

- Focus on fetishes and fetish communities
 - Services that discriminate or exclude based on race, religion, political affiliation, sexual orientation, gender, class, or health status
- Sign Up (<http://ads.reddit.com/>)
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Financial/Cryptocurrency Products and Services

Principle: Reddit is dedicated to running ads for financial products and services, including products and services related to decentralized finance and cryptocurrencies, that are transparent, legitimate, and compliant with applicable regulations and legal frameworks. All advertisers of these products and services on Reddit must be vetted and, when required by law, licensed and approved by the appropriate regulatory authority.

Policy: Reddit restricts ads related to financial products and services, including products and services related to decentralized finance and cryptocurrencies. In addition to complying with this policy, all advertisers must also comply with all applicable and local laws, rules, regulations, licensing requirements, and industry standards.

Ads may be subject to pre-approval, and advertisers may be requested to provide additional information and documentation to confirm the legitimacy of the products and services being offered by them at Reddit's sole discretion. In addition, some products and services under this policy require direct management from a Reddit Sales Representative.

To contact Reddit Sales, please click [here \(https://www.redditinc.com/advertising/best-practices#managed-services\)](https://www.redditinc.com/advertising/best-practices#managed-services).

Restricted Financial/Crypto Products and Services

Advertisers with proper licensing and registration from applicable government agencies and regulators are permitted to run ads for financial products and services, including products and services related to decentralized finance and cryptocurrencies. These products and services may include:

- Traditional banking products and services
- Financial planning and investment advice, including when given by professional advisors or through tax-filing services, budgeting apps, or other personal finance tools
- Mortgages, car, student, and other personal loans, and other loans and lending products
- Home, car, personal, and other insurance policies
- Contracts for difference, forex trading, and spread betting
- Payment processing and money transmission, including through crypto wallets
- Credit and debit cards, including crypto debit and credit cards
- Exchanges, crowdfunding portals, broker-dealers, and other types of trading platforms, including crypto exchanges
- Non-fungible tokens (NFTs) and NFT marketplaces
- Financial/crypto educational or business resources, including employment opportunities
- Networking/professional events about financial/crypto products or services

All advertisers promoting decentralized financial and crypto products and services, must be pre-approved and work directly with a Reddit Sales Representative.

Advertising for these products and services is subject to the restrictions listed in this policy, industry advertising standards, and relevant local laws, and is only available in certain countries.

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Prohibited Financial/Crypto Products and Services

Ads for the following financial/crypto products and services are never allowed on Reddit:

- Single securities, stocks, bonds, and other types of individual and tradable financial assets
- Single tokens, coins, cryptocurrencies, and other types of individual and tradable crypto assets, including ads for ICOs, IDOs, and other types of token sales
- Penny stocks
- Unlicensed or uninsured banks or fintechs that provide bank-like products or services
- Debt-assistance and debt-collection programs
- Payday loans or predatory lending
- Crypto loans
- Get-rich-quick and pyramid schemes, multi-level-marketing programs, and celebrity endorsements
- Staking or liquidity pools, mixers, and tumblers
- Non-hardware crypto mining products and services
- Bail and bearer bonds
- Trading bots

Ads for financial/crypto products and services offered by decentralized autonomous organizations (DAOs) without any centralized legal entity providing the products and services are also prohibited on Reddit.

Creative and Ad Targeting Prohibitions

Ads for financial/crypto products and services must never:

- Make unrealistic, exaggerated, or unsubstantiated claims
- Mention offering of high-margin trading facilities, e.g., offering "50x" or "100x" leverage
- Make or imply guarantees, e.g., suggesting a particular investment will make you rich
- Target minors, protected classes, or related subreddits
- Target audiences using Zip Code or Gender, in addition to Reddit's [Targeting Guidelines \(https://reddit.my.site.com/helpcenter/s/article/Reddit-Advertising-Policy-Targeting-Guidelines\)](https://reddit.my.site.com/helpcenter/s/article/Reddit-Advertising-Policy-Targeting-Guidelines).
- Be served inside any country where the advertiser is not legally able to offer the advertised product or service
- Encourage investment in one particular coin, token, NFT, or crypto product specifically, in such a way that attempts to artificially pump volume into that particular product or otherwise engages in "pump and dump" activities
- Suggest or imply that the advertiser is regulated or associated with a particular regulator when this is not the case