

Online policies vary and restrictions may apply depending on the product or services being promoted and the geographic location being targeted. The following categories are considered restricted due to content that may be considered legally or culturally sensitive. The promotion of products and/or services in these categories is allowed, but on a limited basis and under certain guidelines. These policies are reviewed regularly and are subject to change.

Restricted Categories



Alcohol

- Ad must be targeted to those over the legal drinking age.
- Ad must follow all applicable laws and industry standards for any location you are targeting.
- Creative cannot show alcohol consumption in conjunction with the operation of vehicles of any kind.
- Creative cannot imply that drinking alcohol will improve health or provide any therapeutic benefits.
- Ad cannot imply that drinking alcohol will improve a person's social or professional standing.



Adult-Oriented

- Examples: adult entertainment, adult merchandise, dating sites, plastic surgery.
- Creative cannot contain sexually explicit text, image, audio or video.



Gambling – [Additional Guidelines On Page 3](#)

- Ad must follow all applicable laws and industry standards for any location you are targeting.
- Campaign must meet local licensing requirements for products and services you are promoting.
- Landing page must include copy about responsible gaming.



Healthcare/Medicine

- Examples: OTC & prescription medicine, online/offline pharmacies, pregnancy/fertility services, medical services/devices, clinical trial recruitment and sexual enhancement treatments.
- Specific restrictions may apply depending on the product or service and the location you are targeting.
- PROHIBITED – misleading pharmaceuticals and supplements.
- Promotions for clinical trial recruitment may not promote prescription drugs, create misleading expectations, or state product being tested is safe.
- Creative cannot include any name brands.



Cannabis – [Additional Guidelines On Page 2](#)

- Medical marijuana ads are accepted as long as they are in accordance with company's creative policies, pending publisher approval. We do not run any type of medical marijuana ads in states that have not legalized medical marijuana.



Payday Loans

- Ads for payday loans that meet the following criteria will be banned:
- Creative for loans where repayment is due within 60 days of the date of issue.
- Creative for loans with an APR of 36% or higher.

Prohibited Categories



Guns/Weapons/Explosives

- Products that are designed to explode or instructional materials.
- Any functional device that discharges a projectile at high velocity, including for sports or self-defense or the promotion of parts or components necessary to the function of a weapon.
- Other weapons including knives, throwing axes, switchblades, pepper spray etc.



Tobacco

- Any products containing tobacco, products that form a component of a tobacco product (pipes, filters) and products designed to simulate tobacco smoking (herbal/electronic cigarettes, vaping, hookahs etc.).

General Guidelines

- Campaigns will run on a conditional basis. Exchanges and publishers have the final approval. We cannot guarantee delivery.
- Geo and demographic targeting may be limited. By default, we target Adults 18+ (21+ for alcohol-related products and services)
- The creative and the landing page URL must be approved by our team.

Updated on Aug 1, 2022

Marijuana is a controlled substance that is illegal under federal law, therefore, we do not accept advertising from businesses in territories where legalization has not occurred.

What to Expect

Given the nuances associated with marijuana, CBD and hemp, cannabis related advertising is subject to additional review steps and restrictions. Please read carefully.

Medical Marijuana/CBD/Hemp Advertising Guidelines



Medical Marijuana

Medical marijuana ads are accepted as long as they are in accordance with our company's creative policies. We do not run any type of medical marijuana ads in states that have not legalized medical marijuana.



Advertiser Liability

Our company acts as an empowerment platform. Advertisers of hemp and CBD products are required to ensure their product and advertising creative complies with all laws and regulations in the state(s) the ad is running. This is expected in addition to our standard terms and conditions.



Media Costs

OTT, display and video ad inventory accessed for medical marijuana, hemp and CBD campaigns can incur a higher average CPM due to the limitations of inventory sources accepting of this category of advertising.



Performance

KPIs like CTR and VCR may be impacted by the limited inventory mix of sources that accept this type of advertising because there is less inventory to optimize against.



State Law Compliance

We require that all creative and landing pages comply with all state laws where the ad will serve and potentially be directed through. You are responsible for familiarizing yourself with state laws. We are not responsible for verifying state laws prior to enabling execution of any digital campaigns.



Publisher Review

All creatives are required to be reviewed and approved by publishers. This review process ranges from approximately 48 to 72 hours dependent on the publisher. Publishers reserve the right to reject an ad or campaign at any time. We have no authority to overrule their decision.



Targeting Restrictions

We do not provide any additional targeting beyond geotargeting at the DMA level for standard orders. Other targeting tactics can potentially be applied to custom campaigns, but are subject to feasibility and approval.



OTT Ad Creative Guidelines

We cannot accept OTT ad creative that directs users to dispensaries or blatantly shows cannabis products or paraphernalia usage. Messaging cannot direct users to buy or purchase a cannabis product. Generic branding is acceptable.



Map Resource: Marijuana Legalization and Advertising Restrictions in the United States

Review current marijuana legalization restrictions according to the IAB: <https://bit.ly/IAB-CBD>

Updated on Aug 1, 2022

Advertising for legitimate state-run lotteries is acceptable. A “lottery” is defined as a promotion in which all elements of consideration, chance and prize are present.

Gambling, Sports Betting, Casinos And Lottery



Lottery Targeting Requirements



Gambling

- Ads must target people above the age of 18 years old who are in the jurisdiction that controls the lottery commission. For example, the New York lottery can only advertise or sponsor in the state of New York.
- Websites must not include or link to online gambling opportunities or online gaming sites that leverage gambling-like behavior.



Targeting

- Ads for offline gambling establishments must be in context of the area(s) in which they are promoted (e.g., promoted by locale or within the context of vacationing or traveling).
- Advertising must not misrepresent or glorify the benefits of gambling or encourage people to play beyond their means.
- Advertising may not imply or suggest that gambling is a viable alternative to employment or financial investments, a way to recover from financial losses or that skills may affect the outcome of a game of chances.
- Information on the odds of winning and prize amounts must be described accurately and must not be misrepresented. Advertisers may not present winning as the most probable outcome of the game, nor misrepresent a person's chance of winning a prize.
- Ads may not include or link to unlawful online gambling opportunities or online gaming sites that leverage gambling-like behavior.
- All creative is subject to review and approval; publishers may audit creative at any time.

Resource: U.S. Gambling Laws and Online Regulation

Review current U.S. gaming regulations for local, state and federal entities:

<https://bit.ly/US-Gambling-Laws>

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