and Exercise

General meaning

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

TABLE OF CONTENTS

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

TABLE OF CONTENTS

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.

CREATIVE

PG

PG

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

PG-13

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

R

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.

1.3 CONTENT

RESTRICTED

ALCOHOL

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

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

PROHIBITED:

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

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

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

ALLOWED:

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

PROHIBITED:

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

TABLE OF CONTENTS

ILLICIT OR DIGITAL DRUGS

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

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

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

SEX

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

CELEBRITIES

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

KIDS

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

POLITICS

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

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

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 terrorist-related content;
- content with excessive profanity or offensive language;
- publications containing hostile statements or discriminative materials against an individual or organization on the basis of personal attributes such as race, ethnicity, color, national origin, religion, age, sex, sexual orientation, gender identity, family status, disability or medical condition;
- faeces or other bodily fluids.

WEAPONS AND EXPLOSIVES

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

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

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

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.

TABLE OF CONTENTS

1.4   CREATIVE

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

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

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

HEADLINE

Headline

We Bet You Didn't Know These Things About Indonesia

MORE

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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.
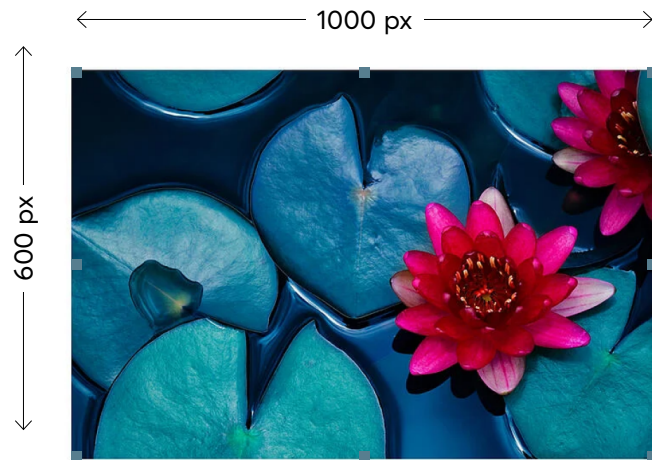- Macros are unavailable for CTA.

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").

TABLE OF CONTENTS

THUMBNAIL

1000 px

600 px

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

REQUIREMENTS

Aspect Ratios	System minimum	Recommended images
16:9 image	640x360p	960 x 540
3:2 image	600*400p	1000 x 600
1:1 image	500*500p	800 x 800

TABLE OF CONTENTS

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.

- 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

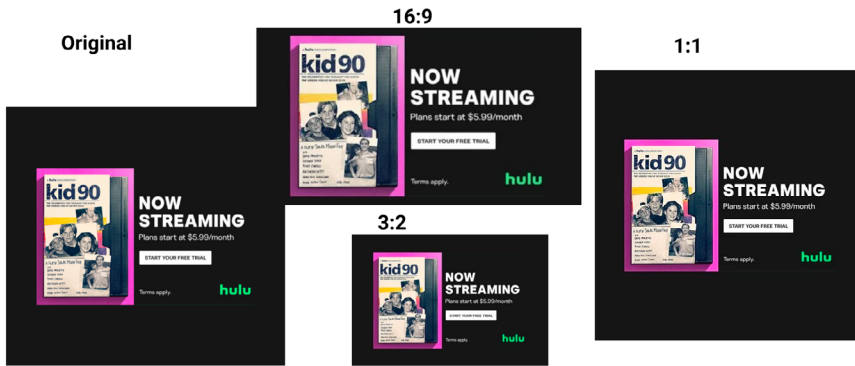- Avoid images that include text in the corner

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

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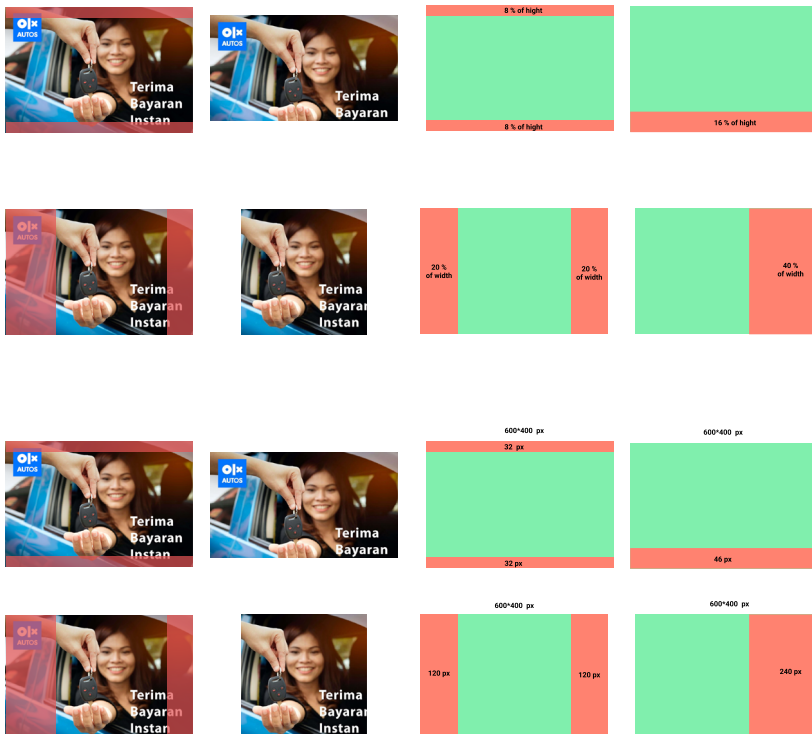
In cases when a logo and text are necessary to the images, an additional background should be used.

Original

16:9

3:2

1:1

Proportions to follow

 - safe zone
 - zone to avoid

TABLE OF CONTENTS
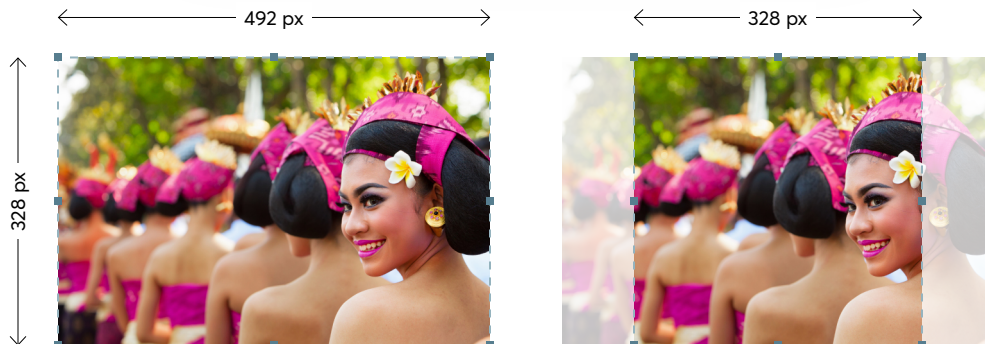
Notice: Old format requirements

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

Thumbnail

How To Keep Your Skin Bright During Summer

MORE

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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

REQUIREMENTS

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

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Top Waxing Tips To Help You Shape Your Eyebrows At Home

MORE

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✓ SHARP   ✗ BLURRED

8 Superfoods That Can Help You With Hair Loss

MORE

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8 Superfoods That Can Help You With Hair Loss

MORE

mgid.com

✓ NO SIDE STRIP

✕ SIDE STRIP

10 Biggest Movie Mistakes You Missed

MORE

mgid.com

10 Incredible Beauty Tips We Can Learn From Indonesian Women

MORE

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✓ RELEVANT RED CIRCLE

✕ IRRELEVANT RED CIRCLE

TABLE OF CONTENTS

Sophia Latjuba Is Setting A High Standard For Indo Women Over 40

MORE

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Meet Indonesia's Sexiest Cougar: Sophia Latjuba

MORE

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✅ NO OVERT SEXUALIZATION

❌ EXCESSIVE SEXUALIZATION

10 Things To Know About Matriarch Marriage

MORE

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10 Things To Know About Matriarch Marriage

MORE

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✅ NON DEFORMED

❌ STRETCHED

Interesting Facts About Indonesia's Currency

MORE

mgid.com

Interesting Facts About The Indian Currency

MORE

mgid.com

ELEMENTS RELEVANT
TO GEO REGION

ELEMENTS IRRELEVANT
TO GEO REGION

10 Habits Of Couples In Strong & Healthy Relationship

MORE

mgid.com

How To Have A Better Relationship

MORE

mgid.com

NON SEXUALIZED DEPICTION
OF AFFECTION

SEXUALIZED & INTIMATE
DEPICTION OF AFFECTION

TABLE OF CONTENTS

LOCALIZATION

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

Indonesia 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 Business I.T.
General meaning
 Products and services designed for business investment through means of stock trading and investment
Types of offers
Trading Trusted Stock Options, IPO Based Stocks, Videos, Books, Blogs, Investment Opportunities, Shareholding (legally restricted content)

T2 Currencies
General meaning
Cryptocurrencies

T1 Events And Attractions

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

T1 Family And Relationships

T2 Dating
General meaning
Dating services where two or more people connect
Types of offers
Dating sites for friendship, love, fun

T2 Marriage and Civil Unions
General meaning
People cohabitating
Types of offers
Parenting CDs and classes, family therapy, family improvement, relationship building programs, products for couples**T2 Pick up**
General meaning
How to date and build a relationship
Types of offers
Classes, books and CDs to boost self-confidence for dating, learn how to talk to other people, dating tips

T1 Food And Drink

T2 Alcoholic Beverages

General meaning

Alcoholic beverages related offers

Types of offers

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

T2 World Cuisines

General meaning

Food related offers

Types of offers

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

T1 Healthy Living

T2 Children's Health

General meaning

Children's healthcare needs

Types of offers

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

T2 Fitness and Exercise

General meaning

Benefits, aerobics, gyms, home workout

Types of offers

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

T2 Nutrition

General meaning

Wholesome eating, benefits, diet plans

Types of offers

Detox, shakes, recipes, cookbooks, CDs

T2 Weight Loss

General meaning

Diet and weight management

Types of offers

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

T2 Wellness

T3 Alternative Medicine

General meaning

Anything outside traditional medicine

Types of offers

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

T3 Brain Booster

Types of offers

Natural herbal brain enhancing products

T3 Muscle Building

General meaning

Building muscles naturally

Types of offers

Testosterone boosters and natural muscle growing supplements, powders, devices

T3 Smoking Cessation

General meaning

Quitting smoking

Types of offers

Books, CDs, natural supplements, patches

T2 Women's Health

General meaning

Women's health needs

Types of offers

Wellness programs for women, breast enhancement offers, female hygiene

T1 Home And Garden

T2 Gardening

General meaning

Gardening services and products

Types of offers

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

T2 Home Appliances

General meaning

Machines for household tasks such as cooking or cleaning

Types of offers

Special offers, discounts, online shops

T2 Home Improvement

General meaning

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

Types of offers

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

T2 Home Security

General meaning

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

Types of offers

Home security systems, alarms, devices, locking systems

T1 Medical Health

T2 Diseases And Conditions

T3 Blood Disorders

General meaning

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

Types of offers

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

TABLE OF CONTENTS

T3 Bone and Joint Conditions

General meaning

Health and beauty products that aid bone and joint conditions

Types of offers

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

T3 Diabetes

General meaning

Diabetes treatment and prevention

Types of offers

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

T3 Digestive Disorders

General meaning

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

Types of offers

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

T3 Eye and Vision Conditions

General meaning

Health and beauty products that aid eye and vision conditions

Types of offers

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

T3 Endocrine and Metabolic Diseases

General meaning

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

Types of offers

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

T3 Foot Health

General meaning

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

Types of offers

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

T3 Heart and Cardiovascular Diseases

General meaning

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

Types of offers

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

T3 Hemorrhoid

General meaning

Hemorrhoid treatment and prevention

Types of offers

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

T3 Medical Services

General meaning

Health behavior and assistance

Types of offers

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

T3 Other Treatment

General meaning

Health conditions not listed

Types of offers

Uncategorized products

T3 Papilloma

General meaning

Health and beauty products that aid papilloma

Types of offers

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

T3 Parasites

General meaning

Parasitic diseases in humans

Types of offers

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

T3 Prostatitis

General meaning

Prostatitis treatment and prevention

Types of offers

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

T3 Psoriasis

General meaning

Health and beauty products that aid psoriasis

Types of offers

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

T3 Sexual Health

General meaning

Sexual health issues

Types of offers

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

T3 Skin and Dermatology

General meaning

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

Types of offers

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

T3 Sleep Disorders

General meaning

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

Types of offers

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

T3 Varicosis

General meaning

Health and beauty products that aid varicose veins

Types of offers

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

T1 Personal Finance

T2 Financial Assistance

General meaning

Planning, organizing, controlling and monitoring financial resources

Types of offers

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

T2 Insurance

General meaning

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

Types of offers

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

T2 Personal Debt

General meaning

Debt solutions that require payment or payments of interest or principal

Types of offers

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

T2 Personal Investing

T3 Options

General meaning

Working from home, making money opportunities

Types of offers

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

T3 Stocks and Bonds

General meaning

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

Types of offers

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

T2 Retirement Planning

General meaning

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

Types of offers

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

T1 Pets

General meaning

Products and services for pets, pets adoption

Types of offers

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

T1 Real Estate

General meaning

Commercial, residential, vacation

Types of offers

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

T1 Shopping

T2 Business Services

General meaning

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

Types of offers

Business Development services, Business applications, Promotional tools, Marketing

T2 Charity Funds

General meaning

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

Types of offers

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

TABLE OF CONTENTS

T2 Content Media Format

General meaning

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

Types of offers

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

T2 Couponing

General meaning

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

Types of offers

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

T2 Coupons and Discounts

General meaning

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

Types of offers

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

T2 Delivery

General meaning

Products and services designed around the transportation and delivery of goods

Types of offers

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

T2 Education

General meaning

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

Types of offers

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

T2 For Kids

General meaning

Kids' products for sale other than clothing and health products

Types of offers

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

T2 Gifts and Souvenirs

General meaning

Niche gifts and collectibles

Types of offers

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

T2 Language Learning

General meaning

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

Types of offers

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

T2 Legal Services Industry

General meaning

Services provided by persons or practices associated with the judicial system

Types of offers

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

T2 Mobile Services

General meaning

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

Types of offers

Relationship Building Applications, Health Monitoring Applications, Time Management 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

TABLE OF CONTENTS

TABLE OF CONTENTS

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)

G

This is for brands only.

PG (PARENTAL GUIDANCE SUGGESTED)

PG

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)

PG-13

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

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.

CREATIVE

PG

PG

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

PG-13

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

R

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.

2.3 CONTENT

GENERAL INFORMATION

1. ADVERTORIAL/ADVERTISEMENT

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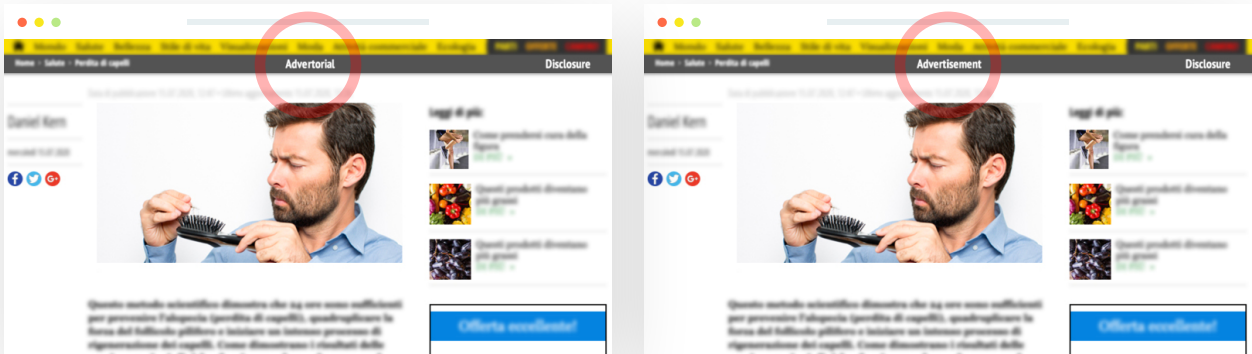
2. DISCLOSURE

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.

TABLE OF CONTENTS
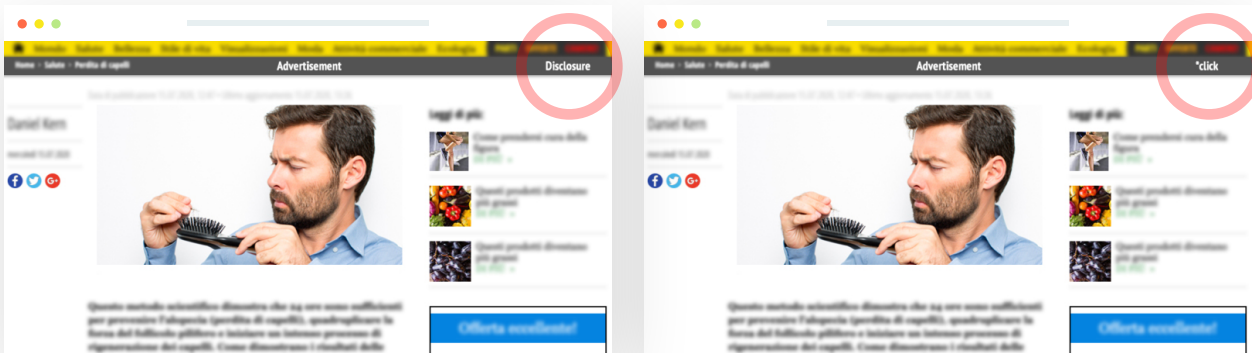
3. TOS

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

4. PRIVACY POLICY

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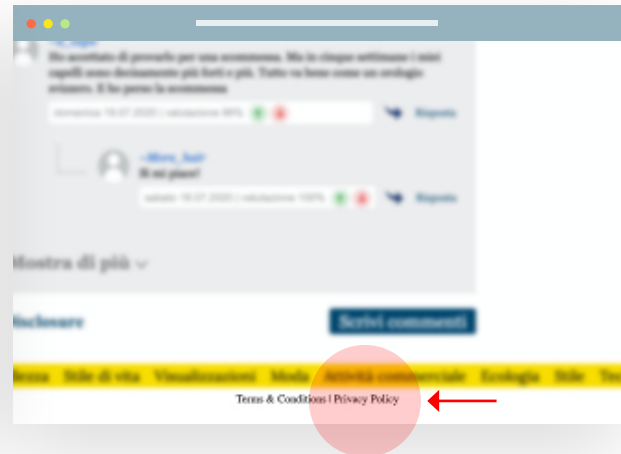
5. FAKE NAVIGATION BUTTONS

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

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

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.

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, FORTUNE TELLING, & BLACK MAGIC

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.

PROHIBITED:

- Services or practices that involve black magic/supernatural power;
- Services or practices by a "dukun"/ shaman.

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TABLE OF CONTENTS

BFSI

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

- conditional price;
- transparent terms of participation;
- disclaimer;
- certified by OJK (Indonesia Financial Services Authority).

PROHIBITED:

- false statements or fraudulent claims;
- misleading promises that guarantee earnings;
- payments and resolution of financial distress;
- blacklisted by BAPPEPBTI (Indonesia's Commodity Features Trading Regulatory Agency).

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;
- certified by OJK (Indonesia Financial Services Authority).

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 AND ONLINE CINEMAS

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

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

PROHIBITED:

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

→

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, third-party reviews, or testimonials. This includes fake social media comments that speak highly of the product/service, or fake social media reviews of the product/service. Otherwise, the teasers will be excluded from premium publishers.

CONTENT PROTECTED BY COPYRIGHT

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

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

■   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.

GAMING AND GAMBLING

Any gambling-related content is prohibited.

SWEEPSTAKES

Any offers that belong to a category of contest where a winner is rewarded with a prize or prizes are prohibited.

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

Title

Advertising text

Dreaming Of A New Galaxy Note 10+?

Discover the next level of display

Order now

CTA

mgid.com

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

1000 px

600 px

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

REQUIREMENTS

Aspect Ratios	System minimum	Recommended images
16:9 image	640x360p	960 x 540
3:2 image	600*400p	1000 x 600
1:1 image	500*500p	800 x 800

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.

- 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.

Original

16:9

3:2

1:1

Proportions to follow

- safe zone
- zone to avoid

Notice: Old format requirements

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

Thumbnail

Here's A Natural Remedy To Fix Your Hair Thinning Issues

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492 px

328 px

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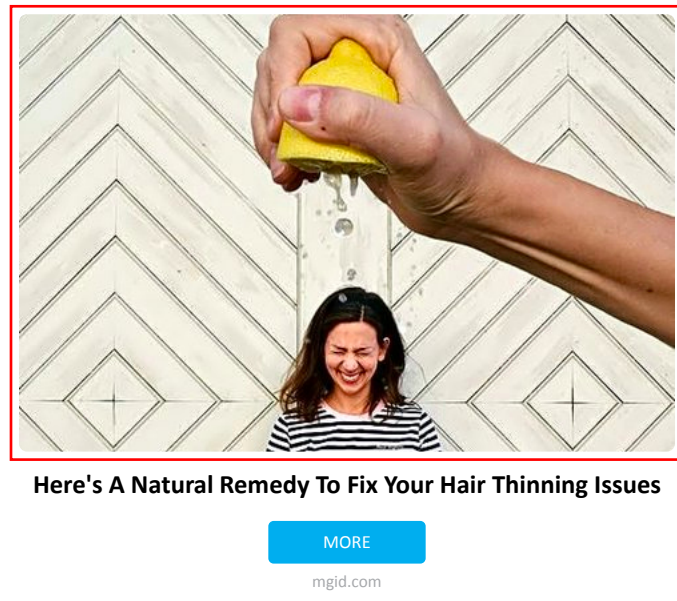
REQUIREMENTS		
Image size:	rectangle crop – a minimum of 492 x 328 pixels	
	square crop – a minimum of 328 x 328 pixels	
Image format:	png, jpg, or static gif (no animated gifs)	
Max. image size:	5 MB	
DPI:	at least 72 (300 is preferable)	
Image crop:	rectangle & square	

PROHIBITED PRACTICES

- Low resolution thumbnails
- Amateurish photo editing
- Controversial or law-bending humor
- 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 pork or non-halal foods/drinks

Premium Quality Bacon Guaranteed

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Best Dog Meat To Try In Town

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2. Inappropriate & disrespectful portrayal of religious symbols, practices

Wearing A Hijab? This Shampoo Is For You

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Ancestral Slimming Methods To Get Rid Of Fat Belly For You To Try

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Discover Indonesia With This Once-In-A-Lifetime Tour

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A Way To Keep Your Heart Always Healthy And Happy

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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

A New Type Of Trading Is Turning Indonesian's Into Millionaires

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Want Freedom From Knee Pain? Do This

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✅ LOCALIZED REAL LIFE IMAGES

❌ CHEESY IMAGES

This Technology Helps You Make Money From Your Smartphone

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This Technology Helps You Make Money From Your Smartphone

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ELEMENTS RELEVANT
TO GEO REGION
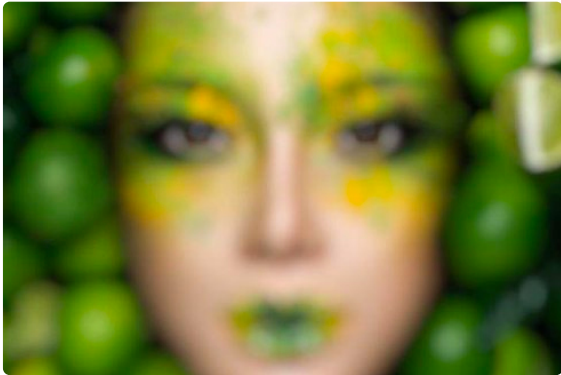
ELEMENTS IRRELEVANT
TO GEO REGION

Doing This Can End Your Skin Problems

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Doing This Can End Your Skin Problems

MORE

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SHARP

BLURRED

Fix Your Hair Loss Issues Now

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NON DEFORMED

Fix Your Hair Loss Issues Now

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STRETCHED

How To Restore 100% Vision Without Surgery?

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NO SIDE STRIP

How To Restore 100% Vision Without Surgery?

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SIDE STRIP

TABLE OF CONTENTS

Here's A Great Way To Make Extra Income

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✓ NO OVERT SEXUALIZATION

Here's A Great Way To Make Extra Income

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✗ EXCESSIVE SEXUALIZATION

THE FOLLOWING APPROACHES HAVE BEEN FOUND TO WORK WELL:

▶ **Family Images**

Add Your Income For A Brighter Future. Start Trading Today

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

We Both Were Suffering From Hair Loss. This Miracle Fixed It!

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

MORE

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

MORE

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▶ **Images That Creatively Tackle Sensitive Topics**

Innovative Way To Increase Masculine Strength: Proven Result

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TABLE OF CONTENTS

BEST PRACTICES

LOCAL

Indonesia is a vastly diverse country with varying regional, religious, linguistic, culinary, social and cultural differences. While the examples given below are not exhaustive, they do point to some recognizable aspects seen within 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 relate to immediately.

▶ **Images That Showcase Luxury Or Represent An Economically Challenging Lifestyle**

I Went To A 5 Million Rupiah Salon Thanks To Olymp Trade

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Even Farmers Are Getting Rich From This Profiting Method!

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

Best Way To Lose Weight | 100% Natural Method

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Jamu is a traditional herbal medicinal drink made from natural materials, such as roots, bark, flowers, seeds, leaves, fruits and animal products (honey, egg, etc.). Traditionally sold door-to-door by women called Mbok Jamu, it's valued in local households for its medicinal properties.

Your Dream House Is Just A Few Trades Away

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Classic luxury mansions with architecture that contains pillars, large windows, lavish wall decorations have become one of the most common luxury house styles in Indonesia.

TABLE OF CONTENTS

This Can Help Speed Up Your Metabolism To Lose Weight Faster

MORE

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There are 2 things most Indonesian's can't eat without: rice and a good spicy plate of sambal. **Sambal** is an Indonesian chili sauce or paste typically made from a mixture of a variety of chili peppers with secondary ingredients – and there are 322 kinds of it!

Eating This Will Help Clean Your Blood Vessels

MORE

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Durian is notoriously known as being not only one of the most exotic but also one of the stinkiest fruits in the world. During the harvesting season, people have "Durian Parties" with family and friends where they just eat durian.

Indonesia's Best Kept Secret To Cleansing Your Body Inside & Out

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In terms of alternative treatment, nothing gets more iconic than **Kerokan**. Kerokan is a traditional healing method to treat anything from fever, nausea and joint pain by scratching the back part of one's body with a coin dipped in oil (most commonly used) to open up the pores and release the "bad wind" or sickness.
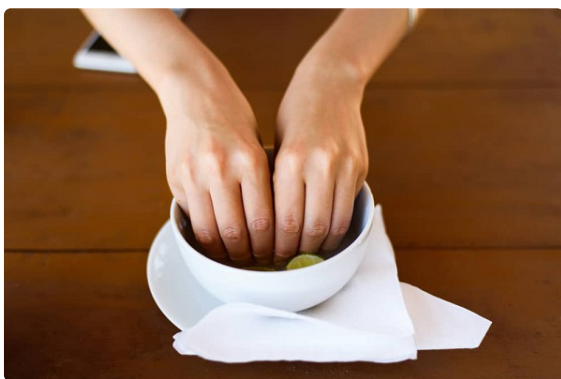
Did You Know That This Will Help Peel Off Wart From Your Fingers?

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In Indonesia, eating with hands is quite common. People are usually provided with a **kobokan**, a bowl of water with a slice of lime to clean the hands after eating.