

# Creative Guidelines by MGID

COMPLIANCE



ROMANIA

EN

A long-exposure photograph of a winding road in a mountain valley at sunset. The road is illuminated by light trails from cars, creating a vibrant orange and yellow path that curves through the green and rocky landscape. The sky is a mix of orange, yellow, and blue, with a few clouds. In the distance, a town is visible with some lights. A power line tower stands in the foreground.

GUIDEBOOK

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**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

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#### 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

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### 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

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### 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

## 2.4 Advertising of Food Supplements and Cosmetics Products

According to local regulation in Romania, there are special rules and procedures for the advertising of food supplements, cosmetic products, namely:

### A. ROMANIAN IBA CERTIFICATES

The Romanian notification certificates issued by IBA by reference to food supplements should include Advertising activity (fabrication/commercialization isn't enough for advertising according to the local law).

In order to advertise food supplements already notified, a separate endorsement must be requested from the Ministry of Health (MoH). Furthermore to receive issuance by the MoH for such endorsement, the advertising must be duly conducted and the advertising materials disclosed to the public.

**NOTE:** The endorsement on advertising must be obtained by the holder of the notification certificates issued by IBA. You can rely on such endorsement when advertising.

### B. EU CERTIFICATES/ NOTIFICATIONS ON CPNP

For the case of cosmetic products:

**CPNP registrations** indeed allow performance of commercialization of cosmetic products at the level of the EU; however, such registrations are a mere formality and may not be regarded as actually certifying that the product notified meets all other local criteria to be commercialized and/or that the advertising materials envisaged to be disclosed to the public meet all EU/local requirements.

Correspondingly, while for cosmetic products the only regulatory formality to be observed is the one related to CPNP registration, commercialization and/ or advertising must be conducted in line with local/EU requirements on the matter. For the case at hand this means that, while no regulatory advertising endorsement needs to be obtained from a regulatory authority, the advertising materials/its contents must be in line with EU/local requirements in terms of advertising.

Technical certificates, as stand-alone documents, may not be assessed from a legal perspective as standalone proof of compliance in regards to legal requirements. In terms of commercialization and/ or advertising, depending on the qualification of said products, relevant procedures/ registration formalities have to be officially conducted in front of the regulatory authorities.

**NOTE:** Special focus must be considered when talking of **CBD products** as, in Romania, the performance of activities of production, manufacturing, storing, marketing, intermediation, retention and distribution of narcotic and psychotropic (plants, substances and preparations) are forbidden without an authorization issued in this respect by the relevant authority.

CBD-based products deriving from certain sources (oil hemp) and/ or containing THC (in permitted forms) are permitted under strict state control (Romanian Ministry of Health/ IBA). However, irrespective of the authority granted, IBA refuses to analyze and perform registration of CBD products on the Romanian market until the European Commission includes CBD in the list of novel food. As a result, commercialization and any ancillary operations of CBD supplements in Romanian are blocked.



## 3.1 Image content

### 3.1.1 GENERAL POLICIES

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.



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

# THUMBNAIL BEST PRACTICES

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

# THUMBNAIL BEST PRACTICES

- 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

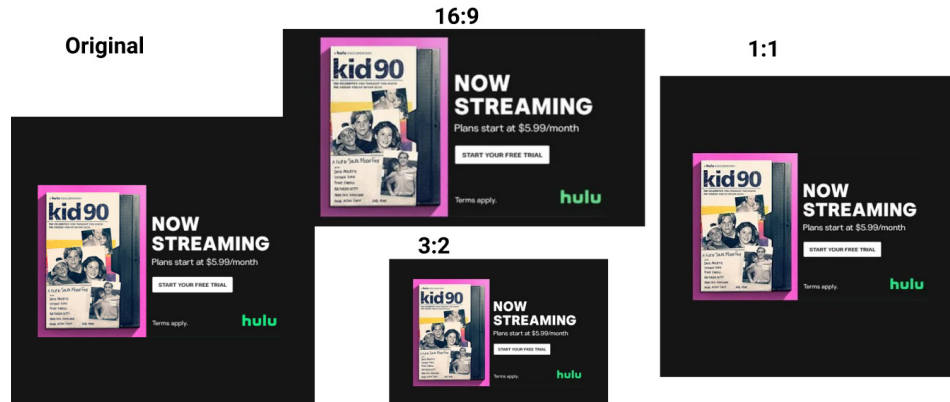
- Avoid images that include text in the corner



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

## THUMBNAIL BEST PRACTICES WITH TEXT AND LOGOS:

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

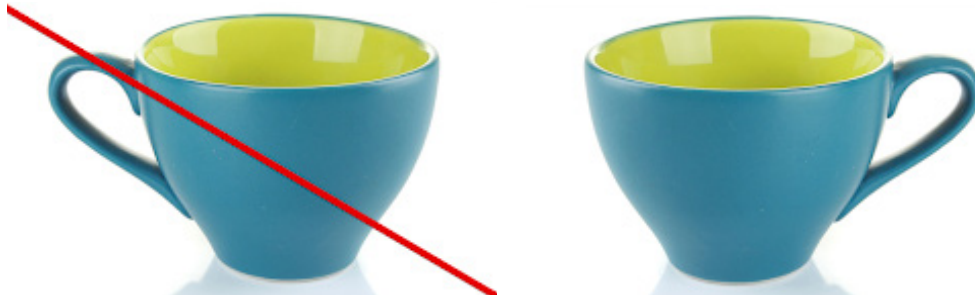


Some tips for driving higher engagement from your Thumbnail images:

- Use an image where the subject of the photo is looking into the camera. This mimics the way that we use eye contact to attract attention in real life, and yields an **average CTR increase**



- Depict your product so that you achieve this goal: mental interaction. Participants were more likely to purchase the mug when the handle was facing the right (toward the dominant hand of most people).



- Place an instrument or utensil on the right:



- Position the opening of your product toward the viewer



- Remove your product from its packaging

DO'S

DON'TS

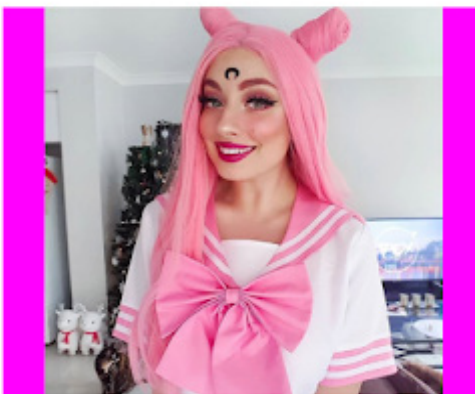
- High vs low resolution



- Creative vs amateurish photo editing



- Image fills size parameters (no space around the image)



DO'S

DON'TS

- Neat vs poor framing



- Quality image vs stretched image



- Elements which blend into image naturally vs excessive & annoying elements



DO'S

DON'TS

- Stock images/images free for commercial use/purchased images vs watermarked images used without permission (violating copyright laws)

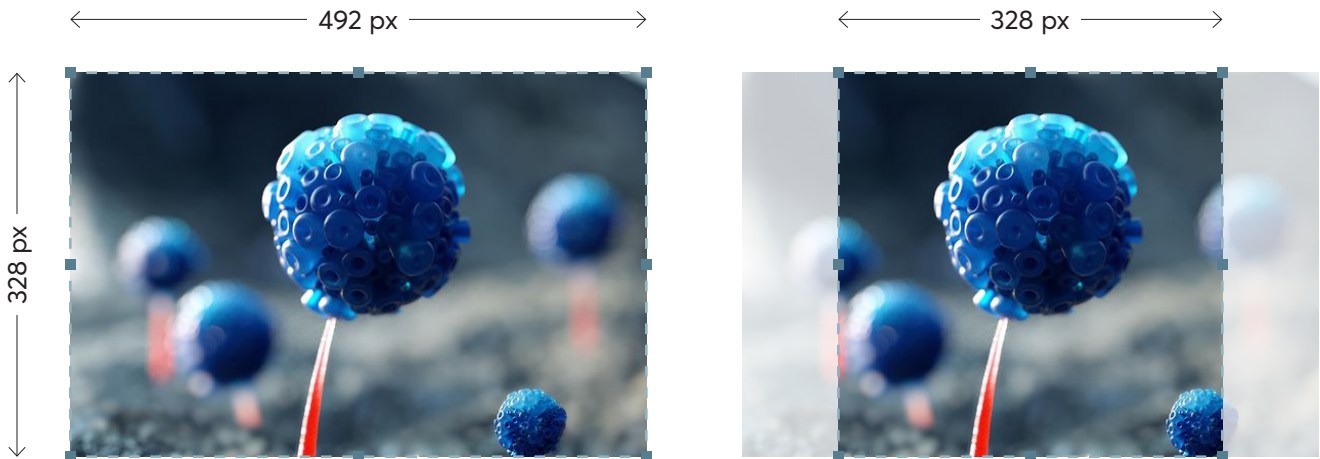




## TECHNICAL SPECS

OLD FORMAT, SOMETIMES IT CAN BE FOUND, BUT ALL NEW CABINETS ARE ALREADY WORKING ACCORDING TO THE NEW THUMBNAIL REQUIREMENTS.

Device screen size + ad thumbnail size



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

General meaning

Content and news revolving around noteworthy or recent scientific and technological advancements and innovations; aeronautics and space developments and discoveries

**T2 Entertainment**

General meaning

Stories or content with the intention to entertain; generalized pastimes; non-educational online quizzes, personality tests

**T2 General Social**

General meaning

Global news and commentary that is relevant and newsworthy worldwide, not specific to a single region or country.

**T2 Humor**

General meaning

Comical stories, fun content, jokes, funny pets

NEWS AND WEBSITES

#2

**T2 Interests**

**General meaning**

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

**T2 Lifehacks**

**General meaning**

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

**T1 Home and Garden**

**General meaning**

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

**T1 International News**

**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

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 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 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**

**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**

BRANDS AND AFFILIATES

#2

**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

**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 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 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

BRANDS AND AFFILIATES

#3

**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

BRANDS AND AFFILIATES

# 4

**T2 Insurance**

**General meaning**

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

**Types of offers**

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

**T2 Personal Debt**

**General meaning**

Debt solutions that require payment or payments of interest or principal

**Types of offers**

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

**T2 Personal Investing**

**T3 Options**

**General meaning**

Working from home, making money opportunities

**Types of offers**

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

**T3 Stocks and Bonds**

**General meaning**

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

**Types of offers**

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

**T2 Retirement Planning**

**General meaning**

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

**Types of offers**

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

**T1 Pets**

**General meaning**

Products and services for pets, pets adoption

**Types of offers**

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

**T1 Real Estate**

**General meaning**

Commercial, residential, vacation

**Types of offers**

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

**T1 Shopping**

**T2 Business Services**

**General meaning**

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

**Types of offers**

Business Development services, Business applications, Promotional tools, Marketing

**T2 Charity Funds**

**General meaning**

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

**Types of offers**

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

**T2 Content Media Format**

**General meaning**

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

**Types of offers**

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

**T2 Couponing**

**General meaning**

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

**Types of offers**

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

**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, Freight

BRANDS AND AFFILIATES

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**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 Application

**T2 Other Services**

**General meaning**

Goods provided by other people, companies, organizations that do not fall under other "Shopping" Subcategories. Such goods and services have no exchange of physical goods from seller to buyer

**Types of offers**

Cleaning Services, Relationship Building Assistance, Roommate Services

**T1 Sports**

**T2 Fishing Sports**

**General meaning**

Fishing supplies

**Types of offers**

Catalogs, online tackle shops, reels, rods

**T2 Sporting Goods**

**General meaning**

Sporting goods products for sale

**Types of offers**

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

**T1 Style And Fashion**

**T2 Beauty**

**T3 Hair Care**

**General meaning**

Hair care related offers

**Types of offers**

Washing and growing hair, hair treatment and how-tos for sale, hair tools, hair dryers and straighteners, flat and curling irons

**T3 Makeup and Accessories**

**General meaning**

Makeup and accessories, brands, classes, videos

**Types of offers**

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

**T3 Natural and Organic Beauty**

**General meaning**

The selection of organic beauty care products

**Types of offers**

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

**T3 Other Beauty Products**

**General meaning**

Beauty products not listed

**Types of offers**

Nose correction products, lip plumpers, other uncategorized beauty products

**T3 Perfume and Fragrance**

**General meaning**

Perfume and fragrance products for sale

**Types of offers**

Perfume, fragrance and cologne manufacturers, online shops, deals, discounts, special offers,



BRANDS AND AFFILIATES

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fragrance oils and bars, body sprays

**T3 Skin Care**

**General meaning**

Skin care related offers

**Types of offers**

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

**T2 Children's Clothing**

**General meaning**

Selection and best deals for children's outfits

**Types of offers**

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

**T2 Men's Fashion**

**T3 Men's Accessories**

**T4 Men's Jewelry and Watches**

**General meaning**

Selection and best deals for jewelry and watches

**Types of offers**

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

**T4 Other Men's Accessories**

**General meaning**

Men's accessories not listed

**Types of offers**

Uncategorized men's accessories

**T3 Men's Shoes and Footwear**

**General meaning**

Selection and best deals for men's shoes and footwear

**Types of offers**

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

**T3 Men's Clothing**

**T4 Men's Outfits**

**General meaning**

Selection and best deals for men's outfits

**Types of offers**

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

**T4 Men's Underwear and**

**Sleepwear**

**General meaning**

Masculine nightwear and intimate apparel

**Types of offers**

Online shopping, discount offers, handmade items

**T2 Personal Care**

**T3 Oral Care**

**General meaning**

Dental health and care solutions

**Types of offers**

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

**T3 Shaving**

**General meaning**

Selection of shaving products and solutions

**Types of offers**

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

**T2 Women's Fashion**

**T3 Women's Accessories**

**T4 Other Women's Accessories**

**General meaning**

Women's accessories not listed

**Types of offers**

Uncategorized women's accessories

**T4 Women's Jewelry and**

**Watches**

**General meaning**

Selection and best deals for jewelry and watches

**Types of offers**

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

**T3 Women's Clothing**

**T4 Women's Intimates and**

**Sleepwear**

**General meaning**

Selection and best deals for women's intimates and sleepwear

**Types of offers**

Online shopping, discount offers, handmade lingerie pieces

**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

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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

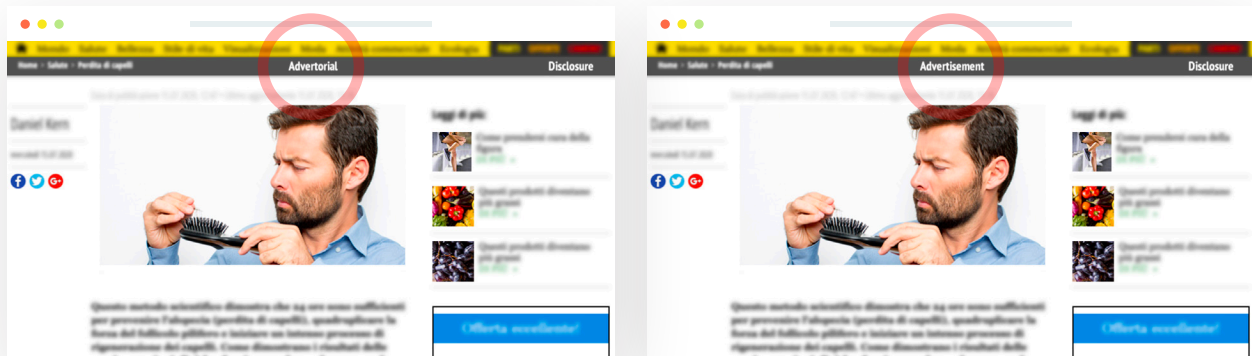
Playing games online, clubs, memberships, game paraphernalia

Types of offers

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

## 1. ADVERTORIAL/ADVERTISEMENT

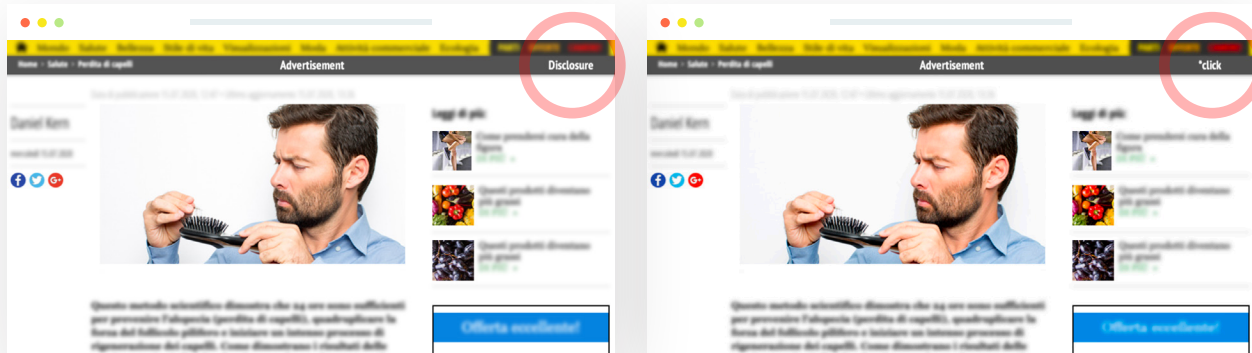
Please label your landing pages with Advertorial/Advertisement at the top of the page.



## 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.

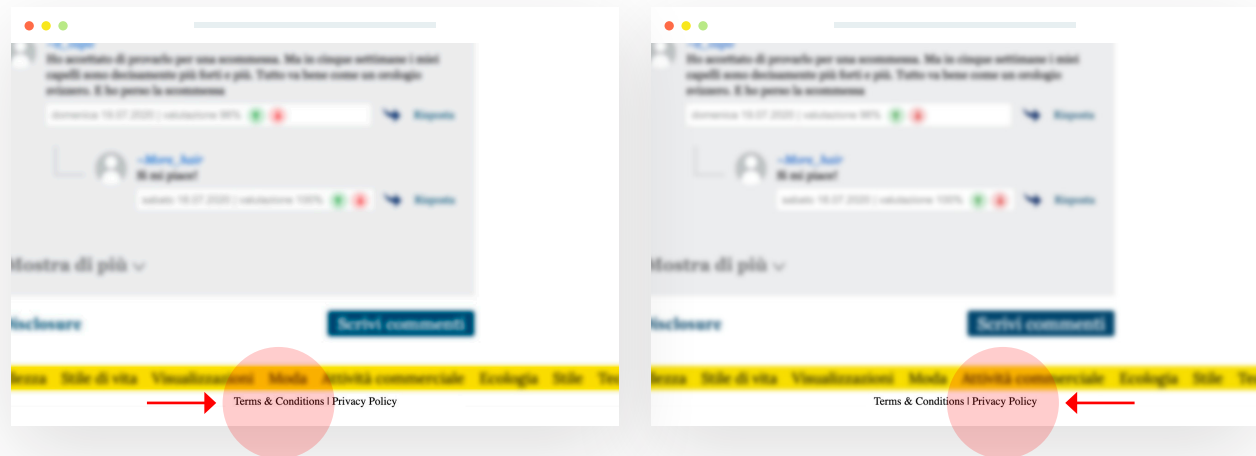


### 3. TOS

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



TABLE OF CONTENTS

\* for brand websites only



PARENTAL GUIDANCE



- 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

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**PG-13**

**PARENTS STRONGLY**

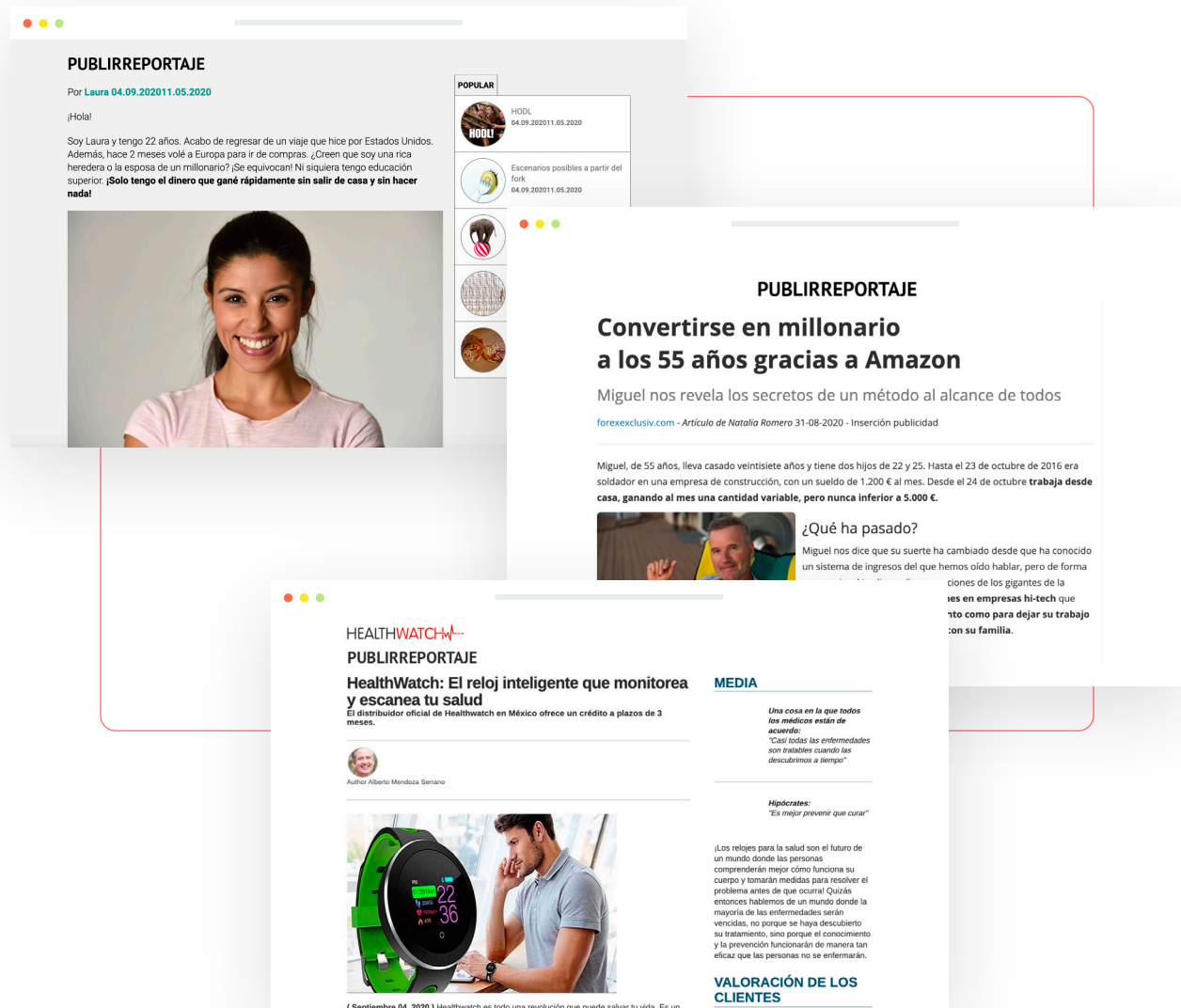


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- PG13 ranking covers personal blogs and advertorial formats of web pages, whose design, content and overall quality are not compliant to PG-ranking but are higher than R



RESTRICTED

**PUBLIRREPORTAJE**

Dr. Álvaro · Salud

### Ojos de águila o cómo recuperar la vista perdida sin cirugía

Por Dr. José Álvaro, DC, DMN, CNS.  
Escrito por Marcela López, MSN, OB-GYN NP, Enfermera practicante pediátrica,  
27.01.2020

Si crees que el deterioro de la vista es un proceso irreversible, ¡entonces me apresuro a cambiar tu opinión! De hecho, no solo se puede reducir la velocidad de este proceso, sino que también se puede revertir. ¡Sé de lo que estoy hablando, porque luché por mi vista, cuando estaba casi al punto de perderla! Ahora estoy caminando libremente sin gafas y quiero compartir mi secreto de recuperación.

**LO MÁS POPULAR SOBRE SALUD**

- 9 síntomas de candida y 3 pasos para tratarlos
- Como detener la diarrea: Causas, factores de riesgo y remedios caseros
- Cómo deshacerse de los síntomas del herpes sin remedios químicos
- 7 pasos para equilibrar las hormonas sin remedios químicos
- Top 12 remedios caseros naturales para tratar la infección del tracto urinario

TABLE OF CONTENTS

**internet GAZETA**

Página principal Política Economía Sociedad Deportes Mundo Blogs ME GUSTA Sociedad Foto y video  
Negocios Finanzas Gobierno

### Cómo gané 125,300 dólares en cuatro meses y compré el carro de mis sueños [\[Instrucciones detalladas\]](#)

¿Tienes suficiente dinero? ¿Tienes todo lo que habías soñado? ¿Estás contento con cómo va tu vida? Si la respuesta es 'Sí', entonces no pierdas tu tiempo y cierra esta página.

Si respondiste 'No', sigue leyendo. Te contaré cómo dejar tu modesto trabajo a tiempo completo para que ganes 250 o 375 dólares al día en tan sólo 2 días, desde la comodidad de tu casa.

Yo lo hice... ¡y si tu quieres, también puedes hacerlo.

Compartir este secreto no me hará daño. Además, ayudará a muchos de ustedes a cambiar su vida para siempre para tener la libertad financiera que siempre han deseado.

**Noticias Más leídas**

- Mi hijo se encontró con este sitio web y ahora gana más dinero que yo! A partir de \$8,000 [11:20](#)
- No querían que te enteraras de esta forma de GANAR DINERO. ¡Esto era absolutamente secreto! [11:20](#)
- ¡Consigui la LIBERTAD financiera! Gané \$3,000 en apenas 30 minutos. ¡En mi primer intento! [11:20](#)
- Tengo 18 años y gano millones. Hasta controlé personalmente todos los temas de la casa! Así GANÉ UNA FORTUNA. ¡HAGA CLIC AQUÍ! [11:20](#)
- Gané sus primeros \$5,000 en apenas 15 minutos. Haga clic aquí [11:20](#)
- ¡Su SUEÑO SE HARÁ REALIDAD ya mismo. Gane el salario de un mes en una hora! [11:24](#)
- ¡Todo el mundo en Internet está fascinado con esta forma de ganar dinero. Consiga un ingreso extra en apenas 15 minutos! [11:20](#)

**newsPULS**  
¡Estate al día!

**PUBLIRREPORTAJE**

LO MÁS POPULAR ANIMA ACTUALIDADES SUPLENTE MISOSOS SALUD Y BELLEZA BOO

### Su profesora se rio de él. Hoy, su invento permite a cualquiera eliminar el dolor de cuello, cabeza y espalda en tan solo 1 segundo. ¡Y de una forma tan sencilla que miles de personas por fin pueden evitar quedarse inválidas!





- 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



**Nuevo Peugeot 208 con Peugeot i-Cockpit 3D**

Descubre su diseño distintivo

MORE

mgid.com



**Recetas saludables para perder peso todos los días**

¡Anótalas y logra tus objetivos de pérdida de peso!

MORE

mgid.com



**Construye tu rutina de cuidado de la piel con esto**

MORE

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**



Reserva tus estadias y gana hasta 25 mil puntos. Regístrate

[MORE](#)


mgid.com



¡El método que está creando nuevos millonarios cada semana!

[MORE](#)

mgid.com



Los precios de estos vuelos baratos pueden sorprenderte realmente

[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**



Toma esto cada mañana y empezarás a perder peso rápidamente

[MORE](#)

[mgid.com](#)



Gadget inteligente que reemplaza el repelente de mosquitos

[MORE](#)

[mgid.com](#)



La Bestia conquistó Instagram

[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



Ofertas de SUV

**¿Estás buscando un SUV compacto?**

Encuentra las mejores ofertas aquí

Oferta especial →

→ Technical specs and general requirements

#### LENGTH

65 symbols  
(including spaces)

#### CAPITALIZATION

English – Title Case  
Spanish – 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



Ofertas de SUV

**¿Estás buscando un SUV compacto?**

**Encuentra las mejores ofertas aquí**

Oferta especial →

→ 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 →



Ofertas de SUV  
**¿Estás buscando un SUV compacto?**  
Encuentra las mejores ofertas aquí

Oferta especial →

The diagram shows a call-to-action box on the left with an arrow pointing to a native ad. The ad features an image of a blue SUV, followed by the text 'Ofertas de SUV', a question '¿Estás buscando un SUV compacto?', and 'Encuentra las mejores ofertas aquí'. A second call-to-action box, 'Oferta especial →', is highlighted with a red border and has an arrow pointing to it from the first box.

→ 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

