

All creatives trafficked into the Adtegrity.com network must meet the following requirements.

GENERAL STANDARDS:

- Sponsor of the advertising message must be clearly identified
- Advertiser's landing page must match the offer being made in the advertisement
- An ordinary person must be able to make an informed decision from the offers in the ad
- It is the advertiser's responsibility to ensure that all product claims, warranties, guarantees or other assurances comply with applicable laws & regulations

CREATIVE CANNOT:

- Use "bait and switch" tactics, e.g. advertising that promotes an unavailable product or price as a means of luring the user into purchasing a different product.
- Resemble error messages or Windows/Mac/Unix dialogue boxes
- Resemble Windows Task Bar
- Resemble Outlook
- Prompt a download
- Spawn a pop up/under without user click
- Spawn a pop up/under upon page exit

SUBJECTIVE CONTENT

- All ringtone/cell phone offers must disclose the details of the service, particularly when the offer requires a subscription
- Expandable ads must open only when the user interacts with the ad unit and provide a clear way to close the expansion

ADS FOR PROMOTIONS (contests, sweepstakes, special offers):

- Creative CANNOT imply that the promotion is approved or endorsed by any government or quasi-government entity
- MUST offer a fair opportunity for all entrants to win
- Chance based promotions MUST clearly disclose that no purchase is necessary
- CANNOT claim "everyone wins", or suggest that user was specially selected to receive a prize
- CANNOT suggest that a payment by the winner is necessary to claim a prize (except for applicable taxes)

The use of the word "Free" in any ad MUST fully comply with all state and federal guidelines, and disclose all material terms and conditions to obtain the free item; in particular, ad units which claim to offer "free gifts" which in fact require the user to sign up for one or more offers, trial subscriptions, etc., must disclose how many offers the user must complete before receiving the gift. Specific disclosure may occur on the landing page so long as the creative unit stipulates "participation required".

ADTEGRITY.COM WILL NOT BE ACCEPTING ADS IN THE FOLLOWING CATEGORIES:

- Adult products (films, magazines, websites, toys, etc.)
- drugs
- tobacco products
- firearms
- ammunition
- fireworks
- known spyware

All ad units are subject to approval prior to going live on the Adtegrity.com network. Adtegrity.com reserves the right to reject any ad at its own discretion.



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Advertising