

MGID compliance

ITALY



EN

GUIDEBOOK



Table of contents

1.	INTRODUCTION	3
1.1	Immediate removal criteria	3
2.	CONTENT COMPLIANCE POLICY	4
2.1	Prohibited content, products and services	4
2.1.1	Prohibited advertising categories	4
2.1.2	Imagery	4
2.1.3	Language	4
2.2	Prohibited practices	5
2.2.1	Brand safety/general	5
2.2.2	Privacy and security	5
2.2.3	Legal	5
2.3	Restricted content, products and services	6
2.3.1	Restricted advertising categories	6
3.	CREATIVE GUIDELINES	7
3.1	Image content	7
3.1.1	General policies	7
3.1.2	Disallowed image content	26
3.2	Native Ad Copy	27
3.2.1	General policies	27
3.2.2	Disallowed native ad copy	30



MGID compliance is designed to reflect our key content and creative requirements and ensure native advertising standards.

This guidebook is constantly updated and reconsidered in order to respond to the regular changes of native advertising. Please make sure you're always up to date on this guidebook.

1.1 Immediate removal criteria

At any time and for any reason in **its sole discretion**, MGID has the right to reject and/or block content, decline products or services, regardless of its category, refuse advertisers and advertisements **for any reason** if it is deemed non-compliant with the MGID compliance.

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

- Any interaction practices triggering redirects to third-party web pages
- Cloaking
- Copyright infringement
- Distributing prohibited content
- Multiple policy violations
- Neglecting compliance recommendations and requirements provided by moderation
- Promoting illegal materials or content
- Running websites designed to mimic original legitimate sources
- Running websites under construction
- Running websites with broken and/or blank webpages
- Using fake domains
- Violating security and privacy issues

2.1 Prohibited content, products and services

2.1.1 PROHIBITED ADVERTISING CATEGORIES

- Abortion
- Adult
- Alcohol promotion
- Casual dating
- Contraceptives
- Drug paraphernalia
- Exploitation of minors
- Grotesque content
- Illegal gambling
- Illicit drugs
- Live cams
- Minors sexualizing
- Psychoactive substances
- Spy equipment
- Tobacco products
- Trafficking or exploitation
- Weapons and explosives

2.1.2 IMAGERY

- Adult
- Dead bodies
- Defecation scenes
- Discrimination
- Intolerance
- Nudity
- Racy imagery
- Strobing
- Violence (shooting, tragedies, sexual assault, injuring, self harm)

2.1.3 LANGUAGE

- Adult
- Defamatory
- Discrimination
- Intolerance
- Misleading statements
- Obscene
- Offensive
- Sensationalized messaging

2.2 Prohibited practices

2.2.1 BRAND SAFETY/GENERAL

- Any interaction practices triggering redirects to third-party web pages
- Broken and/or blank webpages
- Cloaking
- Copyright infringement
- Error pages
- Fake brand widgets
- Fake domains
- Fake widgets
- Unofficial video source
- Websites designed to mimic original legitimate sources
- Websites under construction

2.2.2 PRIVACY AND SECURITY

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

2.2.3 LEGAL

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

2.3 Restricted content, products and services

2.3.1 RESTRICTED ADVERTISING CATEGORIES

- Alcohol
- CBD
- Dating
- Electronic cigarettes, vapers, non-nicotine smoking mixtures and related products
- Energysavers
- Financial services
- Gambling and Gaming
- Healthcare and medicines
- ICO, binary options, trading
- Radar detectors
- Religion (Might be mentioned for charity advertising campaigns. However, each case is reviewed individually)
- Software
- Subscriptions
- Sweepstakes
- Video-streaming services and online cinemas
- Volunteering

3.1 Image content

3.1.1 GENERAL POLICIES

TECHNICAL SPECS

Device screen size + ad thumbnail size

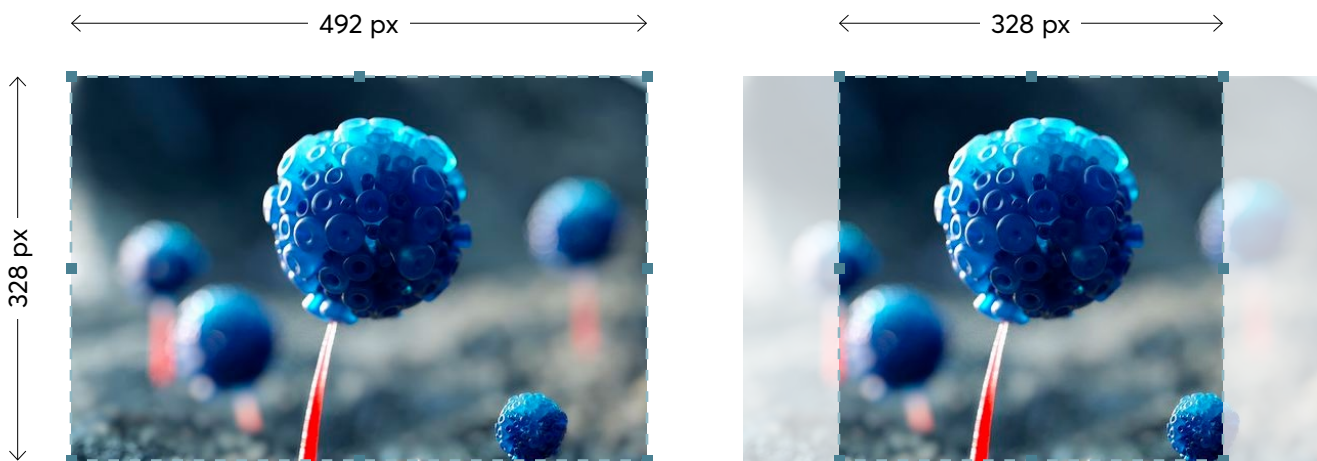


Image size:	rectangle crop – a minimum of 492 x 328 pixels square crop – a minimum of 328 x 328 pixels
Image format:	png, jpg, or static gif (no animated gifs)
Max. image size:	5 MB
DPI:	at least 72 (300 is preferable)
Image crop:	rectangle & square

NEWS AND WEBSITES

#1

T1 Automotive

General meaning

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

T1 Business and Finance

General meaning

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

T1 Careers

General meaning

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

T1 Education

General meaning

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

T1 Events and Attractions

General meaning

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

T1 Family And Relationships

T2 Parenting

General meaning

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

T2 Sex

General meaning

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

T2 Society

General meaning

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

T1 Fine Art

General meaning

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

T1 Food And Drink

T2 Alcoholic Beverages

General meaning

Brand comparisons, recipes, brewing beer, history

T2 Cooking

General meaning

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

T1 Healthy Living

T2 Fitness and Exercise

General meaning

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

T2 Nutrition

General meaning

Wholesome eating, benefits, diet plans, cleanses

T2 Wellness

General meaning

Yoga, massage, reiki, mindfulness, psychology, health issues and conditions, symptoms, meditation

T1 Hobbies And Interests

T2 Amazing

General meaning

Shocking or hard to believe concepts, amazing facts, viral videos, photo galleries

T2 Humor

General meaning

Comical stories, fun content, jokes, funny pets

T2 Interests

General meaning

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

T1 Home and Garden

General meaning

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

NEWS AND WEBSITES

#2

T1 International News

T1 Local News

T1 Movies

General meaning

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

T1 Music and Audio

General meaning

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

T1 News And Politics

T2 Crime

General meaning

Inner city, national crime levels, statistics

T2 Disasters

General meaning

Natural disasters and their effects

T2 Politics

General meaning

News and commentary on global and local politics, laws

T1 Pets

General meaning

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

T1 Pop Culture

General meaning

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

T1 Real Estate

General meaning

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

T1 Science

General meaning

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

T1 Sports

General meaning

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

T1 Style And Fashion

T2 Beauty

General meaning

Personal care products and regimens, tips and tricks, reviews

T2 Body Art

General meaning

Body tattoos, henna, body paint

T2 Fashion Trends

General meaning

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

T1 Technology and Computing

General meaning

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

T1 Television

General meaning

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

T1 Travel

General meaning

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

T1 Video Gaming

General meaning

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

BRANDS AND AFFILIATES

#1

T1 Automotive

General meaning

Auto-related products and services

Types of offers

Car searches, car sales, auto supplements, repair parts, car deals, auto tuning, customization

T1 Books and Literature

General meaning

Art and photography books, biographies, children's literature, comics and graphic novels, cookbooks, fiction, poetry, travel books, young adult literature

Types of offers

Audiobooks, E-books, hardback, paperback, all genres, book clubs

T1 Business And Investing

T2 Currencies

General meaning

Cryptocurrencies

T1 Events And Attractions

T2 Casinos and Gambling

General meaning

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

Types of offers

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

T2 Events

General meaning

Happenings

Types of offers

Tickets, pre-sale, information on events

T2 Lottery

T2 Subscriptions

General meaning

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

Types of offers

Magazines, services, monthly memberships, games, mobile content

T1 Family And Relationships

T2 Dating

General meaning

Dating services where two or more people connect

Types of offers

Dating sites for friendship, love, fun

T2 Marriage and Civil Unions

General meaning

People cohabitating

Types of offers

Parenting CDs and classes, family therapy, family improvement, relationship building programs, products for couples

T2 Pick up

General meaning

How to date and build a relationship

Types of offers

Classes, books and CDs to boost self-confidence for dating, learn how to talk to other people, dating tips

T1 Food And Drink

T2 Alcoholic Beverages

General meaning

Alcoholic beverages related offers

Types of offers

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

T2 World Cuisines

General meaning

Food related offers

Types of offers

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

T1 Healthy Living

T2 Children's Health

General meaning

Children's healthcare needs

Types of offers

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

T2 Fitness and Exercise

General meaning

Benefits, aerobics, gyms, home workout

Types of offers

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

T2 Nutrition

General meaning

Wholesome eating, benefits, diet plans

Types of offers

Detox, shakes, recipes, cookbooks, CDs

T2 Weight Loss

General meaning

Diet and weight management

Types of offers

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

BRANDS AND AFFILIATES

#2

T2 Wellness

T3 Alternative Medicine

General meaning

Anything outside traditional medicine

Types of offers

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

T3 Brain Booster

Types of offers

Natural herbal brain enhancing products

T3 Muscle Building

General meaning

Building muscles naturally

Types of offers

Testosterone boosters and natural muscle growing supplements, powders, devices

T3 Smoking Cessation

General meaning

Quitting smoking

Types of offers

Books, CDs, natural supplements, patches

T2 Women's Health

General meaning

Women's health needs

Types of offers

Wellness programs for women, breast enhancement offers, female hygiene

T1 Home And Garden

T2 Gardening

General meaning

Gardening services and products

Types of offers

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

T2 Home Appliances

General meaning

Machines for household tasks such as cooking or cleaning

Types of offers

Special offers, discounts, online shops

T2 Home Improvement

General meaning

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

Types of offers

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

T2 Home Security

General meaning

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

Types of offers

Home security systems, alarms, devices, locking systems

T1 Medical Health

T2 Diseases And Conditions

T3 Bone and Joint Conditions

General meaning

Health and beauty products that aid bone and joint conditions

Types of offers

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

T3 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

BRANDS AND AFFILIATES

#3

T3 Other Treatment

General meaning

Health conditions not listed

Types of offers

Uncategorized products

T3 Papilloma

General meaning

Health and beauty products that aid papilloma

Types of offers

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

T3 Parasites

General meaning

Parasitic diseases in humans

Types of offers

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

T3 Prostatitis

General meaning

Prostatitis treatment and prevention

Types of offers

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

T3 Psoriasis

General meaning

Health and beauty products that aid psoriasis

Types of offers

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

T3 Sexual Health

General meaning

Sexual health issues

Types of offers

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

T3 Skin and Dermatology

General meaning

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

Types of offers

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

T3 Sleep Disorders

General meaning

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

Types of offers

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

T3 Varicosis

General meaning

Health and beauty products that aid varicose veins

Types of offers

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

T1 Personal Finance

T2 Financial Assistance

General meaning

Planning, organizing, controlling and monitoring financial resources

Types of offers

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

T2 Insurance

General meaning

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

Types of offers

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

T2 Personal Debt

General meaning

Debt solutions that require payment or payments of interest or principal

Types of offers

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

T2 Personal Investing

T3 Options

General meaning

Working from home, making money opportunities

Types of offers

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

T3 Stocks and Bonds

General meaning

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

Types of offers

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

BRANDS AND AFFILIATES

4

T2 Retirement Planning

General meaning

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

Types of offers

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

T1 Pets

General meaning

Products and services for pets, pets adoption

Types of offers

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

T1 Real Estate

General meaning

Commercial, residential, vacation

Types of offers

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

T1 Shopping

T2 Couponing

General meaning

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

Types of offers

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

T2 For Kids

General meaning

Kids' products for sale other than clothing and health products

Types of offers

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

T2 Gifts and Souvenirs

General meaning

Niche gifts and collectibles

Types of offers

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

T2 Services

General meaning

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

Types of offers

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

T1 Sports

T2 Fishing Sports

General meaning

Fishing supplies

Types of offers

Catalogs, online tackle shops, reels, rods

T2 Sporting Goods

General meaning

Sporting goods products for sale

Types of offers

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

T1 Style And Fashion

T2 Beauty

T3 Hair Care

General meaning

Hair care related offers

Types of offers

Washing and growing hair, hair treatment and 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

Types of offers

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

BRANDS AND AFFILIATES

#5

T3 Skin Care

General meaning

Skin care related offers

Types of offers

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

T2 Children's Clothing

General meaning

Selection and best deals for children's outfits

Types of offers

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

T2 Men's Fashion

T3 Men's Accessories

T4 Men's Jewelry and Watches

General meaning

Selection and best deals for jewelry and watches

Types of offers

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

T4 Other Men's Accessories

General meaning

Men's accessories not listed

Types of offers

Uncategorized men's accessories

T3 Men's Shoes and Footwear

General meaning

Selection and best deals for men's shoes and footwear

Types of offers

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

T3 Men's Clothing

T4 Men's Outfits

General meaning

Selection and best deals for men's outfits

Types of offers

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

T4 Men's Underwear and

Sleepwear

General meaning

Masculine nightwear and intimate apparel

Types of offers

Online shopping, discount offers, handmade items

T2 Personal Care

T3 Oral Care

General meaning

Dental health and care solutions

Types of offers

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

T3 Shaving

General meaning

Selection of shaving products and solutions

Types of offers

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

T2 Women's Fashion

T3 Women's Accessories

T4 Other Women's Accessories

General meaning

Women's accessories not listed

Types of offers

Uncategorized women's accessories

T4 Women's Jewelry and

Watches

General meaning

Selection and best deals for jewelry and watches

Types of offers

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

T3 Women's Clothing

T4 Women's Intimates and

Sleepwear

General meaning

Selection and best deals for women's intimates and sleepwear

Types of offers

Online shopping, discount offers, handmade lingerie pieces

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

BRANDS AND AFFILIATES

#6

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

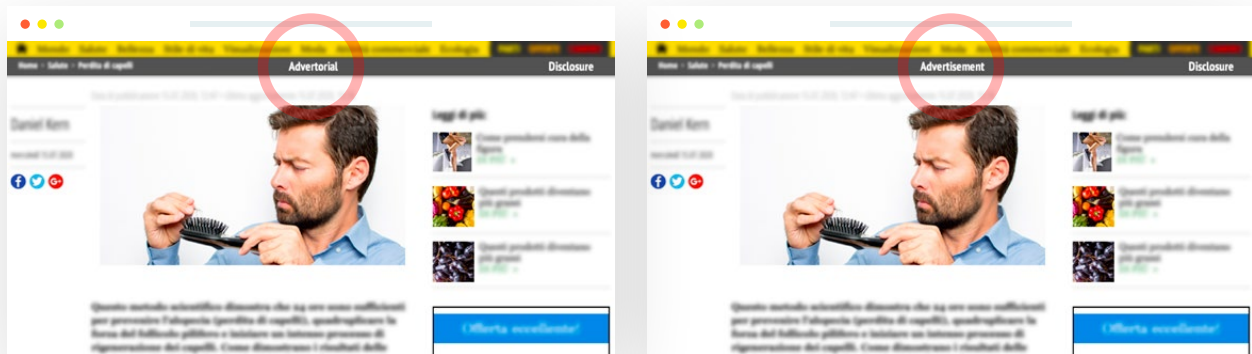
Playing games online, clubs, memberships, game paraphernalia

Types of offers

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

1. ADVERTORIAL/ADVERTISEMENT

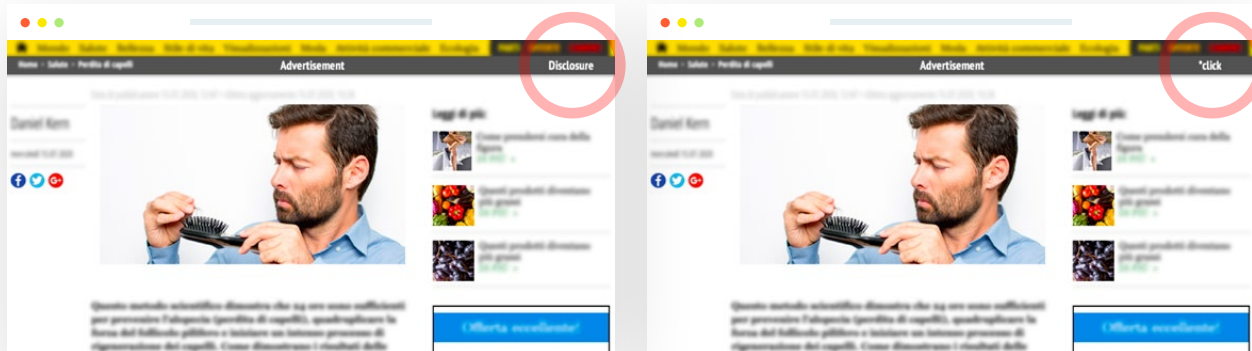
Please label your landing pages with Advertorial/Advertisement at the top of the page.



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.

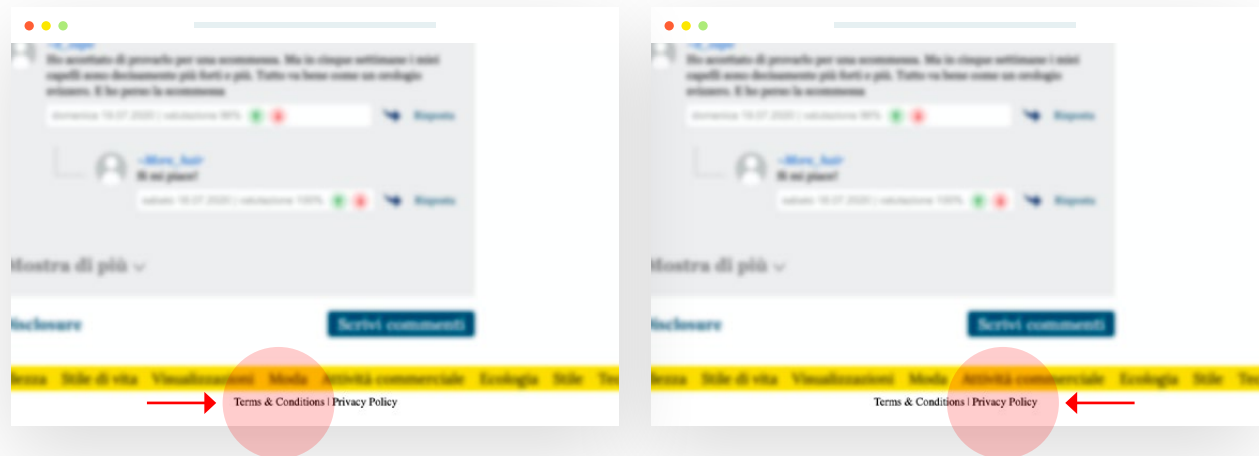


3. TOS

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.



Landing pages

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



GENERAL AUDIENCE

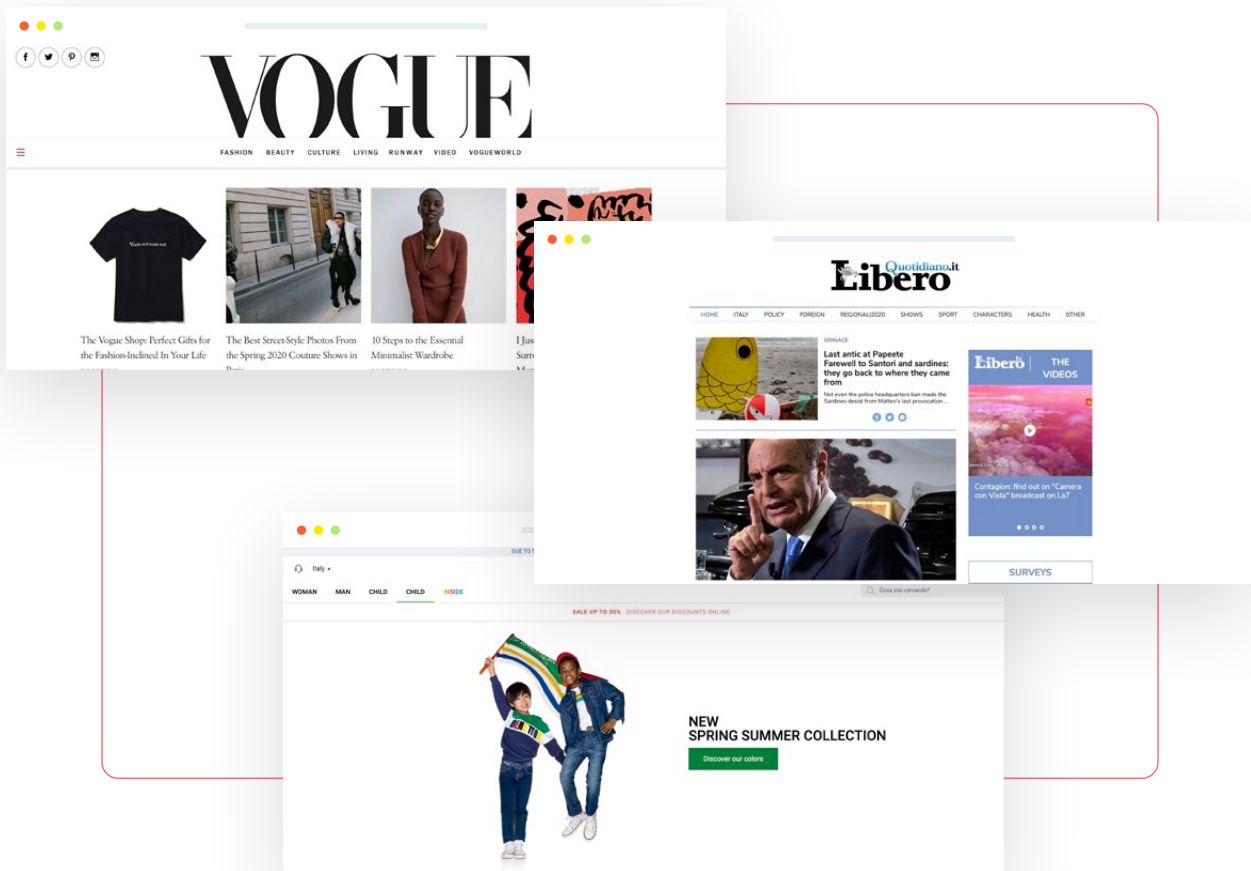
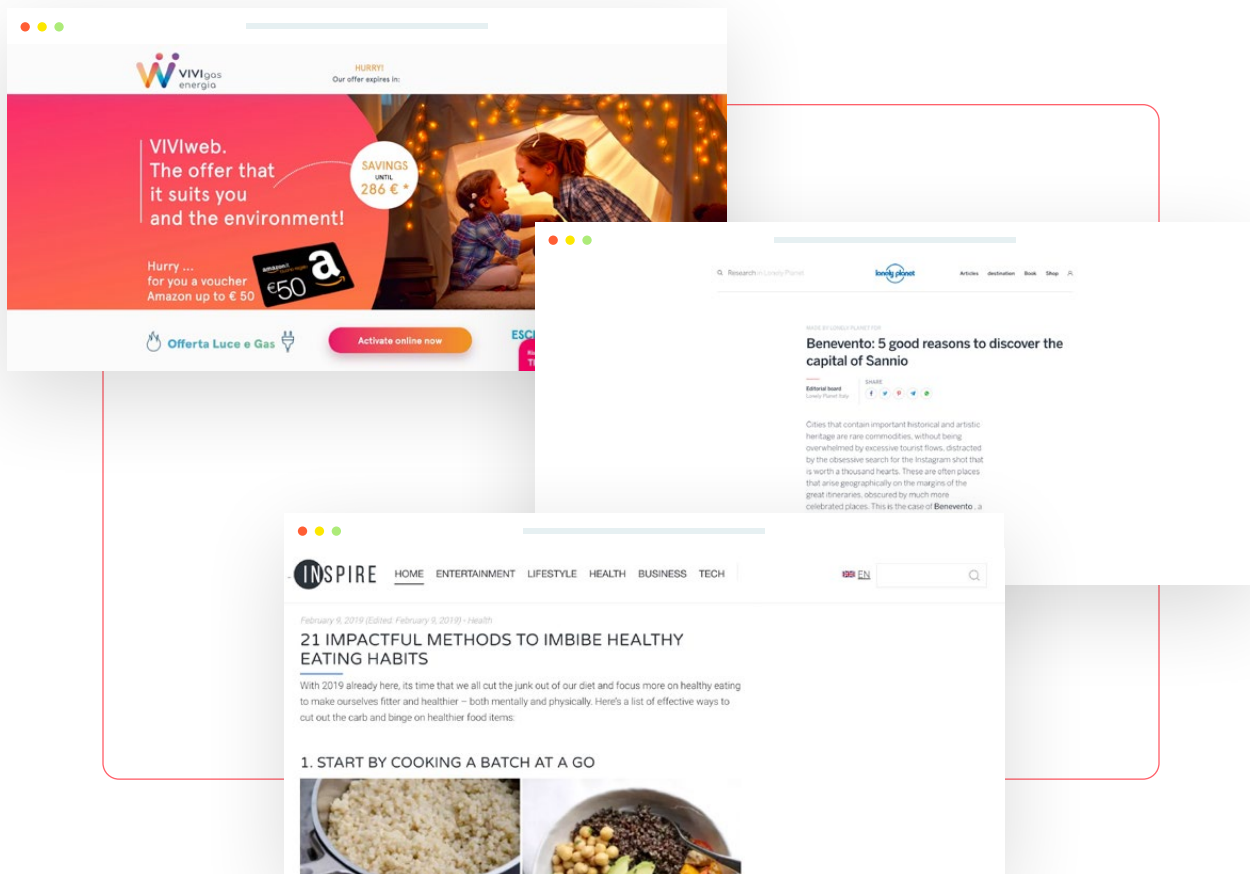


TABLE OF CONTENTS

* for brand websites only



PARENTAL GUIDANCE SUGGESTED



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

PG-13

PARENTS STRONGLY CAUTIONED

● ● ●

ADVERTORIAL

This Incredible New Personal Space Air Cooler Lets You Quickly And Easily Cool Any Space!


Have you ever felt the intense need to cool down from the overwhelming heat and humidity?

Summer can be great, but long hot days in the brutal heat can quickly become intolerable, particularly when you're trying to work, relax, or sleep... No matter what you do, heat can easily find a way to make your living space a dehydrating, sweaty, and uncomfortable nightmare.

Sound Familiar? All of us love the relief of a nice, cool breeze on a hot day outside to feeling it in cars, shops, and hotels. After suffering in the uncomfortable heat fresh cool air feels amazing.

Why not extend this feeling to your home or workplace?


Thankfully, there is this amazing new device . It is an innovative alternative to AC cools your space.



PUBBLICITÀ

Come sono riuscita a fermare lo sviluppo del diabete in 4 settimane

Aggiornato: oggi | Autore: Caterina



PUBBLICITÀ

● ● ●

Blog di Alberto Scotti

Come mi sono sbarazzato dell'ostecondrosi e ho corso la maratona

Brevemente su di me: blogger, maratoneta, front-end developer.


Ciao a tutti!

Nel mio post precedente sulla maratona avevo promesso di raccontarvi come affrontare il problema delle articolazioni e dell'artrite. È difficile credere, ma prima di iniziare a correre, per molti anni ho sofferto di osteocondrosi. Per chi non vuole leggere tutto articolo: la crema Artrolux+ mi ha aiutato, ed è possibile ordinarla [qui](#). Ma cominciamo dall'inizio.

Prima della maratona per 10 anni ho sofferto di dolori alla schiena e alle ginocchia.

Allora, ho avuto l'ostecondrosi. Mi ha torturato per 10 anni. Sin dalla mia giovinezza. Era piuttosto spiacevole: avevo un costante mal di testa, a volte mi faceva male il collo. A volte mi era impossibile girarlo. Mi disturbava spesso il dolore alle ginocchia.

Naturalmente, tutti questi anni ho cercato di sbarazzarmi della malattia. Ho provato molte cose. Andavo dai medici e facevo vari massaggi, prendevo pillole, capsule, spalmavo unguenti, avevo provato decina di rimedi popolari. Non mi aiutava niente. Vedevo dei miglioramenti, ma solo per un po' ed erano insignificanti.



DUE PAROLE SU DI ME

Ho 34 anni e crisi di mezza età... scherzo!) Sono appassionata di viaggi, un buon libro e film. Mi piace ridere, soprattutto di me stessa :) Ti invito alla mia 'casa' modesta :)

TOP 10 POST

- ▶ Come sono riuscita a fermare lo sviluppo del diabete in 4 settimane
- ▶ Per silenziare l'acufene
- ▶ Una donna ha sempre la sua opinione.
- ▶ Come trovare un lavoro senza cercarlo
- ▶ Perché ci lasciamo?
- ▶ Cosa devi sapere quando voli a Zante?
- ▶ Perché quello che vogliono sono le tette
- ▶ Film da vedere assolutamente

- 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



RESTRICTED

PUBBLICITÀ

Mamma separata si riscatta e diventa milionaria

forexexclusiv.com - Articolo di Nicoletta D. - 21-01-2020 - Inserzione pubblicitaria

Rossana, 45 anni, originaria di Roma, è una donna che ce l'ha fatta. Una mamma che si è riscattata da un matrimonio fallito e da un lavoro mal retribuito raggiungendo molto più che l'indipendenza economica: è riuscita a migliorare il suo tenore di vita fino a diventare milionaria. Oggi lavora poche ore al giorno da casa percependo uno stipendio mensile che oscilla tra i 4.700€ e i 10.000€.



Non volevo dipendere da nessuno

La svolta di Rossana è stato il Trading Online sulle azioni delle grandi aziende Hi-Tech, un'attività davvero remunerativa di cui si sente parlare poco. È grazie a quest'attività che la vita di Rossana ha avuto l'impennata che tutti aspettano. Alla fine del 2016 il suo conto segnava una cifra di 535.000€.

*Per salvaguardare la privacy di Rossana, la suddetta storia riportata, non ha nessuna attinenza con la modella raffigurata nelle immagini di questo articolo.

TABLE OF CONTENTS

PUBBLICITÀ



[Che cos'è PushUP Formula?](#) [Come funziona?](#) [Garanzia di qualità](#) [Referenze](#) [FAQ](#) [Ordina](#)



Seno maggiore di 2 misure?

Ingrandisci il tuo seno in modo naturale!

- affidati alla nostra formula complessiva ed efficace,
- ammira gli effetti dell'azione esterna ed interna,
- goditi un seno bello e più grosso,
- entra anche tu a far parte della migliaia di nostre clienti soddisfatte!

PUBBLICITÀ

La signora Ilaria Tinti (37 anni) di Brescia è una delle prime persone in Italia ad aver subito una metamorfosi con Reduzilim:



"Fino a poco tempo fa mi vergognavo dei risultati di grasso, coprendomi sotto vestiti larghi. Ho provato a perdere peso molte volte, senza successo. Sono persino andata da un dietologo. Ho speso per questo metà del mio stipendio ma non mi ha aiutato affatto. Gli dovevo confessare ogni biscotto, ogni bicchiere di vino. Esercizi? Come poter andare in palestra dopo una lunga giornata di lavoro? E chi si prendeva cura della casa, dei mio bambino, dei cani? Per fortuna presto ho scoperto Reduzilim. Ora so che se non avessi approfittato di questo trattamento, avrei fatto fermare più grande della mia vita. Un grasso come un ballo ma sono bastate solo 6 settimane e ora sono più magra di mia nipote adolescente. Non ho fatto praticamente nulla, bevere soltanto questa formula dimagrante in due fasi alla stessa ora ogni giorno. Dalla taglia 44 sono arrivata alla 38, ho recuperato la fiducia in me stessa e mi sento benissimo, come mai prima d'ora. Le mie rivoltine mi invitano il mio nuovo stile. Lo consiglio!"



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



These Foods Are Naturally Flattening Bellies

[MORE](#)

[mgid.com](#)



Leggi le nostre recensioni sui SUV e trova il prezzi dei SUV

Tutto quello che devi sapere sui prezzi, l'attrezzatura e le specifiche tecniche

[CONTROLLA QUESTO ELENCO](#)

[mgid.com](#)



Offerta per la collezione invernale di Benetton per le donne!

Goditi un'ampia selezione di abiti invernali eleganti

[APPROFITTA DELLO SCONTO!](#)

[mgid.com](#)

DO'S

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

DON'TS

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

PG-13



Questo ricarica 2 volte più
velocemente di un power bank

MORE

mgid.com



Simple Way To Look 5 Years Younger!

MORE

mgid.com



Ecco quello che non sai ancora
sull'allenamento!

MORE

mgid.com

- 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 factor to make a decision but the headline, advertising text and CTA text as well

R



Grumpy Cat's Long Lost Brother
[MORE](#)
mgid.com

**Bevila ogni giorno e perdi 20 kg al mese.
Ecco la ricetta**
[MORE](#)
mgid.com

7 Foods That Are Ruining Your Skin
[MORE](#)
mgid.com

DO'S

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

DON'TS

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

Relevancy

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

3.1.2 DISALLOWED IMAGE CONTENT

* Must comply with all of the above requirements

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

3.2 Native Ad Copy

3.2.1 GENERAL POLICIES

Title



→ Technical specs and general requirements

LENGTH

65 symbols
(including spaces)

CAPITALIZATION

English – Title Case
Italian – Sentence case

GRAMMAR AND GENERAL REQUIREMENTS

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

Native Ad Copy

Advertising text



→ Technical specs and general requirements

LENGTH

75 symbols
(including spaces)

CAPITALIZATION

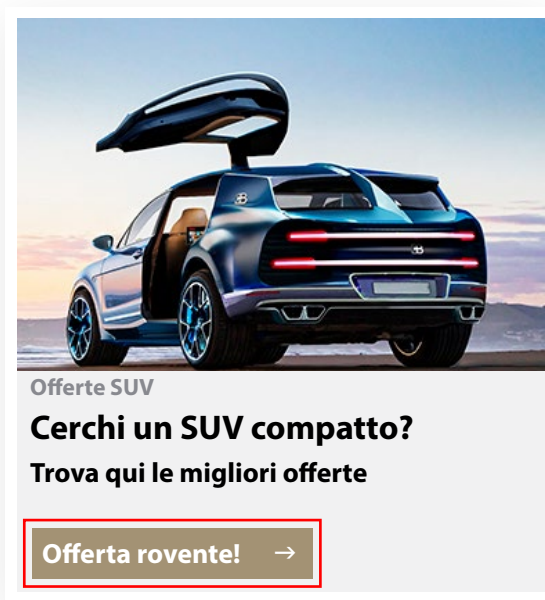
All – Sentence case

GRAMMAR AND GENERAL REQUIREMENTS

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

Native Ad Copy

Call-to-action →



Offerte SUV
Cerchi un SUV compatto?
Trova qui le migliori offerte
Offerta rovente! →

→ Technical specs and general requirements

LENGTH

30 symbols
(including spaces)

CAPITALIZATION

All – Sentence case

GRAMMAR AND GENERAL REQUIREMENTS

- CTA is an available option for all campaign types; however, for Tier Brand campaigns, CTA is required
- CTA shouldn't duplicate title and description text yet it shouldn't sound complicated
- Text should display no more than one question
- Don't use macros and emojis
- Make sure your CTA language corresponds to teaser language
- Provide users with strong reasons for immediately clicking on/purchasing/signing-up

3.2.2 DISALLOWED NATIVE AD COPY

* Must comply with all of the above requirements

- Animation
- Explicit language
- Hate speech
- Misleading, false, over-exaggerated statements
- Obscene, defamatory, offensive words in any language
- Overly sensational tone of voice
- Poor grammar, redundant wording, excessive punctuation
- Uppercase for exaggeration

