Ad Mandala Publisher Terms & Conditions

Last updated: [7 Feb 2026]

These Publisher Terms & Conditions ("Terms") govern the relationship between Ad Mandala ("Ad Mandala", "we", "us", "our") and any publisher, website owner, application owner, CTV operator, or supply partner ("Publisher", "you", "your") participating in the Ad Mandala monetization platform.

By registering, integrating, or sending traffic to Ad Mandala, you agree to be bound by these Terms.

1. Definitions

• Inventory: Advertising placements made available by the Publisher.

• Impressions: Valid ad views delivered to end users.

• CPM: Cost per one thousand (1,000) valid impressions.

• Invalid Traffic (IVT): Any non-human, fraudulent, incentivized, manipulated, or artificial traffic.

• Net Revenue: Revenue earned by Publisher after deductions defined in these Terms.

2. Eligibility & Approval

2.1 Publishers must submit accurate, complete, and truthful information during registration.

2.2 All inventory, traffic sources, formats, and verticals (including adult content) are subject to manual and/or automated approval by Ad Mandala.

2.3 Ad Mandala reserves the right to approve, reject, suspend, or revoke access to any Publisher or inventory at its sole discretion.

3. Traffic Quality & Compliance

3.1 Publishers must provide genuine, human, organic traffic only.

3.2 The following are strictly prohibited and constitute material breach:

• Bot traffic

• Auto-clicking or auto-refreshing

• Click farming or impression farming

• Junk traffic

• Proxy, VPN, emulated, or robotic traffic

• Misrepresented traffic sources or content

• Hidden ads, forced ads, misleading placements

3.3 Misrepresentation of content, inventory, or traffic sources may result in immediate unilateral termination.

3.4 In case of suspected Invalid Traffic:

• Ad Mandala may pause traffic, earnings, and payments immediately

• Earnings may be withheld pending final investigation

• Confirmed fraud will result in forfeiture of unpaid balances

4. Payment Model & Revenue Calculation

4.1 Payments are calculated on a CPM basis.

CPM Formula:

Publisher Earnings = (Valid Impressions ÷ 1,000) × Agreed CPM Rate

4.2 Only validated impressions approved by Ad Mandala's internal systems are payable.

4.3 Ad Mandala's reporting dashboard shall be the sole reference for impression counts and revenue.

5. Payment Terms

5.1 Payment Cycle

• Net 30 days from the end of the calendar month

• Payment issued against a valid online invoice

5.2 Minimum Payout Threshold

• USD $50

5.3 Payment Methods

• Bank Transfer

• Cryptocurrency (USDT – ERC20 only)

5.4 Crypto Payment Conditions

• Publisher must use a private, self-custody wallet

• Centralized exchange wallets are strictly prohibited

• Ad Mandala bears no responsibility for incorrect wallet details

5.5 Fees

• Any international transfer, banking, or transaction charges will be deducted from the payable amount

6. Taxes

6.1 Publisher is solely responsible for:

• All applicable taxes

• VAT, GST, withholding tax, or similar levies

• Reporting obligations in their jurisdiction

6.2 Ad Mandala will make payments exclusive of taxes, unless legally required otherwise.

7. Termination & Suspension

7.1 Ad Mandala reserves the unilateral right to:

• Suspend traffic

• Terminate Publisher accounts

• Disable inventory

• Withhold payments in case of breach, fraud, or quality violations

7.2 Termination may occur without prior notice.

7.3 Upon termination:

• Invalid or disputed earnings may be forfeited

• Legitimate balances (if any) may be settled after investigation

8. Quality Standards

8.1 Ad Mandala maintains strict industry quality benchmarks.

8.2 Inventory that is:

• Low viewability

• High IVT

• Non-compliant with advertiser policies

• Harmful to platform reputation

may be disabled or removed at Ad Mandala's discretion.

9. Reporting & Disputes

9.1 Ad Mandala provides a ticketing system for support and disputes.

9.2 Guaranteed response time: within 48 hours (business days).

9.3 Disputes must be raised within 7 days of report publication. Older claims may not be reviewed.

10. Intellectual Property

10.1 Ad Mandala retains all rights to:

• Platform technology

• Reporting systems

• Algorithms

• Branding and materials

10.2 Publisher grants Ad Mandala the right to:

• Scan, analyze, and monitor traffic and inventory

• Share necessary data with demand partners for compliance and billing

11. Limitation of Liability

11.1 Ad Mandala shall not be liable for:

• Indirect or consequential damages

• Loss of revenue, reputation, or data

• Demand-side fluctuations or advertiser decisions

11.2 Ad Mandala's total liability shall not exceed the net payable amount owed to the Publisher for the relevant period.

12. Governing Law & Jurisdiction

These Terms shall be governed by and construed in accordance with the laws of India.

Courts located in India shall have exclusive jurisdiction.

13. Amendments

Ad Mandala reserves the right to modify these Terms at any time without prior notice.

Continued use of the platform constitutes acceptance of updated Terms.