

Ad Guidelines / Restrictions

McElligott Digital Marketing reserves the right to remove any ads deemed intrusive or inappropriate. Ads must:

- Have a visible border of a contrasting color to the majority background color of the creative.
- Comply with ad guidelines and specifications.
- Be declared under the correct creative category.

Consult the following subsections for more information on requirements and restrictions.

Non-Disruptive Ads

Advertising should not disrupt content consumption or intrude into content. The following guidelines identify disruptive ad experiences that must not be used.

- **Pop-up ads:** These are ads that cover or overlay the content or obstruct users from viewing the content. It includes all ads that pop up on the user's screen and cover the content as well as ads that "float in," "slide in," or "fly in" to the screen, and obstruct the full view or partial view of the screen's primary content. This also includes any ads that automatically take the user to an interstitial or overlay ad without user initiation or user action to navigate content.
- **Auto-expansion:** Ads that expand from their original size to a bigger size without user initiation must not be used. Expansion while scrolling is allowed.
- **Hover or rollover expansion:** For the purpose of ad expansion, hover must not be considered a substitute for a click. On hover, no ad function that changes the form or size of the ad from its original size—for example, expansion—is allowed.
- **Sideways ad expand that overlays content:** No directional or sideways expansion of an ad is allowed. All ads must expand to cover the full screen. If the expanded creative size is not full screen, it must be placed in the center of the screen.
- **Auto-play video with audio:** Auto-play defines automatic initiation of media by the ad. These ads auto-play audio on desktop and mobile devices. Video play is defined as the execution of specific files (for example, .mp4s) that are used to play video. Audio is allowed to auto-play only under specific conditions.

- **Forced countdown:** Forced countdowns to dismiss or skip ads (either interstitials or an expanded part of the ad) must not be used. The user should immediately have the option to "Close" or "Dismiss" the ad from the beginning of the ad experience.
- **Pages with high ad density:** Pages that have ads covering more than 30% of pixels are considered high ad density pages. Pages should have less than 30% ad density. An ad may sometimes have more than 30% of pixels in the user's viewport, but not more than 30% of pixels on the page. Such ads are allowed under the following guidance:
 - An ad is allowed to occupy more than 30% of the viewport at a time (for example, a 1:1 ad on mobile phone), but the combined ads on the overall page (as the user scrolls down) must not have more than 30% of pixels.
 - If an ad has more than 30% ad density of the viewport where it is to be shown, it must start with partial viewability (no more than 30% of height screen) on screen and gain full viewability as the user scrolls through the page.
- **Scroll-over or scrolling overlay:** These are ads that appear while scrolling and auto expand to cover the content or screen, ads that do not expand inline but overlay the content, or ads that expand against the user's scrolling direction.
- **Flashing animation:** Flashing animation has content with one or more of the following: high contrast colors, very bright colors, or fast moving images or content.
- **Audio:** Ads may not contain audio, except for user-initiated rich media ads, pre/post/midroll video, and audio channel ads conforming to or policy.

Accurate Ads

Ads should not be misleading, inaccurate, or deceitful.

Advertiser claims

Advertiser claims include but are not limited to: competitive claims, superlatives, offers, discounts, and pricing. This policy also covers unverified offers and claims that are either scientifically impossible or otherwise misleading to users.

- All advertising claims must be factually supportable.
- All discounts and offers must be up-to-date and match the content on your website.
- All advertised products, prices, offers, and discounts must be available on your site within two clicks away from your landing page (at most) or through a basic site search.

- Users must be able to perform the ad's call-to-action (if any) on the site within two clicks of the landing page.
- Any pricing information in ads must comply with local regulations around the inclusion of tax and other applicable charges.
- Ads may not advertise competitive content.

Relevant, Accurate, Clear

- Your ads and keywords must directly relate to the content on the landing page for your ad.
- Your ads cannot simulate email inbox notifications.
- Your ads may not resemble Windows, Unix, or Mac dialog boxes.
- Ads may not contain fake hyperlinks.
- Ads may not include misleading content.
- Brand in platform creative preview must match the brand being served upon impression.

Safety and Security

Advertising should be safe for all users. The following are prohibited:

- **Phishing**—"Phishing" is an attempt to obtain users' personal information by disguising a website to look like another website.
- **Sale of free items and official services**—Sale of items or services that are otherwise available for free is prohibited. We also do not allow the sale of government forms or services that are available for free or for a lower price on the official or government site.
- **Malware**—Malware, short for "malicious software," refers to any software specifically designed to harm a computer or the software it is running. Malware can steal sensitive information (like credit card numbers or passwords) or even send fake emails from a user's email account, often without the user's knowledge. Malware includes viruses, worms, spyware, and Trojan horses.
- **Compromised user safety**—Ads cannot make misleading claims ("get rich quick," for example) and must display relevant disclaimers or other information required by law.
- **Spam techniques**—Ad spam techniques (exploiting online advertising systems like AdWords for financial gain), affiliate spam techniques (conducting affiliate campaigns on AdWords in violation of the applicable affiliate program rules), and bulk marketing techniques (distributing spam to large audiences) are not allowed.

In addition, ads must not simulate fake interactivity or initiate downloads.

Restricted Products and Services

Advertising should comply with applicable laws and regulations. The following products and services are restricted:

- **Abortion:** No ads related to abortion that use violent language or gruesome imagery. Abortion-related services are allowed, depending on the country. Consult with your Account Manager for details.

- **Alcohol:** With certain geographic restrictions, we accept ads for alcohol branding or information, including the promotion of beer, wine, and spirits. Branding and informational ads include any advertisement that features an alcoholic beverage as the focus of the ad or the website. We accept branding and informational ads to target certain countries only, based on multiple factors including user experience and legal considerations. In many cases, pre-approval may be required from the supply-side platform in order to run ads that contain or depict alcohol, liquor, or spirits.

- **“Anti” and violence:** McElligott Digital Marketing does not allow the promotion of "anti" or violent concepts, such as the following:
 - Ad text advocating against an organization, person, or group of people.
 - Ads and associated websites advocating against a protected group. A protected group is distinguished by one of the following: race or ethnic origin, color, national origin, religion, disability, sex, age, veteran status, sexual orientation, or gender identity.
 - Attempts to revise history against the interests of a protected group.
 - The promotion of self-harm and violence against people or animals.
 - Any ads that link to Scientology content must clearly indicate that the website is related to the Church of Scientology. For example, the ads should refer to "Scientology," "Ron Hubbard," or "Dianetics."

- **Casinos and gambling:** Online gambling content, gambling-related products, and brick-and-mortar casino content is not allowed. Gambling-related content that is allowed includes:
 - Contests, sweepstakes, and raffles.
 - Sale of physical scratch cards.
 - Online scratch games run by state, national, or Indian nation governments.
 - Fantasy sports contests.
 - Physical gambling equipment.
 - National or state lotteries.

- **CBD:** Content promoting products containing cannabidiol (CBD) is permitted, but no health claims for the product can be made.

- **Cryptocurrency:** McElligott Digital Marketing does not allow the promotion or advertising of cryptocurrency or cryptocurrency-related products.

- **Endangered species:** McElligott Digital Marketing does not allow the promotion of products obtained from endangered or threatened species.
- **Fake documents:** McElligott Digital Marketing does not allow the promotion of fake documents such as fake IDs, fake passports, and fake invoices.
- **Financial services:** All advertisers, advertising products, and services related to financial services must do the following:
 - Operate in compliance with state and local regulations (for example, include specific disclosures required by local law).
 - Disclose associated fees.
 - Include links to third-party accreditation/endorsements where affiliation is implied, particularly when it serves to improve the reputation of the site. Examples include (but are not limited to) verification of government affiliation and third-party ratings.
 - Provide legitimate physical contact information for the business being promoted.
- **Fireworks:** McElligott Digital Marketing does not allow the promotion of fireworks and pyrotechnic devices.
- **Illegal drugs:** McElligott Digital Marketing does not allow the promotion of illegal drugs, legal or synthetic highs, herbal drugs, chemicals and compounds with psychoactive effects, drug paraphernalia, or aids to pass drug tests (this includes marijuana).
- **Illegal hacking:** McElligott Digital Marketing does not allow ads or websites that promote hacking by providing instructions or equipment to illegally access or tamper with software, servers, cell phones, or websites.
- **Illegal products and services:** McElligott Digital Marketing does not allow the advertising of illegal products and services.
- **Political advertising:** McElligott Digital Marketing believes that online advertising should help to power an open marketplace of ideas, including political advertising. Our goal is to best enable candidates to address the substantive issues that voters care about while protecting user privacy, curbing malicious activity, and inappropriate use of

targeting and data. This policy applies to any advertisement for a political candidate, ballot measure, or other election issue.

- Guidelines Applicable to all Political Advertising
 - McElligott Digital Marketing does not allow advertising for political candidates or parties where it is prohibited by law.
 - Political advertisers must comply with all applicable local, state, and national laws, rules, and regulations, including communications, campaign finance, “silence periods”, and any other election-related regulations.
 - McElligott Digital Marketing follows self-regulatory guidelines of industry organizations such as the DAA and expects advertisers to uphold these standards.
 - Political advertising campaigns must adhere to all other portions of McElligott Digital Marketing’s Ad Content Guidelines including our policies related to violence and derogation, accuracy in ads, and anti-solicitation of funds.
 - Political advertising campaigns must be categorized as “Law, Gov’t & Politics” in the “Industry Category” field (or any such successor category field) on our Platform with an accurate industry subcategory, if applicable.
- Guidelines Applicable to U.S. Political Advertising
 - McElligott Digital Marketing does not allow political advertising for state or local ballot measures and candidates in the State of Washington.
 - Political advertisers may only use data segments comprised solely of users residing in the U.S.
 - Any clients running political advertising campaigns must have been approved by McElligott Digital Marketing and agreed to McElligott Digital Marketing’s U.S. Political Advertising terms and conditions.
- Verification (U.S. Political Advertising)
 - McElligott Digital Marketing requires verification, including the entity paying for the ad.
Advertisers will be required to provide the following information:
 - For US federal elections, a valid Federal Election Commission ID (FEC ID).
 - For US state or local elections, a valid Employer Identification Number (EIN)
 - The advertiser’s address, which must match the address used in FEC submission.
- Targeting (U.S. Political Advertising)
 - McElligott Digital Marketing prohibits microtargeting for political advertising. Specifically, the size of an advertiser’s final audience, after applying all targeting qualifiers and refinements, must be larger than 5,000 targeted users for all elections.
 - McElligott Digital Marketing also prohibits the use of Dynamic Creative Optimization (DCO), a tactic where ad creative is customized

based on data available at the time of ad serving, or similar creative swapping techniques, for political advertising campaigns.

- Political advertisers must abide by the guidelines of our inventory partners. In addition, our inventory partners may have discretion regarding what ads run on their sites, apps, and channels.
- Third-party ad serving is restricted to ad servers that have been preapproved by McElligott Digital Marketing for political advertising campaigns.
 - Transparency (U.S. Political Advertising)
- Advertisers are responsible for including a “Paid for by” disclosure directly in all political ads, regardless of the ad format, along with any other disclosures required by law.
- McElligott Digital Marketing follows the self-regulatory guidelines of the DAA, including its Self-Regulatory Principles for Political Advertising. McElligott Digital Marketing facilitates the ability to place the DAA’s political icon on candidate political advertising creatives. This icon links to a disclosure page where the following information will be made available for public viewing:
 - Name of the paying entity (the advertiser)
 - Advertiser contact information
 - Name of the executive designated by the advertiser
 - Link to the DAA website page with access to state government and FEC databases
 - Any other information required by applicable federal or state law to be included in a disclaimer notice
 - McElligott Digital Marketing will also include links to fact-checking organizations on the disclosure page to give users the opportunity to research any claims made in the ad.
 - Violence
- Political advertising often involves the advocacy of one point-of-view, or policy position, over another. Candidates frequently produce ads that express disdain of or disagreement with the opponent’s policies or opinions. In doing so, those ads may include violent images or videos in an effort to make a point to voters about important issues like policy, public safety, or change. While such heated debates and imagery are part of an open democracy, McElligott Digital Marketing bans political ads that:
 - Incite, threaten, advocate, or call for acts of violence.
 - Promote or glorify acts of violence.
 - Advocate or claim that people from a specific race, ethnicity, nationality, disability, gender, sexual orientation, or immigration origin are a threat to the physical safety or health of others.
- Voter Suppression
- Political advertisers often represent the opinion of a certain candidate or party. As a politically neutral technology platform, McElligott Digital Marketing does not aim to determine the accuracy of the

opinions and claims made by politicians or groups in these ads. We do provide links to several independent fact-checking organizations directly to voters so they can verify these claims for themselves. McElligott Digital Marketing does, however, prohibit ads that are aimed primarily at suppressing voters or voting activity, or delegitimizing the election process.

- **Sexually-explicit content:** McElligott Digital Marketing does not allow ads that promote graphic depictions of sexual acts, promote content with underage or non-consensual sexual themes (including child sexual abuse content), or promote services that may be interpreted as providing sexual acts in exchange for compensation.
- **Solicitation of funds:** McElligott Digital Marketing does not allow the solicitation of funds (donations) unless they are for tax-exempt organizations.
- **Tobacco products:** McElligott Digital Marketing does not allow the promotion of most tobacco or tobacco-related products. The promotion of tobacco or tobacco-related products includes cigarettes, cigars, tobacco pipes, rolling papers, electronic cigarettes, and e-cigarette cartridges.
- **Traffic devices:** McElligott Digital Marketing does not allow the promotion of products that are designed to interfere with the enforcement of traffic laws. While radar detectors are allowed in most countries, radar jammers and other law evading products aren't allowed.
- **Underage:** McElligott Digital Marketing doesn't allow the promotion of underage-themed sexual content, including child sexual abuse imagery and non-consensual or illegal sexual content. We do not allow this content, even if it meets applicable legal restrictions around this kind of content.
- **Trademark, copyright, counterfeit:** All advertising, as well as the products and services being advertised, must clearly comply with all applicable laws and regulations related to trademark, copyright, and counterfeit goods.
- **Weapons:** McElligott Digital Marketing does not allow the promotion of weapons or devices designed to cause serious harm or injury to humans or for the purpose of hunting

animals. The promotion of weapons includes guns, gun parts or hardware, ammunition, bombs, knives, throwing stars, and brass knuckles.

Banned Characteristics

Landing pages featuring the following content may not run on McElligott Digital Marketing:

- Unbranded ads.
- Pornographic or highly suggestive content or images, nudity or suggestive content or images.
- Promoting adult products, including sex toys and sexual enhancers.
- Promoting adult-themed dating, escort services, “mail-order brides,” or similar services.
- Promoting online gambling.
- Sales of weapons or ammunition.
- Sale of tobacco.
- Peer-to-peer file sharing, torrents, or anything that facilitates or promotes copyright infringement.
- Incite, threaten, advocate, or call for acts of violence against any individual or group
- Extreme violence or incitement of hatred of any race, religion, creed, class, or ethnic group or of any individual or group.
- Hate content, including sites that advocate the superiority of a specific race or ethnic group.
- Promotion of illegal drugs or drug paraphernalia (including marijuana).
- Promotion of black-hat hacking, cracking, or warez.
- Any other content that is illegal, promotes illicit or harmful activity, or infringes on the rights of others. This includes sites that provide “how-to” information on bomb-making, lock-picking, and similar topics.
- Defamatory or libelous content.
- Distribution of viruses, malware install spyware, trojans, viruses, or other malware.
- Graphic or gratuitous depiction or glorification of the pain, torture, violence against humans or animals.
- Descriptions, depictions, or glorification of the pain, suffering, torture, violence or death of or against humans or animals.
- Sales or promotion of firearms, ammunition, bombs or other weapons, or related design materials.
- Automatic redirections of the user to a new page or app; pop-ups on a webpage upon banner open or upon page exit.
- Anything misleading or containing content that is not reflective of what the user will find on the clickthrough URL.