

Getting Started

Created at July 20, 2024 by Maliha Moloo

Original content found at tatari.helpjuice.com

Table of Contents

1. Technical Integration

1. Instrumentation Overview
2. Proper Marketing Campaign Tagging to Effectively Measure Linear TV Response

3. Tatari Tag Manager Setup

1. Setting up Tatari Tag Manager with Google Tag Manager
2. Setting Up Tatari Tag Manager with Shopify
3. FAQs: Setting Up Tatari Tag Manager
4. Tracking the Tatari ID on your website
5. Getting Started with ROAS (for websites)

4. Mobile Measurement Integration

1. Video: Integrating with Adjust
2. Video: Integrating with AppsFlyer
3. Server-to-Server Mobile Data Ingestion

5. S3 Data Reports

1. Overview: S3 Data Reports
2. S3 Report Table of Contents
3. v2 Update to Files in Your Tatari S3 Bucket
4. FAQs: S3 Data Reports

5. Instructions for Set Up

1. How to Set Up a Policy
2. Video: Accessing Tatari's S3 Bucket
3. Video: How to Create an AWS Account to Access Tatari's S3 Bucket

6. S3 Data: Available Files

1. Linear Spend and Impressions Metrics
2. Linear Spot-Level Metrics
3. Streaming Spend and Impressions Metrics
4. Streaming Publisher-Level Metrics
5. Streaming User Attribution Metrics (for websites)
6. Streaming User Attribution Metrics (for apps)

6. Ingesting Data Into 3rd Party Tools

1. Ingesting TV Response Data into Your Own S3 Bucket

2. Integrate Tatari TV Response Data with Rockerbox

3. Ingesting TV Response Data into Snowflake

4. Sample Scripts

1. Sample Ingestion Script for Linear Spot-Level Metrics Report
2. Sample Ingestion Script for Linear Spend and Impressions Report
3. Sample Ingestion Script for Streaming User Attribution Report (for websites)
4. Sample Ingestion Script for Streaming User Attribution Report (for apps)
5. Sample Ingestion Script for Streaming Publisher-Level Metrics Report
6. Sample Ingestion Script for Streaming Spend and Impressions Report

2. Creative Best Practices

3. Navigating The Platform

1. Video: A Walk-Through of The Tatari Platform Navigation
2. Video: Dashboard Conversions Chart Overview

3. Platform FAQs

1. FAQs: Date Picker and Stat Headers
4. Filtering Dashboard Data by Media Strategy
5. Navigating Your Reports
6. Invoices
7. Navigating Your New Media Plan Layout

4. Creative Management

1. Creative Library

1. Creative Library Guide
2. Creative Library FAQs

2. Standards and Practices Guidelines

1. Stitched Creatives
2. Alcohol - Advertiser Guidelines
3. Accepted Creative Lengths
4. Gambling - Advertiser Guidelines
5. Weight Loss Products - Advertiser Guidelines
6. General Network Guidelines
7. Ingestibles - Advertiser Guidelines
8. Crypto Currency - Advertiser Guidelines
9. CBD/THC - Advertiser Guidelines

3. S&P Creative Guidelines

1. Common Network/Publisher Concerns for Retail Stores
2. Common Network/Publisher Concerns for Schools
3. Common Network/Publisher Concerns for Security Systems & Home Safety
4. Common Network/Publisher Concerns for Shaving Products
5. Common Network/Publisher Concerns for Shippers and Movers
6. Common Network/Publisher Concerns for Soaps & Cleansers (Face & Body)
7. Common Network/Publisher Concerns for Social/Dating/Chat/Text Chat

8. Common Network/Publisher Concerns for Sporting Goods/Fitness
9. Common Network/Publisher Concerns for Toys and Games
10. Common Network/Publisher Concerns for Travel and Transportation
11. Common Network/Publisher Concerns for Video Games
12. Common Network/Publisher Concerns for Weapons
13. Common Network/Publisher Concerns for Web-Only Products, Apps, Services & Sites
14. Common Network/Publisher Concerns for Insurance – Health & Life
15. Common Network/Publisher Concerns for Automobiles / Gas
16. Common Network/Publisher Concerns for Baby Products
17. Common Network/Publisher Concerns for Candy/Food/Snacks
18. Common Network/Publisher Concerns for Cleaning and Laundry Products
19. Common Network/Publisher Concerns for Clothing/Apparel/Footwear
20. Common Network/Publisher Concerns for Computer Products/Companies/Services
21. Common Network/Publisher Concerns for Corporate/Businesses/Organizations
22. Common Network/Publisher Concerns for Cosmetics
23. Common Network/Publisher Concerns for Deodorants
24. Common Network/Publisher Concerns for Electronics
25. Common Network/Publisher Concerns for Energy & Power
26. Common Network/Publisher Concerns for Financial
27. Common Network/Publisher Concerns for Food Delivery Services
28. Common Network/Publisher Concerns for Hair Care
29. Common Network/Publisher Concerns for Hardware/Housewares/Home/Garden
30. Common Network/Publisher Concerns for Hospitals
31. Common Network/Publisher Concerns for Household Products and Appliances
32. Common Network/Publisher Concerns for Insurance – Car & Home
33. Common Network/Publisher Concerns for Jewelry
34. Common Network/Publisher Concerns for Miscellaneous
35. Common Network/Publisher Concerns for Movies
36. Common Network/Publisher Concerns for Moving & Storage
37. Common Network/Publisher Concerns for Music
38. Common Network/Publisher Concerns for Alcohol
39. Common Network/Publisher Concerns for Beverages
40. Common Network/Publisher Concerns for Blockchain/Crypto/NFTs
41. Common Network/Publisher Concerns for Casinos/Fantasy Sports/Sports Betting/Gambling
42. Common Network/Publisher Concerns for CBD/THC
43. Common Network/Publisher Concerns for Competitive - Streaming
44. Common Network/Publisher Concerns for Dietary & Nutritional Supplements/Vitamins
45. Common Network/Publisher Concerns for Eye & Ear Care
46. Common Network/Publisher Concerns for Fragrances
47. Common Network/Publisher Concerns for Genealogy Services
48. Common Network/Publisher Concerns for Lingerie
49. Common Network/Publisher Concerns for Medical Devices and Supplies
50. Common Network/Publisher Concerns for Oral Hygiene/Dental
51. Common Network/Publisher Concerns for Over the Counter Medications

52. Common Network/Publisher Concerns for Political Products
53. Common Network/Publisher Concerns for Prescription Medications
54. Common Network/Publisher Concerns for Religious Products
55. Common Network/Publisher Concerns for Skincare
56. Common Network/Publisher Concerns for Weight Loss
57. Common Network/Publisher Concerns for Office Supplies
58. Common Network/Publisher Concerns for Personal Care Products
59. Common Network/Publisher Concerns for Pet Food/Pet Care
60. Common Network/Publisher Concerns for Phone & Communication
61. Common Network/Publisher Concerns for Photography
62. Common Network/Publisher Concerns for Plasticware/Paper Products
63. Common Network/Publisher Concerns for Professional Advertising
64. Common Network/Publisher Concerns for Publications
65. Common Network/Publisher Concerns for Real Estate
66. Common Network/Publisher Concerns for Research
67. Common Network/Publisher Concerns for Restaurants
68. Common Network/Publisher Concerns for Restaurant Delivery Services
69. Common Network/Publisher Concerns for Adult Materials

Instrumentation Overview

Written by Caitlin Mermelstein | Last published at: June 27, 2024

In order for Tatari to capture performance accurately, we need to capture web or mobile traffic information. Listed below are a few ways that we're able to do that.

Read through the chart below to learn more about the requirements and benefits of setting up Google Analytics and Tatari Tag Manager in your dashboard.

	Web	Mobile
Upper funnel (e.g. web visitors, app installs)	<p>We track your unique website visitors using our pixel, Tatari Tag Manager, that you install across all web pages. However, it's also encouraged to integrate with Google Analytics data so we can tune our understanding of your website traffic.</p> <p>For all clients, you can use our fully automated integration with GA4 in your Tatari dashboard > Integrations > Google Analytics.</p>	<p>We're fully integrated with AppsFlyer, Adjust, Branch, Kochava, and Singular.</p> <p>You can set this up directly in the partner console (e.g. AppsFlyer). Instructions are in your Tatari dashboard > Integrations > Mobile Installs.</p>
Lower funnel (e.g. sales, subscriptions, etc.)	<p>We track conversion events with our pixel, Tatari Tag Manager, that you install across all web pages. This tells us who took action as a result of seeing your ad.</p> <p>You can set this up in your Tatari dashboard > Integrations > Tatari Tag Manager.</p>	<p>We will use any of the lower-funnel events you have preset in your mobile attribution partner (see the companies listed above).</p>

Do you use Google Analytics?

In June 2023, Google is deprecating their Universal Analytics product in favor of their new GA4 product. Though Tatari and its partners use the Tatari Tag Manager as the primary method of event tracking, it is still advantageous to provide Tatari with access to GA4. By providing Tatari access to GA4, you will be

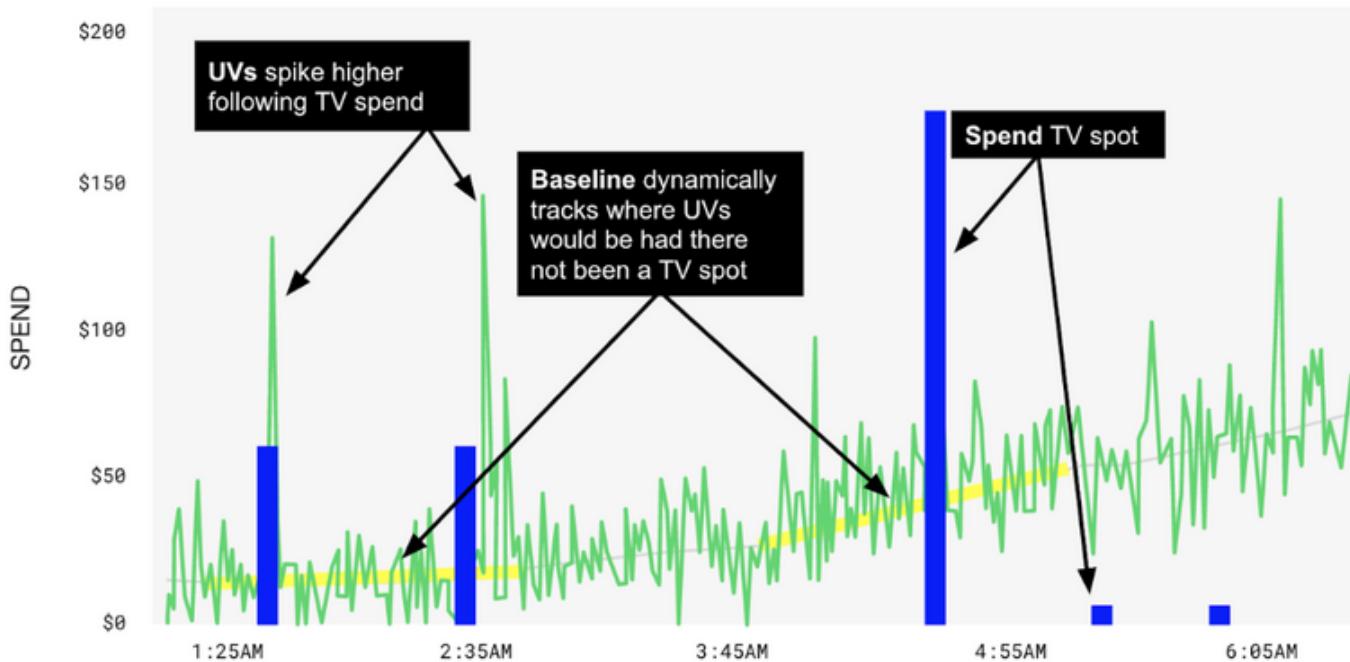
able to increase Tatari's visibility to ensure data accuracy and decrease unnecessary touch points for QA.

In order to QA, we typically access data including: breakdown of sessions by campaign, source, medium, referrer, country, landing page plus query string and page path on an hourly level, hourly or daily sessions, hourly screen pageviews, pageview per user, event count per user, conversions, conversion rate, and other similar data.

Proper Marketing Campaign Tagging to Effectively Measure Linear TV Response

Written by Caitlin Mermelstein | Last published at: September 28, 2022

At Tatari, we measure linear incrementality by looking at traffic lift over a dynamically updating baseline.



A dynamic baseline adapts to your website traffic throughout the day to isolate what traffic would have been in the absence of the specific TV spot. While our proprietary baseline methodology helps ensure integrity and accurate measurement, we may see anomalous traffic—or unnatural peaks and dips in the traffic that was not driven by TV ads.

We track and constantly monitor website traffic from Tatari Tag Manager (for new clients launching campaigns as of 4/5/21) or Google Analytics (for new clients launching campaigns prior to 4/5/21), including looking at traffic from other non-TV-driven sources through your [UTM parameters](#). UTM parameters are unique tags that you add to marketing campaign URLs that tell us the source, medium, and campaign type.

Example client URL with UTM tracking: www.acme.com/landing-page/?utm_source=twitter&utm_medium=organic&utm_campaign=display

Therefore it is critical that marketing campaigns are tagged consistently and accurately before starting your Tatari advertising campaign so we can evaluate each dataset and filter if necessary.
Note: Please do not filter out your own traffic.

We may also filter out other URL components that can help provide granularity and accuracy for Google display campaigns making them visible and separate from paid search advertising (SEM) campaigns.

For traffic that can't be tagged and that delivers a spike in visits—such as traffic from earned media like an on-air TV talk show mention or an influencer marketing program that gains virality—we will dead zone it, or remove it from our calculations.

How to effectively tag your marketing campaigns

We suggest using the following tags in every digital marketing campaign URL:

- utm_source: facebook, google, youtube, affiliates, instagram, snapchat
- utm_medium: email, podcast, referrals, social, sms, cpc
- utm_campaign: discovery, display

We typically see Google ad traffic where utm_source=google and utm_medium=cpc. google / cpc traffic also contains some TV response so we can't filter all of it. In these scenarios, it's important to make sure the utm_campaign is tagged.

Please be sure to inform your Tatari Client Services Manager as you launch new marketing campaigns to ensure we're continuously providing the most accurate results.

Setting up Tatari Tag Manager with Google Tag Manager

Written by Caitlin Mermelstein | Last published at: December 20, 2022

Tatari Tag Manager (TTM) is a pixel that tracks your unique website visitors and tells us who took action as a result of seeing your TV ad. It's required to install before you begin your TV advertising campaigns.

If your website is *not* hosted on [Shopify](#), an easy way to install the pixel across your website is through Google Tag Manager (GTM).

Watch this short video below to learn how.

Embedded content from https://player.vimeo.com/video/534633473?app_id=122963

Important: If any of your web or landing pages live outside of GTM, please manually add the pixel snippet to those pages. You can find instructions in your Tatari dashboard > Integrations > Tatari Tag Manager > Set up manually.

Setting Up Tatari Tag Manager with Shopify

Written by Caitlin Mermelstein | Last published at: September 28, 2022

This article contains the following:

- [Overview](#)
- [Installation](#)
- [Troubleshooting](#)

Overview

If your website or any web pages are hosted on Shopify, you can easily install Tatari Tag Manager across your website in one click so we can accurately measure your TV campaigns.

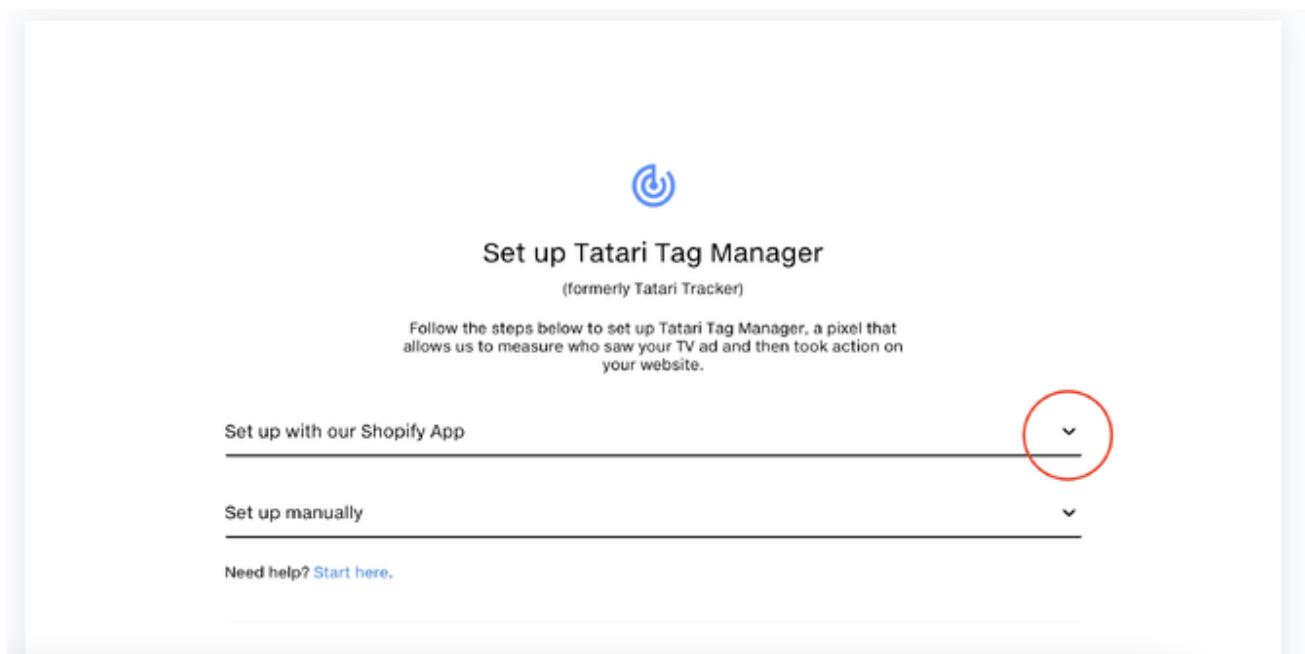
Tatari Tag Manager is a pixel that tells us who visited your website and what actions they took as a result of seeing your TV ad. It's required to install before you begin your TV advertising campaigns.

Installation

Watch how to set up the integration in this video or follow the steps below.

Embedded content from https://player.vimeo.com/video/542397747?app_id=122963

Select the "Setup with our Shopify App" dropdown and follow the installation steps.



Step one "Pixel Setup" is required.

If your website is hosted on Shopify, follow the steps below to install the pixel.

1. Pixel Setup

We highly recommend completing steps two and three: User Tracking and Conversion Event Tracking respectively. With the Shopify integration, we automatically pull in purchase events and customer IDs however to better attribute users and track other performance metrics, you can send IDs for those who have visited your website but *haven't purchased yet*, as well as custom events, such as add to cart, signup, registration, etc.

After completing the steps above, check the bottom of your dashboard setup page in a few hours to verify your events are coming in as expected.



If you have any web or landing pages not hosted on Shopify, please follow the manual setup to add Tatari Tag Manager, user tracking, and conversion event tracking (all required).

A screenshot of a web page titled 'Set up Tatari Tag Manager' (formerly Tatari Tracker). The page features a blue circular logo with a white play button symbol. Below the title, there is a brief description: 'Follow the steps below to set up Tatari Tag Manager, a pixel that allows us to measure who saw your TV ad and then took action on your website.' There are two main setup options: 'Set up with our Shopify App' and 'Set up manually'. The 'Set up manually' option is highlighted with a red border. At the bottom of the page, there is a link 'Need help? Start here.' with a small question mark icon.

Troubleshooting

Error after installing the pixel

If you see this screen after installing Tatari Tag Manager (pixel), your browser is blocking third-party cookies that are required to set up our pixel on Shopify.

It looks like you have blocked third-party cookies and we can't authenticate you.
How to fix it? 

- Try refreshing this page in your browser
- Try to access our app in a different browser
- Allow third-party cookies in your browser

To remedy this issue, you can either use a browser that allows third-party cookies or enable third-party cookies on your current browser. Enabling cookies is only required for the initial setup of our pixel. Once setup is complete, you can block third-party cookies again.

In Chrome, this can be done at Chrome → Preferences → Privacy and security → Cookies and other site data → Allow all cookies.

FAQs: Setting Up Tatari Tag Manager

Written by Caitlin Mermelstein | Last published at: December 19, 2022

What is Tatari Tag Manager (TTM)?

Tatari Tag Manager is an update to the previous pixel version, Tatari Tracker. It has the same functionality (i.e. it allows us to attribute who saw your TV ad and then visited or took action on your website) but additionally it enables us to attach third-party pixels (with your permission) that are important for future programmatic buying or retargeting campaigns.

For new client onboarding

I'm new to Tatari. How do I get started?

Please follow the steps [here](#).

What if I don't have a user ID?

The Tatari library will assign a unique Tatari (session) ID to each of your website visitors, which is stored as a cookie and will persist across sessions. You can access the Tatari ID we have assigned to a user at any time. We set the sessionId as a cookie with the browser maximum lifetime (usually 7 days).

How do I verify the pixel snippet is loading correctly?

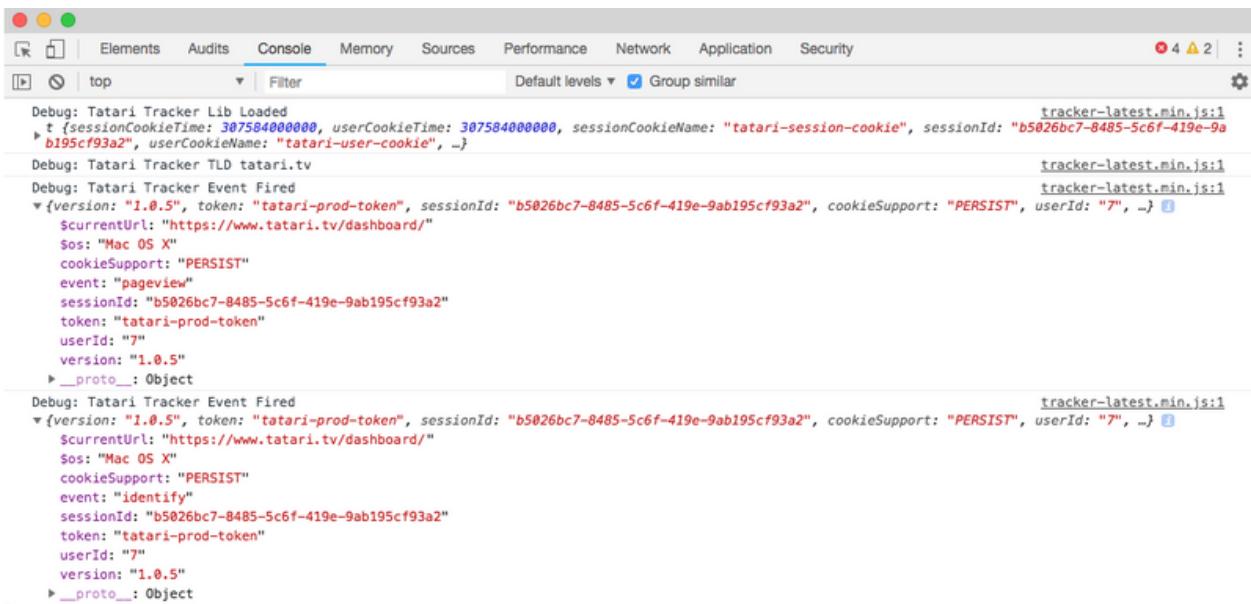
Navigate to a page where the snippet should be loaded.

- **Chrome:** Open [Chrome's Developer Tools](#) and navigate to the Elements panel.
- **Safari:** Open [Safari's Web Inspector](#) and navigate to the Elements panel.
- **Firefox:** Open [Firefox's Web Inspector](#) and navigate to the Inspector panel.
- **Internet Explorer:** Open [Internet Explorer's Developer Tools](#) and navigate to the HTML panel.
- **Microsoft Edge:** Open [Edge's Developer Tools](#) and navigate to the Elements panel.

Expand the <head> or <body> tag to identify a <script> that contains the contents of the snippet.

How do I verify the tracking calls are triggering correctly?

After verifying that the snippet is loaded correctly, you can also enable debug mode on the tracker to verify the tracking calls are triggering correctly. In the same browser console, type `tatari.enableDebug()`. This will enable debug mode for 24 hours, and every time an event is sent (pageviews, identify, and custom events) it will log them to the browser console like this:



The screenshot shows the Chrome Developer Tools with the 'Console' tab selected. The console output displays several log messages from the Tatari Tracker library. The messages are color-coded in red and black. Red text indicates session cookie information (sessionCookieTime, sessionCookieName, sessionId) and event details (version, token, cookieSupport, event). Black text provides context like current URL, OS, and user ID. The logs show two events: 'Tracker Lib Loaded' and 'Tracker Event Fired'. The 'Event Fired' log includes detailed information about the event type ('identify'), session ID, token, cookie support, and user ID.

```
Debug: Tatari Tracker Lib Loaded
t {sessionCookieTime: 307584000000, userCookieTime: 307584000000, sessionCookieName: "tatari-session-cookie", sessionId: "b5026bc7-8485-5c6f-419e-9ab195cf93a2", userCookieName: "tatari-user-cookie", ...}
Debug: Tatari Tracker TLD tataritv
Debug: Tatari Tracker Event Fired
  {version: "1.0.5", token: "tatari-prod-token", sessionId: "b5026bc7-8485-5c6f-419e-9ab195cf93a2", cookieSupport: "PERSIST", userId: "7", ...}
    $currentUrl: "https://www.tataritv/dashboard/"
    $os: "Mac OS X"
    cookieSupport: "PERSIST"
    event: "pageview"
    sessionId: "b5026bc7-8485-5c6f-419e-9ab195cf93a2"
    token: "tatari-prod-token"
    userId: "7"
    version: "1.0.5"
  > __proto__: Object
Debug: Tatari Tracker Event Fired
  {version: "1.0.5", token: "tatari-prod-token", sessionId: "b5026bc7-8485-5c6f-419e-9ab195cf93a2", cookieSupport: "PERSIST", userId: "7", ...}
    $currentUrl: "https://www.tataritv/dashboard/"
    $os: "Mac OS X"
    cookieSupport: "PERSIST"
    event: "identify"
    sessionId: "b5026bc7-8485-5c6f-419e-9ab195cf93a2"
    token: "tatari-prod-token"
    userId: "7"
    version: "1.0.5"
  > __proto__: Object
```

Keep in mind that the tracker automatically sends page views each and every time the snippet is loaded.

What if my user conversion flow involves multiple domains?

If your user conversion flow involves multiple domains, you will need to add a dynamic URL parameter to the link when you direct your user to the second (or third, etc.) domain.

`http://example.com/some/path?${tatari.sessionUrlParamName}=${tatari.sessionId}`

You will also need to modify your Google Analytics setup to allow for cross-domain measurement (also known as "site linking"). [Learn more.](#)

You can also leverage our `tatari.identify()` function to track users across different domains. Simply call this function when a user is identified on your end (such as a login or signup) and pass in the user ID.

For existing Tatari clients

I'm currently a Tatari client. How do I know if I already have Tatari Tag Manager installed?

You can confirm by looking at your snippet currently pasted across your website. If it contains /tag-manager, you have the new pixel (Tatari Tag Manager) installed.

```
<script>
!function(){try{!function(t,i){if(!i.version){window.tatari=i,i.init=function(t,n){var
e=function(t,n){i[n]=function(){t.push([n].concat(Array.prototype.slice.call(arguments,0)))}};"track pageview
identify".split(" ").forEach(function(t){e(i,t)}),i._i=t,i.config=n,i.pageview(),i.version="1.2.1";var
n=t.createElement("script");n.type="text/javascript",n.async=!0,n.src="https://d2hrivdxn8ekm8.cloudfron
t.net/tag-manager/YOUR_TOKEN-latest.js";var
e=t.getElementsByTagName("script")[0];e.parentNode.insertBefore(n,e)}}(document,window.tatari||[])}catch
(t){console.log(t)}}(); tatari.init('YOUR_TOKEN');
</script>
```

If it contains /tracker, you have the old pixel (Tatari Tracker) installed and need to update it to Tatari Tag Manager.

```
<script>
!function(){try{!function(t,i){if(!i.version){window.tatari=i,i.init=function(t,n){var
e=function(t,n){i[n]=function(){t.push([n].concat(Array.prototype.slice.call(arguments,0)))}};"track pageview
identify".split(" ").forEach(function(t){e(i,t)}),i._i=t,i.config=n,i.pageview(),i.version="1.2.1";var
n=t.createElement("script");n.type="text/javascript",n.async=!0,n.src="https://d2hrivdxn8ekm8.cloudfron
t.net/tracker/YOUR_TOKEN-latest.js";var
e=t.getElementsByTagName("script")[0];e.parentNode.insertBefore(n,e)}}(document,window.tatari||[])}catch
(t){console.log(t)}}(); tatari.init('YOUR_TOKEN');
</script>
```

If I have Tatari Tracker set up, what are the steps to update to Tatari Tag Manager?

If your website is hosted on Shopify, please contact your Client Services Manager for more information.

If your website or any web pages are not hosted on Shopify:

1. Log in to the [Tatari platform](#).
2. Under step one *Snippet Instrumentation*, copy the updated code (that contains /tag-manager) and use it to replace your current Tatari Tracker code that lives across your website and landing pages.
3. Verify the code has been implemented correctly by confirming you still see your events under the *Hourly Events* tab at the bottom of the TTM setup page, and that the counts match your expectations.
4. Let your Client Services Manager know once you've updated to Tatari Tag Manager.

If you don't see events, please confirm you've copied and pasted the code correctly. If the problem persists, reach out to your Client Services Manager.

When is the best time to make the update?

We recommend you make the switch well in advance of a big ad campaign and that you have engineering resources on-hand in the subsequent days to make sure everything is working properly (i.e. aim to set it up at the beginning of the workweek).

Will we lose any previous tracking or attribution by updating to Tatari Tag Manager?

You won't lose any historical tracking or attribution data by replacing the Tatari Tracker snippet with Tatari Tag Manager. However, If you remove Tatari Tracker instead of updating it, we will no longer be tracking your page views and conversions which are critical to your campaign attribution, measurement, and media buying.

I'm not planning any programmatic buying or retargeting campaigns. Why should I update to Tatari Tag Manager?

Tatari Tag Manager is our most up-to-date pixel offering and it's best practice to implement the most recent version. Additionally, we plan to offer more third-party pixels in the future to improve and expand your TV campaign offering so by having this setup now, we'll be able to quickly attach new pixels -- no additional engineering work is required on your end.

Tracking the Tatari ID on your website

Written by Caitlin Mermelstein | Last published at: September 28, 2022

The Tatari ID is a UUID cookie that tracks your website visitors, and only expires when someone clears their cookies or according to browser restrictions. It is useful in both instances where the user does or doesn't log in to your website.

We are able to collect Tatari IDs from the Tatari Tag Manager (pixel) on your website. When someone visits your website, an event occurs and the Tatari Tag Manager creates a Tatari ID (or simply a cookie) which is passed back to us.

To make the best use of this data, please also track the Tatari ID so you can match users. You can retrieve the Tatari ID on any page that has access to the Tatari Tag Manager using this code:

```
// Accessing Tatari session ID  
tatari.sessionId;
```

Please work with your engineering team to implement it.

Getting Started with ROAS (for websites)

Written by Caitlin Mermelstein | Last published at: June 27, 2024

Overview

ROAS measures the amount of revenue generated from every dollar spent on advertising and is calculated by total revenue divided by total spend.

To access [ROAS metrics](#) in your Tatari dashboard, you need to pass revenue data through Tatari Tag Manager.

Note: ROAS metrics are only available for brands with websites (not apps) at this time.

How to pass revenue data through our pixel

For webpages hosted on Shopify

If you set up Tatari Tag Manager with our [Shopify integration](#), we will receive purchase events automatically. However, if your purchases are subscription-based, additionally you will need to send us the average lifetime value (LTV) through this detail object:

```
tatari.track('subscription', { orderId: 12144251, total: 12.50, ltv: 75.50 });
```

For webpages *not* hosted on Shopify

If you set up Tatari Tag Manager manually across your website, please share the step below with your engineering team:

Send the total revenue you would like to assign to a conversion via the "total" field in the JSON detail object.

```
tatari.track('purchase', { orderId: 12144251, total: 12.50 });
```

If your purchases are subscription-based, it's important to send the average lifetime value (LTV) as well using this detail object:

```
tatari.track('subscription', { orderId: 12144251, total: 12.50, ltv: 75.50 });
```

When you instrument this event in your customer checkout experience, we will receive it through our pixel and it will be stored as an attribute of the event.

Verifying events

To confirm we're receiving revenue data, please check the "Raw Events" tab at the bottom of your Tatari Tag Manager setup page, then let your Client Services Manager know so we can begin verifying your data.

The screenshot shows the Tatari Tag Manager interface. At the top, there are four tabs: Google Analytics, Tatari Tag Manager (which is selected), Mobile Installs, and AWS Data Sharing. Below the tabs, the title "Tatari Tag Manager" is displayed. Underneath the title, there are two buttons: "Status" and "Instructions". A section titled "Events Log" follows, containing the message "Raw events updated 1 hour, 27 minutes ago." Below this, there are two buttons: "Hourly Events" and "Raw Events". To the right of these buttons is a date range selector set to "Jun 27, 2024" with arrows for navigation and a download icon. Finally, the message "We have received no events for the selected date" is displayed.

Last updated March 11, 2021.

Video: Integrating with Adjust

Written by Caitlin Mermelstein | Last published at: September 28, 2022

Tatari integrates with [Adjust](#) to ingest app events which are required for us to accurately measure your TV ad performance. See how to integrate with Adjust in the video below then visit your dashboard [Mobile Installs page](#) to get started.

Embedded content from https://player.vimeo.com/video/580856680?app_id=122963

Video: Integrating with AppsFlyer

Written by Caitlin Mermelstein | Last published at: September 28, 2022

Tatari integrates with [AppsFlyer](#) to ingest your mobile app events which are required for us to accurately measure your TV ad performance. See how to integrate with AppsFlyer in the video below then visit your dashboard [Mobile Installs page](#) to get started.

Embedded content from https://player.vimeo.com/video/542396751?app_id=122963

Server-to-Server Mobile Data Ingestion

Written by Caitlin Mermelstein | Last published at: September 28, 2022

Server-to-server (S2S) connections allow you to send raw app data from your server to ours. For brands who need to send us app measurement data, integrating a mobile measurement partner (MMP) is still the easiest method, however, S2S is valuable if you wish to send app event data that you're unable to share through the MMP. Discuss the process with your Client Services Manager to see if this option is best for you. Once you're ready to get started, follow the steps below:

1. Review our schema requirements and make a copy of [this CSV template](#).
2. Fill it out, then upload a compressed CSV file to Tatari's s3 bucket using [this uploader script](#).
3. Email solutions@tatari.tv to confirm receipt of your server-to-server data. This will kick off the data review process.

Note: You do not need to re-confirm the data transfer for each upload, just for the initial data transfer. We will automatically check for new files every day.

FAQs

What is the uploader script?

The script allows you to use your [Tatari.tv](#) dashboard credentials for authentication, and will deliver the file directly to our S3 bucket for ingestion. To upload a file, invoke the script as

```
bash upload.sh <slug> /path/to/events.csv.gz YYYY-MM-DD
```

Please replace <slug> with your own slug, which you can determine using your Tatari dashboard url. For example, if your dashboard url is <https://www.tatari.tv/dashboard/abc>, then your slug is abc. You should invoke the script as

```
bash upload.sh abc /path/to/events.csv.gz YYYY-MM-DD
```

The file path is the local file path to the event CSV you intend to upload, and the date is day of the events that are represented by the upload.

What data do I need to send to Tatari?

Please send data for the past 24 hours and avoid sending duplicates wherever possible. See the data requirements and full schema [here](#).

When should I send the data?

Please upload a new CSV by midnight (Pacific Time) to Tatari's s3 bucket so that we can ingest all (99%) events from that day.

How often should I send data?

You will need to upload a new report at least once per day. Our team will automatically ingest it each morning—no need to alert us.

What happens after I send my initial data to Tatari?

Our team will review the data and may follow up with questions as needed. We typically require one week's worth of data before going live and if everything looks good, we'll begin processing the data into your Tatari dashboard and S3 reports. We will continue to do so automatically every day.

When will I see the data reflected in my dashboard?

Generally, data is available the following day in the late afternoon Eastern Time.

Have questions? Email solutions@tatari.tv.

Overview: S3 Data Reports

Written by Caitlin Mermelstein | Last published at: June 26, 2024

You can access granular TV response data via Tatari S3 buckets. S3 is a cloud file-sharing service where you can ingest data automatically into your multi-touch attribution or internal tools, similar to an API.



Getting Started: How to access the files

Follow the instructions in dashboard's AWS Data Sharing page to gain access to your reporting.

1. Log in to [your dashboard](#)
2. On the bottom left navigation bar, select “Settings” -> “Integrations”
3. Select "AWS Data Sharing" from the top navigation bar.

Utilizing Your S3 Data

For more information on what data our reports contain, you can take a look at [this table](#). You can also find more information on each individual report, including how to properly ingest our report data and how to match our report data to the Tatari dashboard, via the links below:

- [Linear spend and impressions](#)
- [Linear spot-level metrics](#)
- [Streaming spend and impressions](#)
- [Streaming publisher-level metrics](#)
- [Streaming user attribution \(for websites\)](#)
- [Streaming user attribution \(for apps\)](#)

Read more about how our reports are formatted below:

Immature vs Mature Reports

Our reports follow either a 28 or 45 day maturation period, meaning data is subject to change during this period while we capture response metrics or await data from networks and publishers.

To give you access to the most up to date data each day, we generate immature (unreconciled) reports daily with data from the last 28 or 45 days. Data in this report is subject to change until it passes the immature time range. We also generate mature (reconciled) reports either daily or once a month

depending on the maturation period. Data in these reports are considered immutable as it has passed the maturation period.

Report Datetimes

All our report files list the date range that it contains data for in the file name, inclusive of start date and exclusive of end date. For example, user_attribution_streaming_2022-05-11-2022-06-09.csv.gz contains data between 2022-05-11 and 2022-06-08.

All our report datetimes are in UTC, however television operates on broadcast time (6am-6am Eastern) and streaming operates on Eastern time. The data in these reports will be grouped accordingly, so linear report data will start and end at +10/11 hours and user attribution streaming report data will start and end at +4/5 hours of the date range in the file name, depending on daylight savings time. The remaining reports (streaming metrics and streaming spend and impressions) only have date columns and not datetime so this logic does not apply.

S3 Report Table of Contents

Written by Caitlin Mermelstein | Last published at: April 23, 2024

See what data is available in each S3 report below:

	<u>Linear Spot-Level</u>	<u>Linear Spend & Impressions</u>	<u>Streaming Publisher-Level</u>	<u>Streaming Spend & Impressions</u>	<u>Streaming User Attribution (Websites)</u>	<u>Streaming User Attribution (Apps)</u>
booked_cpm				x		
broadcast_week	x					
campaign_id			x	x		x
conversion_metric	x		x			
creative_code	x	x	x	x	x	x
creative_name	x	x	x	x	x	x
date				x		
device_id						x
effective_cpm				x		

effectiv e_spen d				x		
event_d atetime					x	x
event_t ype					x	x
impre sions		x		x		
impre sion_da te			x			x
is_dead zoned		x				
increm ental (I) or view- through (VT)	I	I	I & VT	Agnostic	VT	VT
lift	x	x	x			
measur ed_spe nd				x		
method ology			x			
networ k	x	x				
progra m		x				
publish			x	x	x	x

er or platform					
rotation	x				
spend	x	x	x		x
spot_d atetime	x	x			
spot_id	x	x			
tatari_i d					x
user_id					x

v2 Update to Files in Your Tatari S3 Bucket

Written by Caitlin Mermelstein | Last published at: December 19, 2022

We're excited to announce our v2 update to files in your Tatari S3 bucket. Data in all S3 files is now easier to ingest into your internal tools. See what's new in the latest version below.

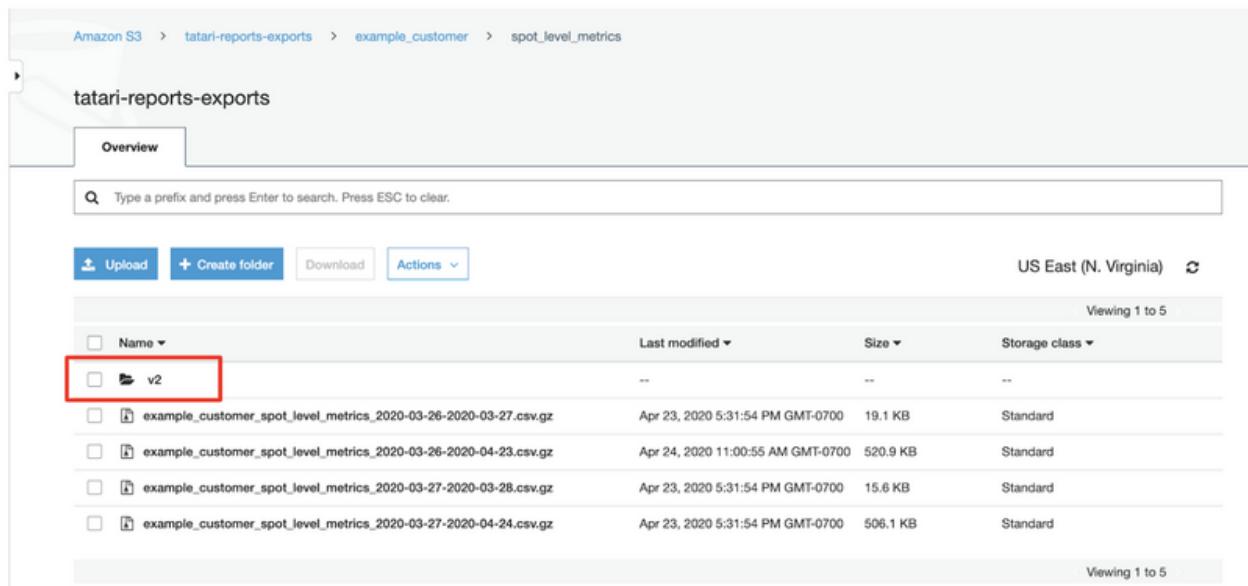
All v2 reports live in new folders and can be accessed today.

Previous folder:

`acme/streaming_spend_and_impression/acme_streaming_spend_and_impression_2020-05-01-2020-06-01.csv.gz`

New (v2) folder:

`acme/streaming_spend_and_impression/v2/acme_streaming_spend_and_impression_2020-05-01-2020-06-01.csv.gz`



The screenshot shows the Amazon S3 console interface. The path in the top navigation bar is: Amazon S3 > tatari-reports-exports > example_customer > spot_level_metrics. Below this, the 'tatari-reports-exports' folder is expanded. The 'Overview' tab is selected. There is a search bar with placeholder text 'Type a prefix and press Enter to search. Press ESC to clear.' Below the search bar are buttons for 'Upload', '+ Create folder', 'Download', and 'Actions'. To the right, it says 'US East (N. Virginia)' and 'Viewing 1 to 5'. The main area displays a table of files. The first file, 'v2', is highlighted with a red box around its icon and name. The table columns are 'Name', 'Last modified', 'Size', and 'Storage class'. The 'Name' column includes checkboxes. The table shows five entries, all of which are Standard storage class.

Name	Last modified	Size	Storage class
v2	--	--	--
example_customer_spot_level_metrics_2020-03-26-2020-03-27.csv.gz	Apr 23, 2020 5:31:54 PM GMT-0700	19.1 KB	Standard
example_customer_spot_level_metrics_2020-03-26-2020-04-23.csv.gz	Apr 24, 2020 11:00:55 AM GMT-0700	520.9 KB	Standard
example_customer_spot_level_metrics_2020-03-27-2020-03-28.csv.gz	Apr 23, 2020 5:31:54 PM GMT-0700	15.6 KB	Standard
example_customer_spot_level_metrics_2020-03-27-2020-04-24.csv.gz	Apr 23, 2020 5:31:54 PM GMT-0700	506.1 KB	Standard

Data can be backfilled upon request.

[Linear spot-level data](#)

- The *spot_ids* are now obfuscated and in a new format
- The *airdate* column name has changed to *spot_datetime* and now includes the time
- We removed the \$ symbol from *spend* values and rounded them to two decimal places
- *Lift* is now formatted to three decimal places

spot_id	broadcast_week	spot_datetime	creative_name	creative_code	network	rotation	spend	conversion_metric	lift
0jZ-B7PBVEbPxriXxHkfLCZNoGT6R976	3/23/20	2020-03-02 11:31:15+00:00	Example Creative One	EXAMPLE1234	EXAMPLE	Weekday Prime Access	85	uvs	17.784
7FAivhM3lU4UtwctUuqjrLxAl1Tv-hE	3/23/20	2020-03-02 11:32:43+00:00	Example Creative One	EXAMPLE1234	EXAMPLE	Weekday Prime Access	85	example_metric	-3.855
orvACW0SgZXK_Sl20BDJHdf7YkOyMnei	3/23/20	2020-03-03 05:19:26+00:00	Example Creative One	EXAMPLE1234	EXAMPLE	Weekday Prime Access	85	example_metric_two	0.425
MVzTfJPd-SR665ySABzuu1IYBre0TmZp	3/23/20	2020-03-03 05:23:27+00:00	Example Creative Two	EXAMPLE2222	EXAMPLE1	Everyday Early Morning	17	uvs	9.585

[Linear spend and impressions data](#)

- We added *spot_id* as a column, which is a unique ID of each spot aired and allows you to link to data in other files
- In the *lift* column, previously the values would show "0" if there was [negative lift](#) and now they will show actual negative lift values
- We removed the \$ symbol from *spend* values and rounded them to two decimal places
- We updated the names of various columns:
 - DatetimeUTC => *spot_datetime*
 - Creative => *creative_name*
 - CreativeCode => *creative_code*
 - Network => *network*
 - Program => *program*
 - Spend => *spend*
 - Impressions => *impressions*
 - Lift => *lift*
 - isDeadzoned => *is_deadzoned*
 - spot_id* (new column)

spot_datetime	creative_name	creative_code	network	program	spend	impressions	lift	is_deadzoned	spot_id
2020-03-02 11:31:15+00:00	One Example Creative	AAAAABBBBCCC	Example Network	One Example Program	5.10	4500	1.534	FALSE	CQ6mP1YdcruhW09y5oOUrXdnYwh-hX_S
2020-03-02 11:32:43+00:00	Two Example Creative	BBBCCCCDD123	Example Network	Two Example Program	3.40	20000	-2.503	FALSE	yPgayTnZ93fo6mU7bjphkk2psFrhGn-E
2020-03-03 05:19:26+00:00	One Example Creative	AAAABBBBBCCC	Example Network	Three Example Program	20.40	42158	3.233	FALSE	0jZ-B7PBVEbPxriXxHkfLCZNoGT6R976
2020-03-03 05:23:27+00:00	Two Example Creative	BBBCCCCDD123	Example Network	Four Example Program	2.00	19777	-4.014	FALSE	7FAivhM3lU4UtwctUuqjrLxAl1Tv-hE
2020-03-04 07:53:00+00:00	Third Example Creative	3333DDDDAAAAAAB	Example Network	One Example Program	3.04	12345	1.223	FALSE	orvACW0SgZXK_Sl20BDJHdf7YkOyMnei

[Streaming spend and impressions data](#)

- For empty values, you'll find an empty string instead of "n/a". This will allow for external applications to more easily parse this as null. (Note: In an excel CSV file, it will appear blank but when ingesting the data the value will be "")
- We removed the \$ symbol from all spend values and rounded them to two decimal places in the following columns:
 - measured_spend
 - booked_cpm
 - effective_spend
 - effective_cpm
- All creatives have been broken down into a single line item and the *creative_codes* column has been renamed to *creative_code* (the "s" has been removed)
- The *campaign_ids* are now obfuscated and in a new format

date	platform	measured_spend	booked_cpm	impressions	effective_spend	effective_cpm	creative_code	campaign_id
4/12/20	Hulu	1605.03	9.00	178337	1605.03	9.00	['AAAAAAABBBBB']	sLMbTr5awubp2ijPt3BZms_1pGSih6Y2020
4/12/20	Pluto TV	4092.75	9.00	454750	4092.75	9.00	['AAAAAAABBBBB']	nLNbTr5fatubp1NPos4lOds_8pGBkd3Y2020
4/12/20	Pluto TV	3472.66	8.00	434082	3472.66	8.00	['AAAAAAABBBBB']	oLPbVr5gaeugp8ijPxs5YHms_5pGNuj6Y2020
4/12/20	Pluto TV	3472.66	8.00	434082	3472.66	8.00	['BBBBBBCCCCC']	dLObKr5jaqunp4ljWts9DFme_9pHPih9Y2020
4/11/20	Hulu	1860.62	9.00	206735	1860.62	9.00	['AAAAAACCCCC']	cLjbRr5lamuep6HJKls7CVbs_pRTih7Y2020

[Streaming user attribution data](#) (for websites)

- The `campaign_ids` are now obfuscated and in a new format

tatari_id	user_id	event_datetime	creative_code	event_type	impression_datetime	platform	campaign_id
8b909495-9069-405a-af55-a347d0759666	198528	2020-01-19 22:59:38+00:00	ACME002345B	pageview	2020-01-16 02:04:02+00:00	Hulu	sLMbTr5awubp2IJpts3BZms_1pGSih6Y2020
f2fe0919-2877-4b99-b371-8d2d905b61f	880146	2020-01-19 23:01:18+00:00	ACME002345B	purchase	2020-01-16 02:04:02+00:00	Hulu	nLNbTr5fatubp1NjPos4Lods_8pGBkd3Y2020
6d1c72b1-92e5-4634-9db7-27339500dc38	723649	2020-01-19 23:02:53+00:00	ACME002345B	pageview	2020-01-16 02:04:02+00:00	Hulu	oLPbVr5gaeugp8ijPxs5YHims_5pGNuj6Y2020
27e58b5d-7a07-4f8f-94d5-93b4cf539424	257390	2020-01-19 23:00:10+00:00	ACME002345B	signup	2020-01-16 02:04:02+00:00	Hulu	dLObKr5jaqunp4lJWts9DFme_9pHPi9Y2020
d719d49f-b5d9-407a-96f4-0bb8dfa125f6	101714	2020-01-16 11:43:02+00:00	ACME002345B	pageview	2020-01-16 02:04:04+00:00	Hulu	cJbRr5lamuep6HIkls7CVbs_2pRTih7Y2020

[Streaming user attribution data](#) (for apps)

- The `campaign_ids` are now obfuscated and in a new format
- We changed the names of the following columns:
 - `impression_dt` => `impression_datetime`
 - `event_dt` => `event_datetime`

impression_datetime	creative_code	campaign_id	event_type	event_datetime	device_id	publisher
2020-06-08 04:04:06+00:00	ABCDEF1A15A	sLMbTr5awubp2IJpts3BZms_1pGSih6Y2020	install	2020-06-08 18:00:13+00:00	1A2B3C4D-1234-5678-ABCD-ABCDEF123456	Pluto TV
2020-06-08 04:05:35+00:00	ABCDEF1A30A	nLNbTr5fatubp1NjPos4Lods_8pGBkd3Y2020	purchase	2020-06-13 00:12:26+00:00	1A2B3C4D-1234-5678-ABCD-ABCDEF123456	Comcast OTT
2020-06-08 04:07:19+00:00	ABCDEF1A30A	oLPbVr5gaeugp8ijPxs5YHims_5pGNuj6Y2020	purchase	2020-06-08 23:49:03+00:00	1A2B3C4D-1234-5678-ABCD-ABCDEF123456	CNN Go (OTT)
2020-06-08 04:07:50+00:00	ABCDEF1A30A	dLObKr5jaqunp4lJWts9DFme_9pHPi9Y2020	install	2020-06-08 16:14:24+00:00	1A2B3C4D-1234-5678-ABCD-ABCDEF123456	Turner OTT
2020-06-08 04:08:54+00:00	ABCDEF1A30A	cJbRr5lamuep6HIkls7CVbs_2pRTih7Y2020	install	2020-06-09 18:29:04+00:00	1A2B3C4D-1234-5678-ABCD-ABCDEF123456	Comcast OTT

We'll be deprecating the previous (v1) version in the future and will let you know in advance. In the meantime, we encourage you to begin using the v2 files.

Already have access to Tatari S3 buckets? You can find v2 files today.

The screenshot shows the Amazon S3 console interface. The path is: Amazon S3 > tatari-reports-exports > example_customer > spot_level_metrics. The 'tatari-reports-exports' bucket is selected. The 'Overview' tab is active. A search bar at the top right contains the placeholder 'Type a prefix and press Enter to search. Press ESC to clear.' Below the search bar are buttons for 'Upload', '+ Create folder', 'Download', and 'Actions'. To the right, it shows 'US East (N. Virginia)' and a refresh icon. A table below lists objects in the 'v2' folder. The table has columns: Name, Last modified, Size, and Storage class. The 'Name' column is sorted by name. The 'v2' folder is highlighted with a red box. The table shows five objects:

Name	Last modified	Size	Storage class
v2	--	--	--
example_customer_spot_level_metrics_2020-03-26-2020-03-27.csv.gz	Apr 23, 2020 5:31:54 PM GMT-0700	19.1 KB	Standard
example_customer_spot_level_metrics_2020-03-26-2020-04-23.csv.gz	Apr 24, 2020 11:00:55 AM GMT-0700	520.9 KB	Standard
example_customer_spot_level_metrics_2020-03-27-2020-03-28.csv.gz	Apr 23, 2020 5:31:54 PM GMT-0700	15.6 KB	Standard
example_customer_spot_level_metrics_2020-03-27-2020-04-24.csv.gz	Apr 23, 2020 5:31:54 PM GMT-0700	506.1 KB	Standard

Not set up with a Tatari S3 bucket yet? Follow the instructions in your dashboard AWS Data Sharing page:

- Log in to [your dashboard](#)
- Click the menu in the upper right-hand corner
- Navigate to "Setup"
- Click "AWS Data Sharing"

Updated September 16, 2020

FAQs: S3 Data Reports

Written by Caitlin Mermelstein | Last published at: February 15, 2023

Find answers to common questions about automated access to data via Tatari's S3 buckets.

General

- [Do you offer pre-signed S3 URLs to download the files?](#)
- [Why do the linear TV reports have datetime but streaming reports only have date?](#)
- [Why don't some files show data?](#)

General

Do you offer pre-signed S3 URLs to download the files?

We don't currently offer pre-signed S3 URLs. You will need to use either the links on your dashboard or the AssumeRole functions within AWS libraries. You can find these links in on your dashboard by using the navigation menu (on the right side) on the "AWS Data Sharing" page under the "Access" section.

Why do the linear TV reports have *datetime* but streaming reports only have *date*?

Streaming reports are aggregated by *date* only since the ad can "air" at any time (e.g. video on demand) while linear TV ads air on a set date and time.

Why are some files empty?

You may have periods of time where no data is reported from any networks or publishers, so it's possible that some files or rows won't contain any data.

How to Set Up a Policy

Written by Caitlin Mermelstein | Last published at: September 28, 2022

To access your S3 bucket, you'll need to provide Tatari an Amazon Resource Name (ARN), which is a file naming convention used to identify a particular resource in the Amazon Web Services (AWS) public cloud, and set up a policy. Follow the steps below to get started.

1. Create a user/role ARN
 - a. If you don't have an AWS account, you can get a free one [here](#).
 - b. Once you have an AWS account or if you have an AWS account but have yet to set up any user ARNs, please follow [these steps](#).
2. Log in to your [Tatari dashboard](#), click the menu in the upper right-hand corner, navigate to "Setup", click "AWS Data Sharing", then copy the policy under **Policy Setup Instructions**.

Policy Setup Instructions



Contact your IT administrator to create the following IAM policy, and assign it to any users that need access to the sharing bucket.

```
{  
    "Version": "2012-10-17",  
    "Statement": [  
        {  
            "Sid": "allowTatariS3Access",  
            "Effect": "Allow",  
            "Action": "s3:*",  
            "Resource": ["arn:aws:s3:::tatari-reports-exports", "arn:aws:s3:::ta  
tari-reports-exports/*"]  
        },  
    ]  
}
```

3. Go to the [Create a policy wizard](#) page of your AWS account, click the JSON tab, and paste in the policy from your Tatari setup page. Then click the blue "Review policy" button at the bottom.

Create policy

1 2

A policy defines the AWS permissions that you can assign to a user, group, or role. You can create and edit a policy in the visual editor and using JSON. [Learn more](#)

Visual editor JSON

Import managed policy

```
1 {  
2     "Version": "2012-10-17",  
3     "Statement": [  
4         {  
5             "Sid": "allowTatariS3Access",  
6             "Effect": "Allow",  
7             "Action": "s3:*",  
8             "Resource": ["arn:aws:s3:::tatari-reports-exports", "arn:aws:s3:::tatari-reports-exports/*"]  
9         },  
10        {  
11            "Sid": "allowAssumeTatariRole",  
12            "Effect": "Allow",  
13            "Action": "sts:AssumeRole".  
14        }  
15    ]  
16}
```

Character count: 331 of 6,144.

Cancel

Review policy

4. Provide a name such as “TatariS3Policy” and add a description (optional), then click the blue “Create policy” button at the bottom.

Review policy

Name*

TatariS3Policy

Use alphanumeric and '+-=_,@-_ characters. Maximum 128 characters.

Description

Tatari Policy required for Your Account to access s3 reports

Maximum 1000 characters. Use alphanumeric and '+-=_,@-_ characters.

Summary

Filter

Service

Access level

Resource

Request condition

Allow (1 of 232 services) [Show remaining 231](#)

S3

Full: Tagging Limited: List, Read, Write, Permissions management

Multiple

None

* Required

Cancel

Previous

Create policy

You should see a “success” screen:



TatariS3Policy has been created.



5. Next, find any user account from your [AWS user account list](#) that you wish to apply this policy to (for example <https://console.aws.amazon.com/iam/home#/users/jim>), then click the blue “Add permissions” button to search for the policy you created.

Summary

User ARN: arn:aws:iam::123456789012:user/jim [Edit](#)

Path: /

Creation time: 2019-09-09 15:55 PDT

Permissions **Groups (7)** **Tags** **Security credentials** **Access Advisor**

▼ Permissions policies (24 policies applied)

Add permissions

6. Make sure “Attach existing policies directly” is selected. When you find your policy, check the box beside it and click the blue “Next: Review” button.

Add permissions to jim

1

Grant permissions

Use IAM policies to grant permissions. You can assign an existing policy or create a new one.

Add user to group Copy permissions from existing user Attach existing policies directly

Create policy

Filter policies		Showing
	Policy name	
<input checked="" type="checkbox"/>	TatariS3Policy	Type: Customer managed Used as: None

Cancel **Next: Review**

On the Review screen click “Add permissions”.

Add permissions to jim

1

Permissions summary

The following policies will be attached to the user shown above.

Type	Name
Managed policy	TatariS3Policy

[Cancel](#) [Previous](#) [Add permissions](#)

The Policy Wizard is now complete and you will be returned to your user account screen.

For any user you've set up with this policy, you will now be able to add those users/roles to your Tatari account on your setup page. Navigate to the second step under **Data Access Instructions**.

Find more details on [creating AWS IAM users](#), [creating a policy and attaching it to a user](#), and [adding policies to users](#). Please contact your client services manager or support@tatari.tv for assistance.

Video: Accessing Tatari's S3 Bucket

Written by Caitlin Mermelstein | Last published at: September 28, 2022

See the video below on how to access Tatari's S3 bucket. Note: You'll need an AWS account first. If you don't have an account, [watch this video](#) on how to create one.

Embedded content from https://player.vimeo.com/video/609957689?h=1b5c09b177&app_id=122963

Video: How to Create an AWS Account to Access Tatari's S3 Bucket

Written by Caitlin Mermelstein | Last published at: September 28, 2022

In order to access Tatari's S3 bucket—which contains [granular TV performance metrics](#)—you'll need to create an [Amazon Web Services \(AWS\) account](#). Watch the video below to get started.

Embedded content from https://player.vimeo.com/video/585549602?app_id=122963&h=d95362d6a6

Linear Spend and Impressions Metrics

Written by Caitlin Mermelstein | Last published at: July 18, 2024

Tatari offers [granular TV response data](#) via Tatari S3 buckets. S3 is a secure cloud file-sharing service that allows you to both download raw data and create a script to ingest data automatically, similar to an API. Learn about linear spend and impressions data below.

Overview of spend and impressions data

Spend and impressions data allows you to see how much an ad cost, how many people saw it, and how it performed against other spots. Each row in this report shows one spot that aired.

Overview of the files

You'll have access to two linear spend and impression files via Tatari S3 buckets:

- Daily file (immature):** This file shows immature data—or the data that we measure before receiving the final spend costs from the network—from the past 45 days*. For example, if the file was created on June 1, 2020, it will contain data from April 17 - June 1, 2020 (the past 45 days). The daily files may have missing or sparse data as we wait for actuals from the networks but will allow you to access immature data until the matured data is available from the monthly files.
- Monthly file (mature):** This file shows mature data for the previous month*. For example, final spend and impressions data for the month of January would be available March 1st.

*All files are inclusive of data on the broadcast start date and exclusive of data on the broadcast end date. Note that while all datetime values in our reports are in UTC, linear data is grouped by broadcast time (6am-6am Eastern). So for example, a report with start date 2022-06-01 and end date 2022-07-01 would have datetimes between 2022-06-23 10:00 and 2022-06-24 10:00.

File example

Within the CSV file, you'll find the following data broken out by spot:

spot_datetime	creative_name	creative_code	network	program	spend	impressions	lift	is_deadzoned	spot_id
2020-03-02 11:31:15+00:00	One Example Creative	AAAABBBBCCC	Example Network	One Example Program	5.10	4500	1.534	FALSE	CQ6mP1YdcruHW09y5oOURXdnYwh-hX_S
2020-03-02 11:32:43+00:00	Two Example Creative	BBBCCDD123	Example Network	Two Example Program	3.40	20000	-2.503	FALSE	yPgayTnZ93fo6mU7bjphkk2psFrhGn-E
2020-03-03 05:19:26+00:00	One Example Creative	AAAABBBBCCC	Example Network	Three Example Program	20.40	42158	3.233	FALSE	0jZ-B7PBYEbPXriXxHkfLCZNoGT6R976
2020-03-03 05:23:27+00:00	Two Example Creative	BBBCCDD123	Example Network	Four Example Program	2.00	19777	-4.014	FALSE	7FAivhM3IU4UtwctUuqjLlxAi1Tv-hE
2020-03-04 07:53:00+00:00	Third Example Creative	3333DDDAAAAB	Example Network	One Example Program	3.04	12345	1.223	FALSE	orvACW0SgZXK_SI20BDJHdf7YkOyMneI

Column Name	Data Type	Description
spot_datetime	datetime	The date and time in which the spot aired (UTC)

creative_name	string	Creative name
creative_code	string	Creative ISCI (Industry-standard coding identification for commercials)
network	string	Linear network on which the ad was aired
program	string	Program name or null
spend	double	Budget
impressions	integer	Number of people who potentially saw the ad
lift	double	Incremental increase in unique visitors
is_deadzoned	boolean	Whether or not a spot occurs during a deadzone
spot_id	string	A unique ID of each spot aired; allows you to link to data in other files

Why does it look like there are duplicate spots?

	A	B	C	D	E	F	G	H
1	DatetimeUTC	Creative	CreativeCode	Network	Program	Spend	Impressions	Lift
2	2020-03-02 11:31:15+00:00	One Example Creative	AAAABBBBCCCC	Example Network	One Example Program	\$5.10	4500	1.5
3	2020-03-02 11:31:30+00:00	One Example Creative	AAAABBBBCCCC	Example Network	One Example Program	\$5.10	4500	1.5

The spots are actually not duplicates, but rather they're a combination of syndication and spots that have aired close together. Syndications are splintered throughout the country and spots can air very closely together because they are airing on different local providers who manage their own delivery. The spend, impression, and lift are split between them.

How often files are generated

- Daily file (contains 45 days of data): Every day from 23:00 - 24:00 UTC
- Monthly file (contains 1 month of data): The first day of the month from 23:00 - 24:00 UTC

Some examples:

- Daily file: If it was created on June 1, 2020, it will contain data from April 17 - June 1, 2020.

- Monthly file: Final spend and impressions data for the month of January would be available March 1st.

All files are inclusive of data on the start date and exclusive of data on the end date.

The measurement attribution type

All data is incremental attribution.

How to keep reporting up-to-date

To see the most recent data in your internal reporting, you should overwrite any existing data in the date range of the new file while accounting for the UTC to broadcast datetime adjustment (-10/11 hours). We recommend you replace all data from the date ranges in the daily file (45 days immature data) every day once you receive the new file and then again once you receive the monthly (1 month mature data) file.

For example, if you receive a file with dates 2022-05-10 to 2022-06-24 and then the next day you receive a file with dates 2022-05-11 to 2022-06-25, you should delete all data from 2022-05-11 10:00 to 2022-06-25 10:00 and then insert the data from the new file.

You can also refer to our sample python script [here](#), which pulls the report data from our S3 bucket and creates an SQLite3 database locally that you can query. In the script you will find functions that show you how to properly overwrite existing data for initial and daily incremental loads, and thus would be a good reference when building out your own automated process.

Matching Report Data to Dashboard

When trying to match report data to the Tatari dashboard, please be aware that our linear dashboard is split by broadcast time (6am-6am Eastern) and our streaming dashboard is in ET. When matching our linear reports to the linear dashboard, you would need to convert the datetimes in the reports from UTC to broadcast time (+10/11).

Where to find the reports

In the Tatari S3 bucket under *linear_spend_and_impressions/v2*, you'll find daily and monthly CSV files.

Amazon S3 > tatari-reports-exports > example_customer > linear_spend_and_impressions > v2

tatari-reports-exports

Overview

Type a prefix and press Enter to search. Press ESC to clear.

Upload + Create folder Download Actions ▾

US East (N. Virginia) ▾

Viewing 1 to 2

Name	Last modified	Size	Storage class
example_customer_linear_spend_and_impressions_2020-06-01-2020-07-01.csv...	Aug 19, 2020 12:25:57 PM GMT-0700	838.1 KB	Standard
example_customer_linear_spend_and_impressions_2020-06-17-2020-06-01.csv...	Aug 19, 2020 12:26:08 PM GMT-0700	981.9 KB	Standard

Monthly file (reconciled data)

Daily file (unreconciled data)

Getting Started: How to access the reports

Follow the instructions in your dashboard's AWS Data Sharing page to gain access to your reporting.

1. Log in to [your dashboard](#)
2. On the bottom left navigation bar, select “Settings” -> “Integrations”
3. Select "AWS Data Sharing" from the top navigation bar.

Linear Spot-Level Metrics

Written by Caitlin Mermelstein | Last published at: July 17, 2024

Tatari offers [granular TV response data](#) via Tatari S3 buckets. S3 is a secure cloud file-sharing service that allows you to both download raw data and create a script to ingest data automatically, similar to an API. Learn about linear spot-level data below.

Overview of linear spot-level data

Spot-level data shows you the lift associated with your upper funnel (e.g. unique visitors) and lower funnel conversion metrics (e.g. purchases) from linear TV. This report includes both website and install data.

Overview of the files

You'll have access to two linear spot-level files via Tatari S3 buckets:

- **1-day file (mature):** This file contains one day's worth of data* from impressions that occurred 28 days ago. For example, if the file was created on June 1, 2020, it will contain data for May 4, 2020. This data is reconciled and considered mature.
- **28-day file (immature):** This file contains 28 days' worth of data* from impressions that occurred 1 day ago up to 29 days ago. For example, if the file was created on June 1, 2020, it will contain data from May 4 - June 1, 2020. The data is unreconciled as it takes 28 days to mature.

It generally takes 21-28 days for conversions to mature. The 28-day window is an industry standard and is large enough that we can capture most of the conversions related to a spot. It can also take time for us to receive spot level metrics from our data sources.

*All files are inclusive of data on the broadcast start date and exclusive of data on the broadcast end date. Note that while all datetime values in our reports are in UTC, linear data is grouped by broadcast time (6am-6am Eastern). So for example, a report with start date 2022-06-01 and end date 2022-07-01 would have datetimes between 2022-06-23 10:00 and 2022-06-24 10:00.

File example

Within the CSV file, you'll find a breakdown of all the spots:

spot_id	broadcast_week	airdate	creative_name	creative_code	network	rotation	spend	conversion_metric	lift
1	3/23/20	3/26/22	Example Creative One	EXAMPLE1234	EXAMPLE	Weekday Prime Access	85	uvs	17.78
1	3/23/20	3/27/22	Example Creative One	EXAMPLE1234	EXAMPLE	Weekday Prime Access	85	example_metric	3.85
1	3/23/20	3/28/22	Example Creative One	EXAMPLE1234	EXAMPLE	Weekday Prime Access	85	example_metric_two	0.25
2	3/23/20	3/29/22	Example Creative Two	EXAMPLE2222	EXAMPLE1	Everyday Early Morning	17	uvs	9.58

Column	Type	Description

spot_id	integer	A unique ID of each spot aired; allows you to link to data in other files
broadcast_week	date	Broadcast week in which the creative aired; the week starts on Monday at 6 a.m. EST
spot_datetime	datetime	Date and time (UTC) when the spot was aired
creative_name	string	Name of the creative (non-unique)
creative_code	string	ISCI: Industry Standard Coding Identification
network	string	Where the spot aired
rotation	string	When the spot aired during the day
spend	double	Spend associated with a spot
conversion_metric	string	Which metric is being measured (e.g. purchase)
lift	double	Impact of the spot on a given conversion_metric

What does negative lift mean?

Noise from other external factors outside of a viewer seeing a TV ad can outweigh lift on a spot basis, so negative lift i.e. UVs (visitors) minus baseline is possible. Generally, as we aggregate spots the noise becomes less of a factor and you get positive overall lift.

How often files are generated

Both the 1-day and 28-day files are generated daily between 23:00 - 24:00 UTC.

The measurement attribution type

All data is incremental attribution.

How to keep reporting up-to-date

To see the most recent data in your internal reporting, you should overwrite any existing data in the date range of the new file while accounting for the UTC to broadcast datetime adjustment (-10/11 hours). We

recommend you replace all data from the date ranges in the 28-day file (immature data) every day once you receive the new one, and then again once you receive the 1-day file (mature data) for each date.

For example, if you receive a file with dates 2022-05-10 to 2022-06-24 and then the next day you receive a file with dates 2022-05-11 to 2022-06-25, you should delete all data from 2022-05-11 10:00 to 2022-06-25 10:00 and then insert the data from the new file.

You can also refer to our sample python script [here](#), which pulls the report data from our S3 bucket and creates an SQLite3 database locally that you can query. In the script you will find functions that show you how to properly overwrite existing data for initial and daily incremental loads, and thus would be a good reference when building out your own automated process.

Matching Report Data to Dashboard

When trying to match report data to the Tatari dashboard, please be aware that our linear dashboard is split by broadcast time (6am-6am Eastern) and our streaming dashboard is in UTC. When matching our linear reports to the linear dashboard, you would need to convert the datetimes in the reports from UTC to broadcast time (+10/11).

Where to find the reports

In the S3 bucket under `spot_level_metrics/v2`, you'll find unreconciled (immature) and reconciled (mature) reports as CSV files.

Getting Started: How to access the reports

Follow the instructions in your dashboard's AWS Data Sharing page to gain access to your reporting.

1. Log in to [your dashboard](#)
2. On the bottom left navigation bar, select “Settings” -> “Integrations”
3. Select "AWS Data Sharing" from the top navigation bar.

Streaming Spend and Impressions Metrics

Written by Caitlin Mermelstein | Last published at: July 17, 2024

Tatari offers [granular TV response data](#) via Tatari S3 buckets. S3 is a secure cloud file-sharing service that allows you to both download raw data and automate ingestion (similar to an API) into your multi-touch attribution or internal tools. Learn about streaming spend and impression metrics below.

Overview of spend and impressions data

Spend and impressions data allows you to see how much an ad cost, how many people saw it, and how it performed against other spots.

Overview of the files

You'll have access to two streaming spend and impression files via Tatari S3 buckets:

- **Daily file (immature):** This file shows immature data—or the data that we measure before receiving the final spend costs from the publisher—from the past 45 days*. For example, if the file was created on June 1, 2020, it will contain data from April 17 - June 1, 2020 (the past 45 days). The daily files may have missing or sparse data as we wait for actuals from the publisher, but will allow you to access immature data until the matured data is available from the monthly files.
- **Monthly file (mature):** This file shows mature data for the previous month*. For example, final spend and impressions data for the month of January (the previous month) would be available March 1st.

*All files are inclusive of data on the start date and exclusive of data on the end date.

File example

Within the CSV file, you'll find the following data broken out by creative:

date	platform	measured_spend	booked_cpm	impressions	effective_spend	effective_cpm	creative_code	campaign_id	creative_name
4/12/21	Publisher 1	1605.03	9.00	178337	1605.03	9.00	AAAAABBBBB	sLMbTr5awubp2lJUpts3BZms_1pGSih6Y2020	Unicorn Stardust
4/12/21	Publisher 2	4092.75	9.00	454750	4092.75	9.00	AAAAABBBBB	nLNbTr5fatubp1NJPos4LOds_8pGBkd3Y2020	Unicorn Original
4/12/21	Publisher 2	3472.66	8.00	434082	3472.66	8.00	AAAAABBBBB	oLPbVr5guaeugp8UPxs5YHms_5pGNuj6Y2020	Unicorn Original
4/12/21	Publisher 2	3472.66	8.00	434082	3472.66	8.00	BBBBBCCCCC	dLOBKr5jaqunp4UWts9DFme_9pHPih9Y2020	Unicorn Stardust
4/11/21	Publisher 1	1860.62	9.00	206735	1860.62	9.00	AAAAACCCCC	cLJbRr5lamuep6HJKls7CVbs_2pRTlh7Y2020	Unicorn Stardust

Column	Type	Description
date	date	Date when the streaming occurred* (EST)
platform	string	Where the ad was aired

measured_spend	double	Spend as per original agreement (CPM x impressions/1000)
booked_cpm	double	Cost per 1000 impressions (i.e. the amount of spend to secure 1000 impressions); agreed to ahead of time
impressions	integer	How many times the ad was displayed
effective_spend	double	Spend calculated using effective_cpm when mature spend data is available. Otherwise, this calculation will utilize booked_cpm to calculate spend
effective_cpm	double	Actual CPM; this comes once we receive the platform invoices and reconcile the streaming spend; it could be adjusted if there are bonus impressions
creative_code	string	Creative ISCI (Industry-Standard Coding Identification for the commercial)
campaign_id	string	Streaming campaign identifier; this can be used to link to data in other files
creative_name	string	The name of the creative

*If the date here shows 4/12/20 for example, then the streaming occurred during that day anytime from 4/12/20 at the 0:00 hour to 4/12/20 at the 23:59 hour eastern time.

How can I calculate CPV & CPA metrics?

To calculate the CPV and CPA, you can match on the `campaign_id` in the [streaming spend and impressions](#) files available in S3 buckets.

date	platform	measured_spend	booked_cpm	impressions	effective_spend	effective_cpm	creative_codes	campaign_id
4/12/20	Hulu	\$1,605.03	\$9.00	178337	\$1,605.03	\$9.00	['AAAAAABBBBB']	1234
4/12/20	Pluto TV	\$4,092.75	\$9.00	454750	\$4,092.75	\$9.00	['AAAAAABBBBB']	5678
4/12/20	Pluto TV	\$3,472.66	\$8.00	434082	\$3,472.66	\$8.00	['AAAAAABBBBB', 'BBBBBBCCCC']	1111
4/11/20	Hulu	\$1,860.62	\$9.00	206735	\$1,860.62	\$9.00	['BBBBBBCCCC']	1234

Example streaming spend and impressions file

How often files are generated

The files are generated as follows:

- Daily file (contains 45 days of data): Every day from 23:00 - 24:00 UTC
- Monthly file (contains 1 month of data): The first day of the month from 23:00 - 24:00 UTC

Some examples:

- Daily file: If it was created on June 1, 2020, it will contain data from April 17 - June 1, 2020.
- Monthly file: Final spend and impressions data for the month of January would be available March 1st.

All files are inclusive of data on the start date and exclusive of data on the end date.

The measurement attribution type

The streaming spend and impressions report is methodology agnostic.

How to keep reporting up-to-date

To see the most recent data in your internal reporting, you should overwrite the previous days' files. We recommend you replace all data from the date ranges in the daily file (45 days immature data) every day once you receive the new file and then again once you receive the monthly (1 month mature data) file.

You can also refer to our sample python script [here](#), which pulls the report data from our S3 bucket and creates an SQLite3 database locally that you can query. In the script you will find functions that show you how to properly overwrite existing data for initial and daily incremental loads, and thus would be a good reference when building out your own automated process.

Where to find the reports

You can find streaming spend and impressions reports in the Tatari S3 bucket under the folder *streaming_spend_and_impression/v2*.

Amazon S3 > tatari-reports-exports > example_customer > streaming_spend_and_impression > v2

tatari-reports-exports

Overview

Type a prefix and press Enter to search. Press ESC to clear.

Upload Create folder Download Actions ▾ US East (N. Virginia) Viewing 1 to 2

Name	Last modified	Size	Storage class
example_customer_streaming_spend_and_impression_2020-06-01-2020-07-01....	Aug 19, 2020 12:32:21 PM GMT-0700	5.9 KB	Standard
example_customer_streaming_spend_and_impression_2020-06-17-2020-08-01....	Aug 19, 2020 12:32:31 PM GMT-0700	4.9 KB	Standard

Monthly file (reconciled data)

Daily file (unreconciled data)

Getting Started: How to access the reports

Follow the instructions in your dashboard's AWS Data Sharing page to gain access to your reporting.

1. Log in to [your dashboard](#)
2. On the bottom left navigation bar, select “Settings” -> “Integrations”
3. Select "AWS Data Sharing" from the top navigation bar.

Streaming Publisher-Level Metrics

Written by Caitlin Mermelstein | Last published at: June 26, 2024

Tatari offers [granular TV response data](#) via Tatari S3 buckets. S3 is a secure cloud file-sharing service that allows you to both download raw data and automate ingestion (similar to an API) into your multi-touch attribution or internal tools. Learn about streaming publisher-level metrics below.

Overview of publisher-level metrics

Publisher-level metrics show you the lift associated with your upper funnel (e.g. unique visitors) and lower funnel conversion metrics (e.g. purchases) from streaming TV.

Overview of the files

You'll have access to two streaming publisher-level CSV files via Tatari S3 buckets:

- 1-day file (mature):** This file contains one day's worth of data* from impressions that occurred 28 days ago. For example, if the file was created on June 1, 2020, it will contain data for May 4, 2020. This data is considered mature.
- 28-day file (immature):** This file contains 28 days' worth of data* from impressions that occurred 1 day ago up to 29 days ago. For example, if the file was created on June 1, 2020, it will contain data from May 4 - June 1, 2020. This data is considered immature as we continue to capture response metrics up to 28 days after the first impression was delivered.

*All files are inclusive of data on the start date and exclusive of data on the end date.

File example

Both CSV files will contain the following metrics:

campaign_id	impression_date	creative_code	publisher	spend	methodology	conversion_metric	lift	creative_name
sLMbTr5awubp2iJPts3BZms_1pGSih6Y2020	9/26/22	AAABBBCCC1	Hulu	1613.62	view_through_month	purchase	8.679	Unicorn Stardust
nLNbTr5fatubp1NjPos4L0ds_8pG8kd3Y2020	9/27/22	BBBAAACC2	PlutoTV	1613.62	tatari_view_through_day	visit	61.331	Unicorn Original
oLPbVr5gaegp8UjPxs5YHms_5pGNuj6Y2020	9/28/22	BBBAAACC2	PlutoTV	1613.62	tatari_view_through_week	visit	16.341	Unicorn Stardust
dLOBkKr5jaqunp4UJWts9DFme_9pHPih6Y2020	9/29/22	AAABBBCCC1	Hulu	1613.62	incremental	install	170.123	Unicorn Original

Column	Type	Description
campaign_id	string	Streaming campaign identifier; this can be used to link to data in other files
impression_date	date	Day the streaming impression occurred (EST)

creative_code	string	ISCI: Industry Standard Coding Identification
publisher	string	Where the ad impression aired (e.g. Hulu)
spend	double	Spend associated with the set of impressions
methodology	string	The measurement methodology used to calculate lift: Incremental, 1-day view-through, 7-day view-through, or 28-day view-through
conversion_metric	string	Which metric is being measured (e.g. purchase)
lift	decimal	Impact of the streaming publisher on a given conversion_metric
creative_name	string	The name of your creative

How often files are generated

Both the 1-day and 28-day files are generated daily between 23:00 - 24:00 UTC.

The measurement attribution type

Data is in both view-through (1, 7, and 28-day) and incremental attribution which is noted in the “methodology” column of the files. There are two different of view-through attribution methodologies - digital view-through and Tatari view-through.

How to keep your reporting up-to-date

To see the most recent data in your internal reporting, you should overwrite the previous days' files. We recommend you replace all data from the date ranges in the 28-day file (immature data) every day once you receive the new one, and then again once you receive the 1-day file (mature data) for each date.

You can also refer to our sample python script [here](#), which pulls the report data from our S3 bucket and creates an SQLite3 database locally that you can query. In the script you will find functions that show you how to properly overwrite existing data for initial and daily incremental loads, and thus would be a good reference when building out your own automated process.

Where to find the reports

You can find publisher-level metrics from streaming campaigns in the Tatari S3 bucket under the folder *streaming_metrics/v2*.

Getting started: How to access the reports

Follow the instructions in your dashboard's AWS Data Sharing page to gain access to your reporting.

1. Log in to [your dashboard](#)
2. On the bottom left navigation bar, select “Settings” -> “Integrations”
3. Select "AWS Data Sharing" from the top navigation bar.

Streaming User Attribution Metrics (for websites)

Written by Caitlin Mermelstein | Last published at: July 17, 2024

Tatari offers [granular TV response data](#) via Tatari S3 buckets. S3 is a secure cloud file-sharing service that allows you to both download raw data and automate ingestion (similar to an API) into your multi-touch attribution or internal tools. Learn about streaming user attribution metrics from your website below.

[Click here](#) to learn about streaming user attribution metrics for your app.

Overview of website user attribution

User attribution enables you to understand which of your *website* visitors have been exposed to your TV campaign. With it you'll be able to:

- Complete deeper analysis across all digital advertising channels to see the full customer journey.
- Integrate with your internal BI tools or data warehouse and third-party platforms like [Rockerbox](#), a multi-touch attribution software.
- Construct LTV cohorts (i.e. understand who comes from TV and how much they'll spend over a certain timeframe).

Overview of the files

You'll have access to two streaming user attribution files via Tatari S3 buckets:

- **1-day file (mature):** This file contains one day's worth of data* from impressions that occurred 29 days ago. We will only give attribution to TV if someone who saw your commercial visits your site within 28 days (those who visit after 28 days won't be attributed in this file). This data is considered mature.
- **28-day file (immature):** This file contains 28 days' worth of data* from impressions that occurred 1 day ago up to 29 days ago. The data may adjust during this time period as users continue to visit your website and will be reflected in the following days' files. This data is considered immature as we continue to capture response metrics up to 28 days after the first impression was delivered.

*All files are inclusive of data on the broadcast start date and exclusive of data on the broadcast end date. Note that while all datetime values in our reports are in UTC, streaming attribution data is grouped by Eastern time. So for example, a report with start date 2022-06-23 and end date 2022-06-24 would have datetimes between 2022-06-23 04:00 and 2022-06-24 04:00.

File example

Both CSV files will contain the following metrics:

tatari_id	user_id	event_datetime	creative_code	event_type	impression_datetime	platform	campaign_id	creative_name
8b909495-9069-405a-af55-a347d0759666	198528	2020-01-19 22:59:38+00:00	ACME002345B	pageview	2020-01-16 02:04:02+00:00	Publisher 1	sLMbTr5awubp2lJtPs3BZms_1pG5ih6Y2020	Unicorn Stardust
f2fe9019-2877-4b99-b371-8d2d2905b61f	880146	2020-01-19 23:01:18+00:00	ACME002345B	purchase	2020-01-16 02:04:02+00:00	Publisher 1	nLNbTr5fatubp1NJPas4LOds_8pGBkd3Y2020	Unicorn Original
6d1c72b1-92e5-4634-9db7-27339500dc38	723649	2020-01-19 23:02:53+00:00	ACME002345B	pageview	2020-01-16 02:04:02+00:00	Publisher 1	oLPbVr5gaeupg8UPxs5VHms_5pGNuj6Y2020	Unicorn Original
27e58b5d-7a07-4f8f-94d5-93b4cf539424	257390	2020-01-19 23:00:10+00:00	ACME002345B	signup	2020-01-16 02:04:02+00:00	Publisher 1	dLoBKr5jaqunp4lJWts9DFme_9pHPih8Y2020	Unicorn Stardust
d719d49f-b5d9-407a-96f4-0bb8dfa125f6	101714	2020-01-16 11:43:02+00:00	ACME002345B	pageview	2020-01-16 02:04:04+00:00	Publisher 1	cLjbRrSlamuep6HUKs7CVbs_2pRTih7Y2020	Unicorn Stardust

Column Name	Data Type	Description
tatari_id	string	Identifies your website visitors (using cookies)
user_id	string	Identifies users you have passed to us
event_datetime	datetime	Timestamp of the conversion event (UTC)
creative_code	string	Creative ISCI (Industry-standard coding identification)
event_type	string	Associated conversion event as set by the client
impression_datetime	datetime	Timestamp of when the impression occurred (UTC)
platform	string	The streaming platform on which the ad was aired
campaign_id	string	Streaming campaign identifier; can be used to link data to other files
creative_name	string	The name of the creative

How often files are generated

Both the 1-day and 28-day files are generated daily from 23:00 UTC - 24:00 UTC.

*If there is no spend or attribution data for the 1 or 28 day range, no report will be generated.

The measurement attribution type

All data is view-through (not incremental) attribution. There are two types of view-through attribution methodologies - digital and Tatari.

How to keep reporting up-to-date

To see the most recent data in your internal reporting, you should overwrite any existing data in the date range of the new file while accounting for the UTC to Eastern datetime adjustment (-4/5 hours). We recommend you replace all data from the date ranges in the 28-day file (immature data) every day once you receive the new one, and then again once you receive the 1-day file (mature data) for each date.

For example, if you receive a file with dates 2020-01-13 to 2020-02-11 and then the next day you receive a file with dates 2020-01-14 to 2020-02-12, you should delete all data from 2020-01-14 5:00 to 2020-02-12 5:00 and then insert the data from the new file.

You can also refer to our sample python script [here](#), which pulls the report data from our S3 bucket and creates an SQLite3 database locally that you can query. In the script you will find functions that show you how to properly overwrite existing data for initial and daily incremental loads, and thus would be a good reference when building out your own automated process.

Matching report data to the dashboard

When trying to match report data to the Tatari dashboard, please be aware that our linear dashboard is split by broadcast time (6am-6am Eastern) and our streaming dashboard is in UTC. When matching our streaming user attribution reports to the streaming dashboard, you would need to convert the datetimes in the reports from UTC to Eastern time (+4/5).

Where to find the reports

You can find user attribution metrics from streaming campaigns in the Tatari S3 bucket under the following folders.

*For digital view-through, the path will be:
`user_attribution_view_through_streaming/v2`.*

For Tatari view-through, the path will be:

`user_attribution_tatari_view_through_streaming/v2`.

The screenshot shows the Amazon S3 console with the following details:

- Breadcrumbs:** Amazon S3 > tatari-reports-exports > example_customer > user_attribution_view_through_streaming > v2
- Bucket Name:** tatari-reports-exports
- Actions:** Overview, Upload, + Create folder, Download, Actions
- Region:** US East (N. Virginia)
- Filter:** Viewing 1 to 2
- Columns:** Name, Last modified, Size, Storage class
- Items:**
 - example_customer_user_attribution_streaming_2020-06-02-2020-06-03.csv.gz (Last modified: Aug 19, 2020 12:42:40 PM GMT-0700, Size: 964.0 KB, Storage class: Standard)
 - example_customer_user_attribution_streaming_2020-06-02-2020-07-01.csv.gz (Last modified: Aug 19, 2020 12:42:50 PM GMT-0700, Size: 17.3 MB, Storage class: Standard)
- Annotations:** Green arrows point to the first file (Aug 19, 2020 12:42:40 PM) with the label "Mature Data". Blue arrows point to the second file (Aug 19, 2020 12:42:50 PM) with the label "Immature Data".

Getting started: How to access the reports

Follow the instructions in your dashboard's AWS Data Sharing page to gain access to your reporting.

1. Log in to [your dashboard](#)
2. On the bottom left navigation bar, select "Settings" -> "Integrations"
3. Select "AWS Data Sharing" from the top navigation bar.

Appendix

Tatari ID: A powerful user attribution identifier

The Tatari ID is a UUID cookie that tracks your website visitors and only expires when someone clears their cookies or according to browser restrictions. It is useful in both instances where the user does or doesn't log in to your website.

We are able to collect Tatari IDs from the Tatari Tracker (tracking pixel) you have installed on your website. When someone visits your website, an event occurs and the Tatari Tracker creates a Tatari ID (or simply a cookie) which is passed back to us.

To make the best use of this data, we recommend you also track the Tatari ID so you can match users. You can retrieve the Tatari ID on any page that has access to the Tatari Tracker using this code:

```
// Accessing tatari session ID  
tatari.sessionId;
```

Please work with your engineering team to implement this code.

User ID

The User ID is a unique identifier set up by your team and is created when a visitor logs in to your website. If your team is tracking user IDs, they will be automatically passed back to us in the Tatari Tracker. We then tie that user to someone who saw your TV ad and send this data back through the file. The benefit of seeing this ID in your file is you can compare specific users' behavior across other digital channels.

We also take it a step further and backfill the user IDs according to the attribution window (28 days for this report). For example, if User 123 visits your website but doesn't log in, you'll see them in your reports but without a user ID. Let's say a day later User 123 visits again and *does* log in, we'll backfill the user ID column in the next reports you see.

If you currently don't track the Tatari ID or User ID, you will still see events but you won't be able to tie those users back to your data. We recommend setting up both the Tatari ID and User ID to gain the full benefit of attributing users to actions on your website.

Streaming User Attribution Metrics (for apps)

Written by Caitlin Mermelstein | Last published at: July 17, 2024

Tatari offers [granular TV response data](#) via Tatari S3 buckets. S3 is a secure cloud file-sharing service that allows you to both download raw data and automate ingestion (similar to an API) into your multi-touch attribution or internal tools. Learn about streaming user attribution metrics from your app below.

[Click here](#) to learn about streaming user attribution metrics for your *website*.

Overview of app user attribution

User attribution enables you to understand which of your *app* visitors have been exposed to your TV campaign. With it you'll be able to:

- Complete deeper analysis across all digital advertising channels to see the full customer journey.
- Integrate with your internal BI tools or data warehouse and third-party platforms like [Rockerbox](#), a multi-touch attribution software.
- Construct LTV cohorts (i.e. understand who comes from TV and how much they'll spend over a certain timeframe).

Overview of the files

You'll have access to two streaming user attribution files via Tatari S3 buckets:

- **1-day file (mature):** This file contains one day's worth of data* from impressions that occurred 29 days ago. We will only give attribution to TV if someone who saw your commercial visits your site within 28 days (those who visit after 28 days won't be attributed in this file). This data is considered mature.
- **28-day file (immature):** This file contains 29 days' worth of data* from impressions that occurred 1 day ago up to 29 days ago. The data may adjust during this time period as users continue to visit your website and will be reflected in the following days' files. This data is considered immature as we continue to capture response metrics up to 28 days after the first impression was delivered.

*All files are inclusive of data on the broadcast start date and exclusive of data on the broadcast end date. Note that while all datetime values in our reports are in UTC, streaming attribution data is grouped by Eastern time. So for example, a report with start date 2022-06-23 and end date 2022-06-24 would have datetimes between 2022-06-23 04:00 and 2022-06-24 04:00.

File example

Both CSV files will contain the following metrics:

impression_datetime	creative_code	campaign_id		event_type	event_datetime	device_id	publisher	creative_name
2020-06-08 04:04:06+00:00	ABCDEF1A15A	sLMbTr5awubp2iUPtsjB2ms_1pG5ih6Y2020		install	2020-06-08 18:00:13+00:00	1A2B3C4D-1234-5678-ABCD-ABCDEF123456	Publisher 1	Unicorn Stardust
2020-06-08 04:05:35+00:00	ABCDEF1A30A	nLnbtR5fatubp1NiPos4Lods_8pGBkd3Y2020		purchase	2020-06-13 00:12:26+00:00	1A2B3C4D-1234-5678-ABCD-ABCDEF123456	Publisher 2	Unicorn Original
2020-06-08 04:07:19+00:00	ABCDEF1A30A	oLPbv5gaeugp8lPx5YHms_5pGNuJ6Y2020		purchase	2020-06-08 23:49:03+00:00	1A2B3C4D-1234-5678-ABCD-ABCDEF123456	Publisher 2	Unicorn Original
2020-06-08 04:07:50+00:00	ABCDEF1A30A	dLBKr5jaqunp4lIWts9Dfme_9phPiH9Y2020		install	2020-06-08 16:14:24+00:00	1A2B3C4D-1234-5678-ABCD-ABCDEF123456	Publisher 3	Unicorn Stardust
2020-06-08 04:08:54+00:00	ABCDEF1A30A	cJbRr5lamuep6UKls7CVfts_2pRTlh7Y2020		install	2020-06-09 18:29:04+00:00	1A2B3C4D-1234-5678-ABCD-ABCDEF123456	Publisher 1	Unicorn Stardust

Column Name	Type	Description
impression_datetime	datetime	Timestamp of when the impression occurred (UTC)
creative_code	string	Creative ISCI (Industry-Standard Coding Identification for commercials)
campaign_id	string	Streaming campaign identifier; this can be used to link to data in other files
event_type	string	Action captured by the app (i.e. install, purchase)
event_datetime	datetime	Timestamp of the app conversion event (UTC)
device_id	string	ID of the device; this comes from your app integration partner (i.e. AppsFlyer, Adjust, etc.)
publisher	string	Streaming platform on which the ad was aired
creative_name	string	The name of the creative

How often files are generated

Both the 1-day and 28-day files are generated daily from 23:00-24:00 UTC*.

*If there is no spend or attribution data for the 1 or 28 day range, no report will be generated.

The measurement attribution type

All data is view-through (not incremental) attribution. There are two types of view-through attribution methodologies - digital and Tatari.

How to keep reporting up-to-date

To see the most recent data in your internal reporting, you should overwrite any existing data in the date range of the new file while accounting for the UTC to Eastern datetime adjustment (-4/5 hours). We

recommend you replace all data from the date ranges in the 28-day file (immature data) every day once you receive the new one, and then again once you receive the 1-day file (mature data) for each date.

For example, if you receive a file with dates 2020-01-13 to 2020-02-11 and then the next day you receive a file with dates 2020-01-14 to 2020-02-12, you should delete all data from 2020-01-14 5:00 to 2020-02-12 5:00 and then insert the data from the new file with dates.

You can also refer to our sample python script [here](#), which pulls the report data from our S3 bucket and creates an SQLite3 database locally that you can query. In the script you will find functions that show you how to properly overwrite existing data for initial and daily incremental loads, and thus would be a good reference when building out your own automated process.

Matching report data to dashboard

When trying to match report data to the Tatari dashboard, please be aware that our linear dashboard is split by broadcast time (6am-6am Eastern) and our streaming dashboard is in UTC. When matching our streaming user attribution reports to the streaming dashboard, you would need to convert the datetimes in the reports from UTC to Eastern time (+4/5).

Where to find the reports

You can find user attribution metrics from streaming campaigns in the Tatari S3 bucket under the folder. *For digital view-through, the path will be: user_attribution_view_through_streaming_apps/v2.*

If you use Tatari view-through, the path will be: user_attribution_tatari_view_through_streaming_apps/v2

Amazon S3 > tatari-reports-exports > example_customer > user_attribution_view_through_streaming_app > v2

tatari-reports-exports

Overview

Type a prefix and press Enter to search. Press ESC to clear.

Upload Create folder Download Actions

US East (N. Virginia)

Viewing 1 to 2

Name	Last modified	Size	Storage class
example_customer_user_attribution_streaming_app_2020-06-02-2020-06-03.csv	Aug 19, 2020 12:43:41 PM GMT-0700	52.1 KB	Standard
example_customer_user_attribution_streaming_app_2020-06-02-2020-07-01.csv	Aug 19, 2020 12:43:32 PM GMT-0700	927.9 KB	Standard

1-day file (mature data)

28-day file (Immature data)

Getting started: How to access the reports

Follow the instructions in your dashboard's AWS Data Sharing page to gain access to your reporting.

1. Log in to [your dashboard](#)
2. On the bottom left navigation bar, select "Settings" -> "Integrations"
3. Select "AWS Data Sharing" from the top navigation bar.

Ingesting TV Response Data into Your Own S3 Bucket

Written by Caitlin Mermelstein | Last published at: June 27, 2024

Overview

Tatari offers access to [granular TV response data](#) via Tatari S3 buckets. Once you have access to our S3 bucket, there are many ways to automate ingestion of this data into your data warehouse or internal tools.

This article will help you automate ingestion of TV response data from Tatari S3 buckets to your own buckets. Note: This guide is in beta so please let us know if you run into any issue at solutions@tatari.tv.

Ingestion Setup Steps

Before ingesting TV response data into your own S3 bucket, please complete the steps [here](#) for each report you would like to ingest. Then, follow the remaining steps below:

1. Use your account's AWS [credentials](#) to fetch temporary credentials to access your Tatari S3 folder.
2. Pull file lists from both Tatari's report folder and your destination bucket, looking for files that don't exist in the latter.
3. Use the AWS library to download and then upload the contents of each file.

That's it! This script is also built to be immediately usable as a Lambda function.

This script will sync your Tatari reports folder with a bucket under your control. A report at

```
s3://tatari-reports/exports/<your_company>/<report>/v2/<report>_<date_range>.csv.gz
```

will be copied to

```
s3://<your_bucket>/<your_company>/<report>/v2/<report>_<date_range>.csv.gz
```

Credentials

You will need the following from the [basic automated ingestion guide](#):

- Your Tatari slug
- Your AWS Access Key
- Your AWS Secret Key

Scripts

Currently, only a NodeJS script is available. If you're interested in another language, please let us know at solutions@tatari.tv.

NodeJS

The Node script as-is expects your credentials and configuration to be hard-coded.

Requirements

yarn add aws-sdk

Script

[own_bucket.js](#)

Lambda

This script can be dropped into a Lambda function once you have replaced the placeholder values for your AWS credentials, destination bucket, and company slug. You will need to increase the Lambda function timeout to the maximum of 15 minutes and set up a method to trigger that lambda function (such as a cloudwatch alarm).

Integrate Tatari TV Response Data with Rockerbox

Written by Caitlin Mermelstein | Last published at: September 28, 2022

With Rockerbox, you can analyze advertising performance across all digital and offline channels to see the full customer buying journey. With our integration, you'll see more accurate and higher quality results from TV within Rockerbox's multi-touch attribution analysis.

This is available for only streaming user attribution data from your website.

Follow the steps below to integrate Tatari with Rockerbox.

1. Set up your Rockerbox S3 bucket to receive files from Tatari

Follow the steps under S3 in [this document](#) to set up your Rockerbox S3 bucket. In order to allow Tatari to send files to this bucket please give access to the following user:

```
arn:aws:iam::878256633362:user/s3_rockerbox
```

If you have questions or need help setting up your Rockerbox S3 bucket, reach out to the Rockerbox team.

2. Provide your S3 bucket name and folder to your Tatari account manager

Once you have completed the first step, you should have the Rockerbox-provided S3 bucket name and folder which is where Tatari will send the data files. Please share this with your Tatari account manager. The data should then feed into Rockerbox within 2 business days.

Learn more about our integration with Rockerbox during our joint webinar:

Embedded content from https://www.youtube.com/embed/WH5_dmB4YIA

Ingesting TV Response Data into Snowflake

Written by Caitlin Mermelstein | Last published at: June 27, 2024

You can ingest your granular TV response data from Tatari S3 buckets to store in Snowflake, a cloud-based data warehouse.

Before you get started, please make sure you have:

- Completed all the steps [in the automated ingestion guide](#) for each report you would like to ingest.
- Access to the following credentials (available in the same guide):
 - Your Tatari slug
 - Your AWS Access Key
 - Your AWS Secret Key
- Credentials from Snowflake:
 - Your Snowflake username
 - Your Snowflake password
 - Your Snowflake account ID
- Configuration from Snowflake:
 - Your Snowflake DB that you want to use
 - Your Snowflake Warehouse that you want to use

If you have any questions or encounter any issues, please email us at solutions@tatari.tv.

Ingestion Setup Steps

1. Use your account's AWS credentials (access key and secret key) to fetch temporary credentials, which will give you access to your Tatari S3 bucket.
2. Using your Snowflake credentials:
 - a. Use those temporary credentials to create a temporary Snowflake stage.
 - b. Create (or replace) an appropriate table to receive the files.
 - c. Copy the file data from the temporary stage to the non-temporary table.

That's it! We'll accomplish this by fetching the temporary credentials with Python, and then sending queries (from rendered templates) to Snowflake.

Scripts

Currently, only a Python script is available. If you're interested in another language, please let us know.

Python

The Python script as-is expects your credentials to be environment variables. You can also hard-code the credentials if you prefer.

Requirements

```
pip install boto3 snowflake-connector-python
```

Script

[snowflake.py](#)

Dockerfile

This Dockerfile expects the above Python script to be in the build directory in the file

```
snowflake.py
```

```
FROM python:3.6-alpine

RUN pip install boto3 snowflake-connector-python

RUN mkdir /app
WORKDIR /app

COPY snowflake.py snowflake.py

ARG TATARI_SLUG
ARG AWS_ACCESS_KEY_ID
ARG AWS_SECRET_ACCESS_KEY
ARG SNOWFLAKE_USER
ARG SNOWFLAKE_PASSWORD
ARG SNOWFLAKE_ACCOUNT_ID

CMD "/app/snowflake.py"
```

Sample Ingestion Script for Linear Spot-Level Metrics Report

Written by Caitlin Mermelstein | Last published at: June 06, 2024

Below is a sample python script that demonstrates how to do an initial load as well as incremental load of the [linear spot-level metrics report](#). This script will assume our data sharing role using your AWS credentials, pull all necessary files from Tatari's S3 and load it into an sqlite3 table.

Before running this script, you will need to replace the AWS_ACCESS_KEY_ID and AWS_SECRET_ACCESS_KEY variables with the credentials from your AWS account that has permissions to assume this role. Note that if you are trying to use your own AWS role to assume our role, you will need to alter the code to assume role twice.

You can run this script with the following command:

```
python3 {script_file_path} {slug} -s {start_date} -e {end_date}
```

Start and end dates are optional, and will default to 60 days ago and today respectively if omitted. The script will then grab the necessary s3 keys for a report, parse them and load them into a sqlite3 table.

[linear_slm.py](#)

Sample Ingestion Script for Linear Spend and Impressions Report

Written by Caitlin Mermelstein | Last published at: June 06, 2024

Below is a sample python script that demonstrates how to do an initial load as well as incremental load of the [linear spend and impressions report](#). This script will assume our data sharing role using your AWS credentials, pull all necessary files from Tatari's S3 and load it into an sqlite3 table.

Before running this script, you will need to replace the AWS_ACCESS_KEY_ID and AWS_SECRET_ACCESS_KEY variables with the credentials from your AWS account that has permissions to assume this role. Note that if you are trying to use your own AWS role to assume our role, you will need to alter the code to assume role twice.

You can run this script with the following command:

```
python3 {script_file_path} {slug} -s {start_date} -e {end_date}
```

Start and end dates are optional, and will default to 60 days ago and today respectively if omitted. The script will then grab the necessary s3 keys for a report, parse them and load them into a sqlite3 table.

[linear_spend.py](#)

Sample Ingestion Script for Streaming User Attribution Report (for websites)

Written by Caitlin Mermelstein | Last published at: June 06, 2024

Below is a sample python script that demonstrates how to do an initial load as well as incremental load of the [streaming user attribution report \(for websites\)](#). This script will assume our data sharing role using your AWS credentials, pull all necessary files from Tatari's S3 and load it into an sqlite3 table.

Before running this script, you will need to replace the AWS_ACCESS_KEY_ID and AWS_SECRET_ACCESS_KEY variables with the credentials from your AWS account that has permissions to assume this role. Note that if you are trying to use your own AWS role to assume our role, you will need to alter the code to assume role twice.

You can run this script with the following command:

```
python3 {script_file_path} {slug} -s {start_date} -e {end_date}
```

Start and end dates are optional, and will default to 60 days ago and today respectively if omitted. The script will then grab the necessary s3 keys for a report, parse them and load them into a sqlite3 table.

[streaming_user_attribution_web.py](#)

Sample Ingestion Script for Streaming User Attribution Report (for apps)

Written by Caitlin Mermelstein | Last published at: June 06, 2024

Below is a sample python script that demonstrates how to do an initial load as well as incremental load of the [streaming user attribution report \(for apps\)](#). This script will assume our data sharing role using your AWS credentials, pull all necessary files from Tatari's S3 and load it into an sqlite3 table.

Before running this script, you will need to replace the AWS_ACCESS_KEY_ID and AWS_SECRET_ACCESS_KEY variables with the credentials from your AWS account that has permissions to assume this role. Note that if you are trying to use your own AWS role to assume our role, you will need to alter the code to assume role twice.

You can run this script with the following command:

```
python3 {script_file_path} {slug} -s {start_date} -e {end_date}
```

Start and end dates are optional, and will default to 60 days ago and today respectively if omitted. The script will then grab the necessary s3 keys for a report, parse them and load them into a sqlite3 table.

[streaming_user_attribution_app.py](#)

Sample Ingestion Script for Streaming Publisher-Level Metrics Report

Written by Caitlin Mermelstein | Last published at: June 27, 2024

Below is a sample python script that demonstrates how to do an initial load as well as incremental load of the [streaming publisher-level metrics report](#). This script will assume our data sharing role using your AWS credentials, pull all necessary files from Tatari's S3 and load it into an sqlite3 table.

Before running this script, you will need to replace the AWS_ACCESS_KEY_ID and AWS_SECRET_ACCESS_KEY variables with the credentials from your AWS account that has permissions to assume this role. Note that if you are trying to use your own AWS role to assume our role, you will need to alter the code to assume role twice.

You can run this script with the following command:

```
python3 {script_file_path} {slug} -s {start_date} -e {end_date}
```

Start and end dates are optional, and will default to 60 days ago and today respectively if omitted. The script will then grab the necessary s3 keys for a report, parse them and load them into a sqlite3 table.

[streaming_metrics.py](#)

Sample Ingestion Script for Streaming Spend and Impressions Report

Written by Caitlin Mermelstein | Last published at: June 27, 2024

Below is a sample python script that demonstrates how to do an initial load as well as incremental load of the [streaming spend and impressions report](#). This script will assume our data sharing role using your AWS credentials, pull all necessary files from Tatari's S3 and load it into an sqlite3 table.

Before running this script, you will need to replace the AWS_ACCESS_KEY_ID and AWS_SECRET_ACCESS_KEY variables with the credentials from your AWS account that has permissions to assume this role. Note that if you are trying to use your own AWS role to assume our role, you will need to alter the code to assume role twice.

You can run this script with the following command:

```
python3 {script_file_path} {slug} -s {start_date} -e {end_date}
```

Start and end dates are optional, and will default to 60 days ago and today respectively if omitted. The script will then grab the necessary s3 keys for a report, parse them and load them into a sqlite3 table.

[streaming_spend_and_impressions.py](#)

Creative Best Practices

Guidelines and General FAQs For Existing & First-Time TV Advertisers

Written by Meghan Hill | Last published at: July 16, 2024

Creatives are a key element to any TV campaign and can significantly impact its success. The following guidelines combine industry best practices with data Tatari has collected by flighting thousands of creatives for our clients. They are intended to give you creative execution guidance; however, we are not a creative agency. If you are ready to begin your TV creative journey, we have a number of preferred agency partners we are happy to refer you to. Please reach out to your account manager for more information.

There are three key elements that should be present in every creative, to help drive consumers through the funnel of engagement with your brand:

- Brand Cues & Logos
- Product/Service Usage
- Clear Call-to-Action

Read on to learn more about each of these elements.

Brand Cues & Logos

To improve metrics like brand awareness and ad recall, it's important to keep your brand front and center, highlighting the product/service you are advertising throughout the ad's duration.

A few tactical examples that should be featured in your ad are:

- Mentioning your brand/product early - within the first 3-5 seconds
- Tagline reinforcement near the end - basically capping the creative with a visual or audio brand cue
- Brand color presence in both the foreground and background
- Use of voice-over vs. text-only - try to avoid having your messaging be text-only
- Consistent characters - think Flo from Progressive, Jake from State Farm, LeBron and Nike
- Consistent logo or watermark - making sure something related to your brand is infused in the corner of the ad throughout the entirety of it

Case Study on Brand Cues & Logos:

Tatari ran a test to see if certain “black and white” features drove performance lifts. Think of these as elements that are easily controlled (adding a watermark to the corner vs. not having one) to fit that bill. What we found is that brands who ran creatives with a consistent logo or watermark saw an 8.3% higher response than the creatives without the watermark. Furthermore, we found that 70% of our clients who ran both watermarked and non-watermarked spots, saw the spot with the watermark perform better. If you’re interested in reading more about this analysis, please refer to our blog: [Why your TV commercial should have a persistent brand watermark](#)

Product / Service Usage

To move those who are aware of your brand to those who are interested in your brand, it's important to showcase your product/service in action (especially within retail-like verticals).

A few tactical examples that should be featured in your ad are:

- Consistent product imagery
- A human element that evokes an emotional response from viewers
- Direct eye contact with featured characters - this breeds authenticity and speaks to the human element
- Highlight key features or product differentiators - what does your product do that your competitor's product doesn't?

Clear Call-to-Action

The most important factor for driving lower funnel impact is having a clear call to action. What do you want viewers to do after viewing? Do you want them to visit your store or website? Do you want them to use a coupon or discount code to purchase? Or do you want to reinforce messaging that relates to a specific product or feature?

Whatever it is, make sure your call to action is clear. Some best practices for CTA are:

- Show CTA on screen + reinforce with voice-over. This visual and audio double-up is a great way to close your creative.
- Use soft phrases (“Learn” or “Discover”) instead of hard phrases (“Buy Now”). People inherently want to make their own buying choices, not to be told what to do.
- Be short, clear, and specific! Less is more here.

Continue reading to cover some frequently asked questions.

Creative FAQs

How do I execute a successful end card?

End cards can reinforce the message or call-to-action a brand is advertising to the viewer; they are essentially a summary of the key takeaways (we love a TLDR). However, an overly complex end card makes it more difficult for the viewer to process the information your ad conveys. From executing a successful end card, the #1 Rule of Thumb is: **Keep it simple!**

- Reduce the information on the screen
- Mention when, how, or where to take action
- Include a voice-over that reinforces the CTA
- Avoid vanity URLs: the shorter, the better
- Test creatives with and without discounts/promos
- Showing discounts as a percentage vs. whole numbers, especially with high dollar amounts, is more likely to positively influence viewers

Should my ad include recognizable talent?

Having a celebrity endorse your brand is a popular tactic used by many advertisers. But this traditionally requires a sizeable investment. For clients who have seen success featuring talent, the spokesperson generally has a(n):

- Unique look or feature that immediately captures the viewer's attention
- Distinct voice or accent
- Connection or relevant tie-in to your brand (ie. an athlete endorsing a sports drink)
- Authentic and infectious conveyance of emotions through tone, facial expressions, and body language

How should I advertise a new product launch?

While general best practices mentioned throughout this presentation should still be applied, a few additional considerations related to advertising a new product/service launch are:

- What new or exciting features of this product?
- What makes it different from what is currently in the market from your brand + competitors?
 - Avoid mentioning competitors! No need to give their brand or product free advertising
- Show the product, or characters using the product
- Highlight release dates, as well as where/how consumers can purchase

How long should my creatives be?

The answer to this question varies based on a variety of factors. In general...

- 30s+ are more effective:
 - When “explaining complex messages”

- When launching of a new product or campaign
 - For new to TV / emerging brands; the added length gives them more time to reinforce their message
-
- 15s are more effective:
 - For established brands looking to keep their messaging top-of-mind for consumers
 - When they are cut downs of a 30s spot -- but only if the longer ad is fully established first

For more data on creative lengths, please see our blog post: [The Long and Short of Duration: Which TV Spots Perform Best?](#)

Can Tatari measure creative performance?

Yes! You have access to a creative dashboard within the platform, where you can view the relative performance of your brand's creatives.

You can also build reports to view creative performance by network or publisher—for both incremental and view-through attribution—across the metrics you care about the most, like:

- CPA
- CPI
- Visitor Lift and more

Within Tatari S3 reports, you can also assess creative performance down to the spot and user level. For more information on creative performance within the dashboard, please see **links to KB articles about this**.

For more information on S3 reports, please refer to our articles on S3 reporting [here](#).

Video: A Walk-Through of The Tatari Platform Navigation

Written by Caitlin Mermelstein | Last published at: September 28, 2022

Watch our short video to see an overview of your navigation.

Embedded content from <https://player.vimeo.com/video/712097668?h=813e762f33>

Video: Dashboard Conversions Chart Overview

Written by Caitlin Mermelstein | Last published at: September 28, 2022

Learn about the conversions chart located in your [Tatari dashboard](#).

Embedded content from https://player.vimeo.com/video/565823855?app_id=122963

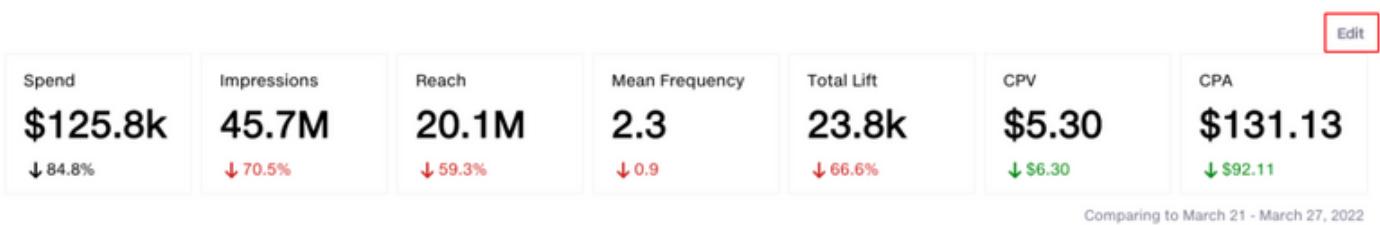
FAQs: Date Picker and Stat Headers

Written by Caitlin Mermelstein | Last published at: December 21, 2022

Find frequently asked questions about your dashboard's date picker and stat header.

Can I change which metrics I see in the stat header?

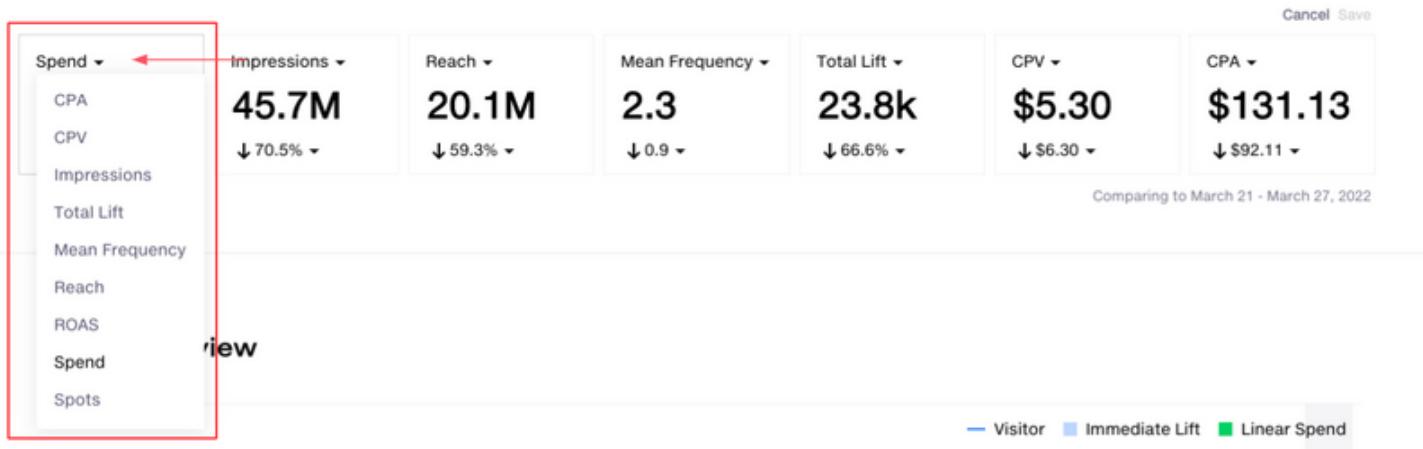
Yes, you can add or remove metrics by clicking *Edit*.



Spend	Impressions	Reach	Mean Frequency	Total Lift	CPV	CPA
\$125.8k	45.7M	20.1M	2.3	23.8k	\$5.30	\$131.13
↓ 84.8%	↓ 70.5%	↓ 59.3%	↓ 0.9	↓ 66.6%	↓ \$6.30	↓ \$92.11

Comparing to March 21 - March 27, 2022

Then selecting from the dropdowns next to each metric.



Cancel Save

Spend ▾	Impressions ▾	Reach ▾	Mean Frequency ▾	Total Lift ▾	CPV ▾	CPA ▾
CPA	45.7M	20.1M	2.3	23.8k	\$5.30	\$131.13
CPV	↓ 70.5% ▾	↓ 59.3% ▾	↓ 0.9 ▾	↓ 66.6% ▾	↓ \$6.30 ▾	↓ \$92.11 ▾

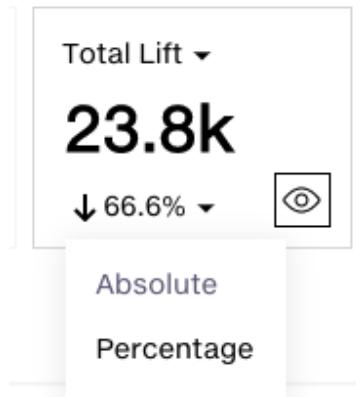
Comparing to March 21 - March 27, 2022

Legend: Visitor (blue), Immediate Lift (light blue), Linear Spend (green)

If you don't want to see seven metrics (default), you can remove them by clicking this icon:



You can also select the change indicator if you have a preference for viewing the metrics as a percent or absolute number.

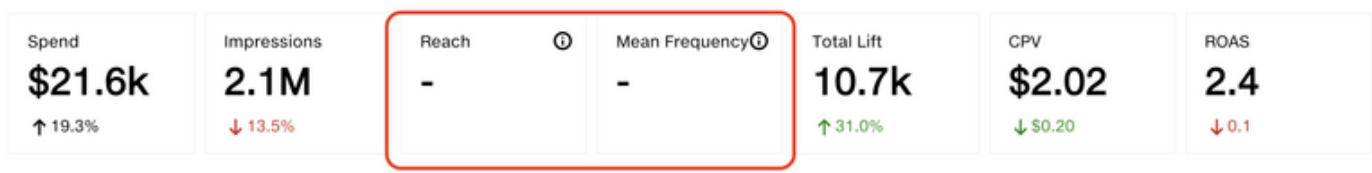


You can also select the change indicator if you have a preference for viewing the metrics as a percent or absolute number.

Make sure to hit Save after you make adjustments.

All changes will be reflected at the user level (i.e. only you can see your changes and not others on your account).

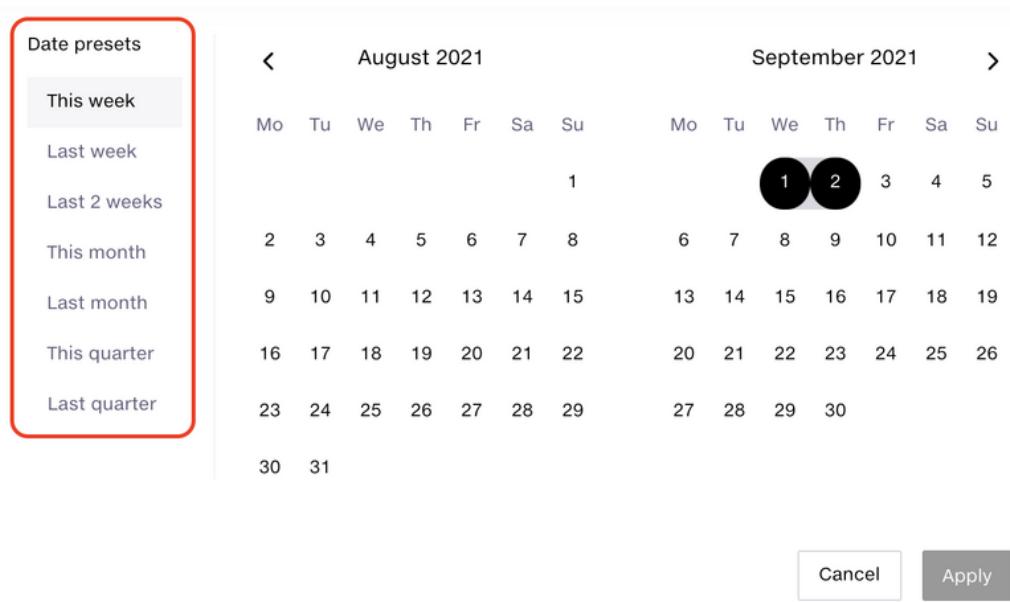
Why are the reach and frequency numbers blank in my dashboard stat header?



Comparing to August 30 - August 31, 2021

There are two possible reasons why these numbers may be blank:

1. You have chosen a custom date range (not a preset). Reach and frequency are currently calculated for preset date ranges.



2. You may have sparse data. Please reach out to your Client Services Manager for further details.

Can I still choose a custom date range?

Yes, select a date range as you normally would by clicking on a start and end date in the calendar.

What rules are being used when comparing to previous periods?

The comparison arrows compare to the same time range relative to the preset, meaning “This Week” compares to “Last Week,” “Last Week” compares to the week prior, “This Month” compares to “Last Month”, and so on. Months account for different lengths, so if the current month has 30 days you will still compare to all 31 of the previous month.

If you choose a custom date range, the comparison will be to the same number of days immediately preceding the range you selected. In every case, the date range for the comparison is labeled in the bottom right of the stat header.



What does the different color coding mean for the comparison arrows under the stats?

The color-coding of the arrows is pretty simple: Red means the metric got worse, green means it improved, and gray means the metric has neither improved nor gotten worse. For example, “Spend”

increasing or decreasing is not inherently good or bad. Keep in mind that certain metrics move in opposite directions, so an increase in reach is good (green), but an increase in CPA is bad (red).

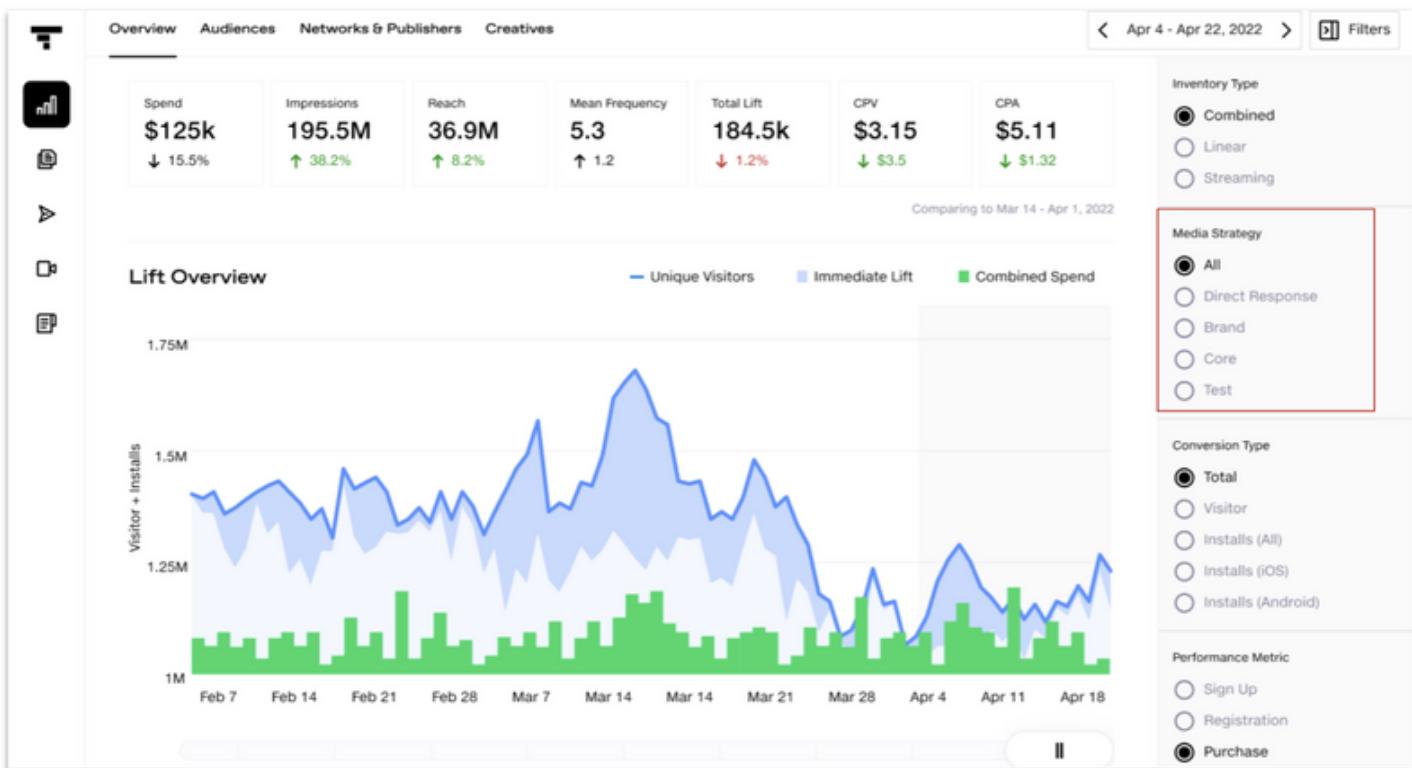
Why do I not see reach or frequency in my combined view?

You may not see combined reach or frequency metrics if you have missing data from either linear or streaming campaigns.

Filtering Dashboard Data by Media Strategy

Written by Caitlin Mermelstein | Last published at: June 27, 2024

In your Tatari platform, you can filter dashboard data by *Brand*, *Direct Response*, *Core*, or *Test*.



The types of media strategies refer to the following:

- Brand: Inventory bought in high-reach brand awareness campaigns
- Direct Response: Inventory bought in direct response campaigns
- Core: Inventory you buy regularly
- Test: Inventory you bought to test performance

Your brand and/or direct response buys may also be tagged as core or test. In order to filter data by *Media Strategy*, your media buying team has to tag your buys. Please reach out to them if you have questions.

Note: Adding Brand + Direct Response metrics won't always equal the "All" option, usually in cases where your media buys are not tagged.

Data will be backfilled up until the first date the buy was tagged which may vary across all buys. You can also view media strategies in your [Reports](#).

Navigating Your Reports

Written by Caitlin Mermelstein | Last published at: July 09, 2024

Overview

In the Tatari platform, you can build custom Reports to see the results of your linear or streaming TV campaigns.

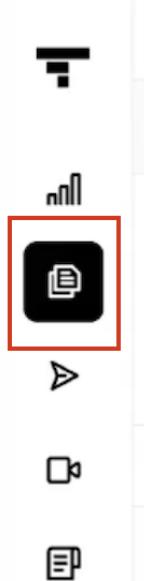
The screenshot shows the Tatari platform's reporting interface. At the top, there are navigation buttons for 'Reports', 'All Campaigns', 'New Report', and a search bar. The main area displays a table of campaign data for the week of Jan 8, 2024. The columns include Week, Inventory Class, Network, Spend, Impressions, and Creative details. A modal window titled 'TATARI VIEW THROUGH DAY' is open over the table, showing a breakdown of metrics like Inventory Type, Execution Method, Rollup (tags), Deal Terms, Delivery, Tier, Distribution, Target Genre, Target Age & Gender, Network Family, and Networks & Publishers. On the right side of the interface, there is a sidebar titled 'Filters' with various dimensions listed, many of which are checked (e.g., Date, Inventory Type, Rollup (Tags)). A note in the sidebar states: 'Only 3 dimensions can be selected at a time. Select a dimension to enable another one.' Below the filters is a 'Pivot' section with options 'Off' and 'Day'.

This detailed report can help you answer questions such as:

- How did our creatives perform on a specific streaming publisher (or network)?
- What was our CPV, CPA, CPI, or lift by publisher (or network) and/or week?
- What is our daily spend by publisher (or network), week, and/or creative?
- How does view-through look compared to incremental?
- How much did we spend this year and what trends are we finding?
- ...and much more.

Creating Reports

1. In the Tatari platform, navigate to **Reports**



2. Immediately start exploring your data and build reports.

The screenshot shows a complex data reporting interface with a main table and a detailed sidebar. The main table displays inventory data for Jan 8, 2024, with columns for Week, Inventory Class, Network, Spend, Impressions, and various filters. The sidebar on the right provides detailed metrics and dimensions, with a specific focus on the 'Inventory Type' section, which is highlighted with a red box.

3. You can choose to use a standard report or build your own.

1. Standard reports

1. Choose from the following standard reports:

The screenshot shows a 'Reports' section with a search bar and dropdown menus for 'Created By Me' and 'Created By Others'. Below these, a red box highlights the 'Standard Reports' section, which lists three options: 'Campaign Performance', 'Creative Performance', and 'Network and Publisher Performance'.

- **Campaign Performance:** Gain a comprehensive overview of your campaign's overall performance.
- **Creative Performance:** Evaluate creative performance trends over the past month.

- **Network and Publisher Performance:** Dive into upper and lower funnel conversion metrics, segmented by networks and publishers.

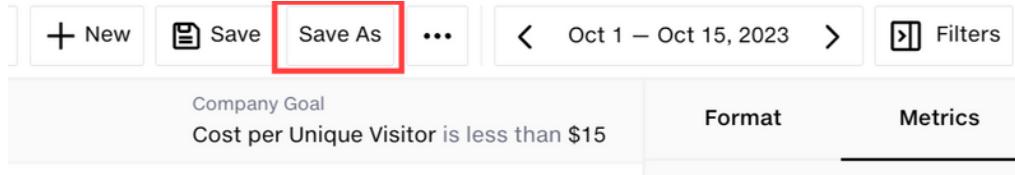
2. Building your own report

1. Create a custom report tailored to your specific needs by selecting the dimensions and metrics that reveal the insights you're looking for.

Saving Reports

Once you've created a report, whether standard or custom, you can save it for future reference and sharing. Here's how:

1. Click the "Save As" button



2. Add a descriptive name and description

3. Select the Date Range

1. **Rolling Dates:** Choose pre-set options like "Last Week" or "Last Quarter" for dynamic date ranges that always reflect the most recent data.
2. **Fixed Dates:** Specify a custom start and end date for a specific timeframe analysis.

The screenshot displays a 'Save Report' dialog box in the foreground, which includes fields for 'Name' (set to 'New Report') and 'Description'. In the background, a main dashboard shows a table of data with columns 'Spend' and 'Impressions'. The left sidebar lists 'All Campaigns' and 'New Report' sections, and the right sidebar shows filter settings for various dimensions like Date, Inventory Type, and Networks & Publishers.

1. To allow other members of your team to see this report in their Tatari platform, leave the report visibility toggle "On".
2. Click "Save" to finalize the process.

After saving the report, all filters, dimensions, performance metrics, charts, and dates you've selected in your report will be included. You can find your standard reports, saved reports, and reports saved by other members of your team here:

All reports

Created By Me

My Conversion Report

Streaming Daily Spend

Weekly CPA

Monthly Linear Installs

WoW Linear CPV

Created By Others

Creative Heatmap

Streaming Creative by Net...

Report

Visible to: Other Acme users

Campaigns Creatives Tags

Incremental						
publishers	Spend	Total Lift	Sign up	CPA	Cost Per Sign up	
Entertainment	\$7.4k	12.1k	3.5k	\$3.24	\$3.24	
Dish Men	\$4.4k	8.6k	3.5k	\$2.11	\$2.11	
TLC	\$4.4k	8.6k	5.3k	\$2.11	\$2.11	

Report Details

Date Range

You can change your date range in the upper right corner. The date range goes back all time.



Filters

All Campaigns

New Report

Inventory Type Execution Method Rollup (tags) Networks & Publishers Rotations Creatives All Filters

Week	Inventory Class	Network	Spend	Impressions	TATARI VIEW THROUGH DAY Unique Visitor Lift	TATARI VIEW THROUGH DAY Cost Per Visitor
Jan 8, 2024	Linear TV	Women's Entertainment	\$998.75	613,084	-	-
		WAPA America	\$134.30	565,092	-	-
		Viceland	\$1,209.00	466,250	-	-
		USA	\$3,782.50	965,201	-	-
		Univision	\$7,990.00	3,669,840	-	-
		TruTV	\$1,700.00	747,525	-	-
		Travel Channel	\$892.50	826,986	-	-
		TBS Locals	\$510.00	1,196,830	-	-
		TBS	\$6,676.75	4,129,797	-	-
		Sundance TV	\$1,785.00	1,491,832	-	-
		Pop	\$1,368.50	1,321,734	-	-
		Oxygen Locals	\$35.70	39,483	-	-
		Oprah Winfrey Network	\$1,912.50	700,213	-	-
		Nick At Nite	\$637.50	291,510	-	-
		NewsNation	\$433.50	403,248	-	-
		NBC Universo	\$1,445.00	853,414	-	-
		National Geographic	\$2,233.80	1,894,374	-	-
		National Broadcasting Company	-	-	-	-
		MTV Tr3s	\$165.75	40,430	-	-
		MSNBC	\$25,092.00	34,318,918	-	-

Company Goal: Cost per Unique Visitor is less than \$15

Format Metrics

Dimensions

- Date
- Day
- Week
- Month
- Campaign
- Inventory Type
- Execution Method
- Tags
- Rollup (Tags)
- Expanded (Tags)
- Deal Terms
- Delivery
- Tier
- Distribution
- Target Genre
- Target Age & Gender
- Network Family
- Networks & Publishers
- Rotations
- Bookings
- Line Items
- Creative Duration
- Creative Group
- Creatives
- DMA (Geo)

Only 3 dimensions can be selected at a time. Deselect a dimension to enable another one.

Pivot

- Off
- Day

Use the quick selection menu to select filters from the following categories:

- Inventory
 - Inventory type: Linear, Streaming, or OLV

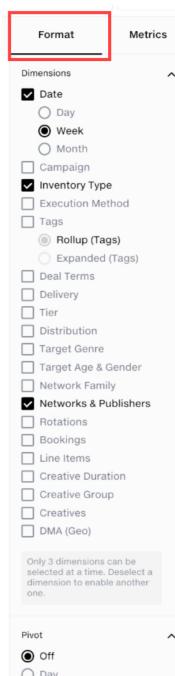
- Execution method: direct or programmatic
- Creatives
- Audience

You can narrow your data by adding one or many filters and the filters will interact with each other.

Reminder: You can also add value filters at the top of the column.

Format

Use this tab to see the format of your table. This is broken into three sections: dimensions, pivot, and view options such as heat map and totals.



Dimensions

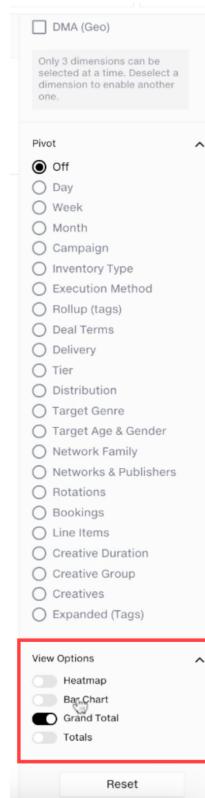
Below is a list of all available dimensions in Reports:

- Date
- Campaign
- Inventory Type
- Execution Method
- Tags
- Deal Teams
- Delivery
- Tier
- Distribution
- Target Genre
- Target Age & Gender
- Network Family
- Networks & Publishers

- Rotations
- Bookings
- Line Items
- Creative Duration
- Creative Group
- Creatives
- DMA (Geo)
- Age
- Gender
- Age Gender
- Children
- Income
- Mosaic Type
- Mosaic Group

View Options

Select view options here:

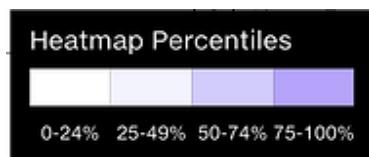


Heatmap

The heatmap helps you quickly see which networks or rotations (on linear) or publishers (on streaming) are performing the best (or worst) to make fast optimization decisions.

Week	Publisher	Incremental		
		Spend	Visitor Lift	Cost Per Visitor ↑
Jan 17, 2022	CW OTT	\$36.2k	12.0k	\$3.02
	Tubi OTT	\$10.0k	3.24k	\$3.09
	Paramount+	\$30.0k	8.72k	\$3.44
	NBC OTT	\$20.0k	3.97k	\$5.03
	Viacom OTT	\$15.0k	1.97k	\$7.60
	Discovery TV Everywhere (OTT)	\$10.0k	1.17k	\$8.55
	FX OTT	\$217	23.8	\$9.13

The color indicator is as follows:

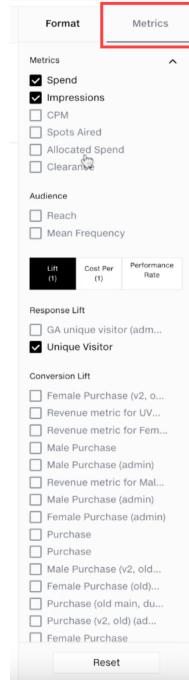


The percentile range doesn't necessarily indicate performance is poor as there may be other variables to consider. The coloring instead helps you more quickly gauge areas to look into.

Metrics

Use this tab to select which metrics you'd like to see in the table. Choose metrics from the following categories:

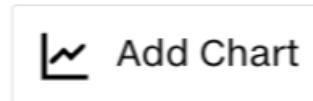
- Metrics
- Audience
- Lift
- Cost Per
- Performance Rate
- Spend Calculations
- Measurement Method



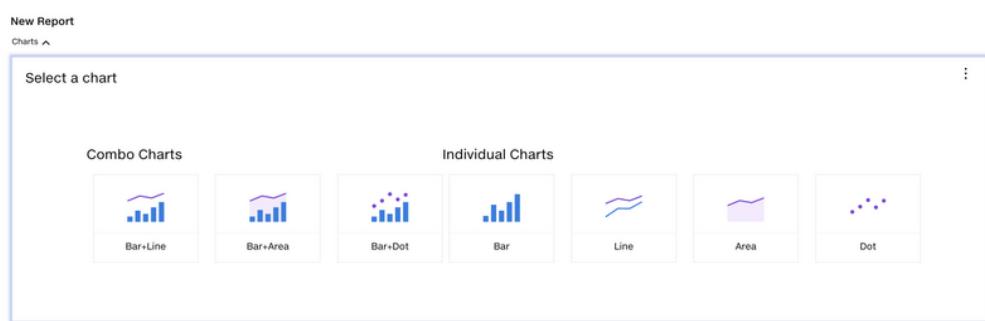
Charts

Add a chart directly to your Reports to visualize your data.

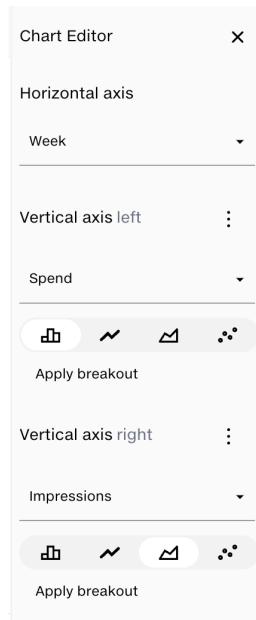
1. After you build your report, click '**Add Chart**'.
- 2.



Then choose a Combo Chart or Individual Chart to get started.



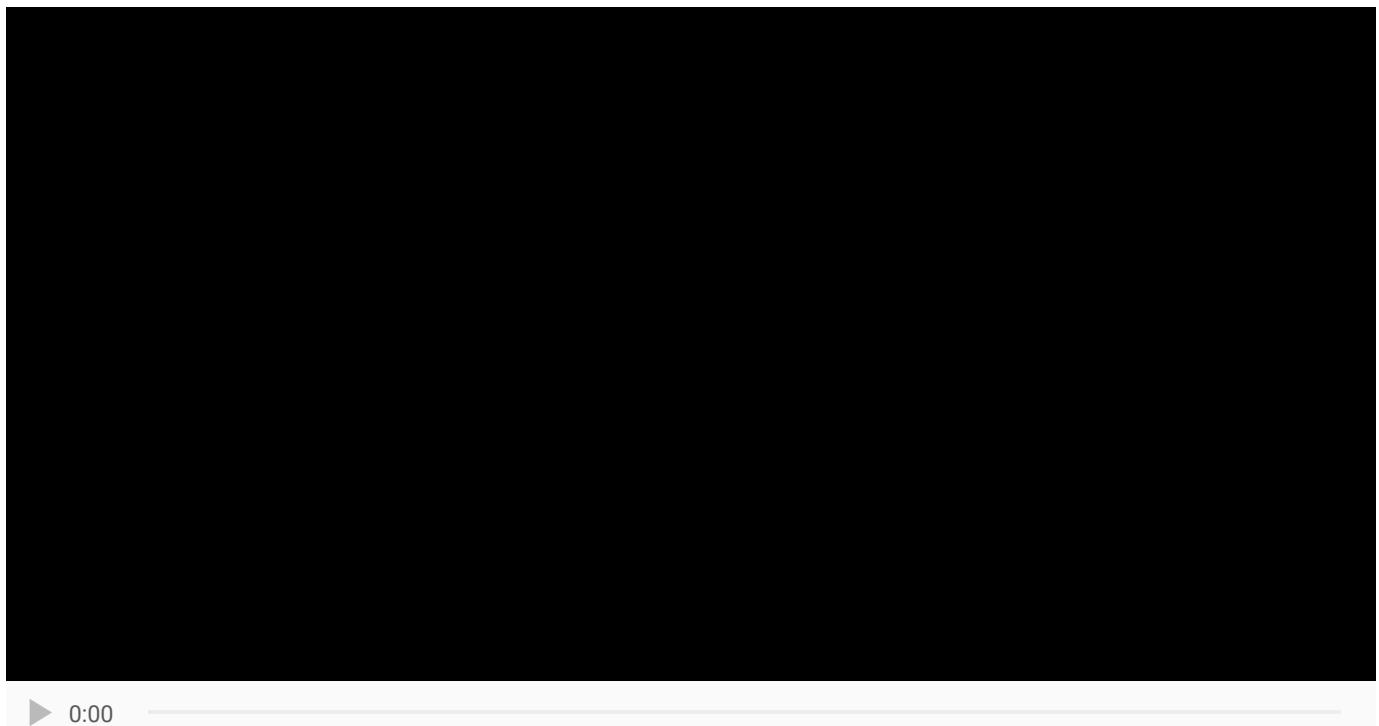
3. Use the chart editor on the right-hand side to edit your chart.



Important details to keep in mind:

- Charts will update automatically when the date range is changed. However, changing other dimensions or metrics will require recreating the chart. **Pro tip:** Select your Dimensions and Metrics, then build your chart.
- At this time range filters (e.g., filtering spend more than \$200) cannot be applied to charts.
- You can save up to 3 charts in your report.

Watch our short video to learn more about charts:



Report Results

Data

All data is inclusive of the start and end dates.

Note: You may find sparse data points until approximately 30-60 days after your first airing.

Column sorting

- **Date:** You can sort from the most recent to the furthest day, week, or month (and visa versa) within your selected date range.

Day ↓

Jan 31, 2021

Jan 30, 2021

Jan 29, 2021

Jan 28, 2021

Jan 27, 2021

Jan 26, 2021

- **Publisher**

- If the “Date” dimension is unselected, you can sort publishers alphabetically from A → Z or Z → A within your selected date range.

◦

Publisher ↓

Viacom OTT

Turner OTT

Tubi OTT

Sling: Female Cluster

Sling: Adult Cluster

Roku

- If the “Date” column is also selected, you can sort publishers alphabetically from A → Z or Z → A within the given time period.

◦

Week	Publisher ↑
Mar 15, 2021 Sling: Adult Cluster	
NBC OTT	
Hulu Targeting Adults 18-34	
Discovery TV Everywhere (OTT)	
Comcast OTT	

- **Spend**

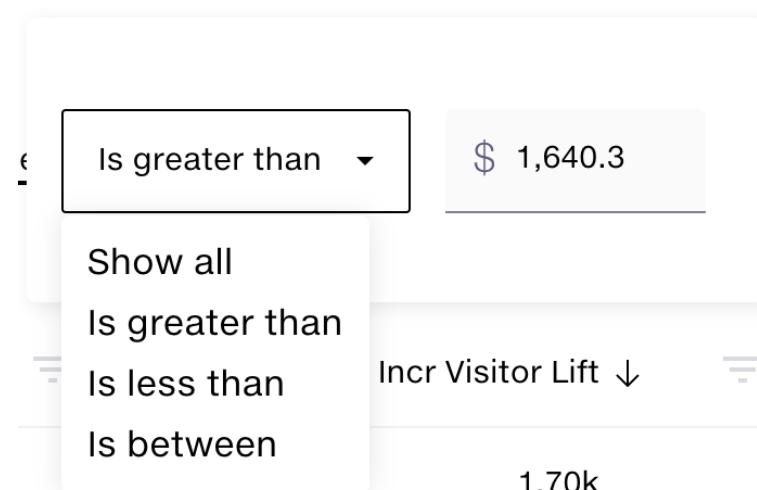
- If both *Publisher* (or *network*) and *Date dimensions* are selected, you can sort from worst to best (or visa versa) performing publisher (or network) by spend or any other metrics within the selected date range.

◦

Week	Publisher	= Spend ↑
Mar 15, 2021 Comcast OTT		\$4.38k
Hulu Targeting Adults 18-34		\$1.51k
NBC OTT		\$520

- You can also filter to show only specific metrics using a condition shown here.

◦

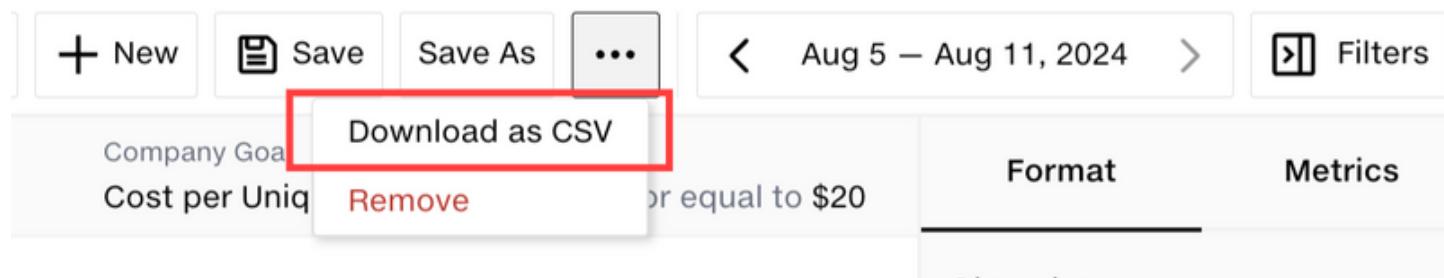


Tip: To see the totals across platforms, publishers, creatives, etc., remove the dimensions.

Sharing Reports

There are two ways to share the report with your team members: download a CSV or share a URL. With either option, all filters, dimensions, performance metrics, charts, and dates you've selected in your report will be included.

To download the report, click here.



Note: you need to save your report before you can share the URL.

Recent Report Updates

Watch our short video to learn more:



Invoices

Written by Caitlin Mermelstein | Last published at: September 28, 2022

In the Tatari platform, you can find a record of all invoices, giving you visibility into what's due, past due, or already paid on the [Billing page](#).

Invoice #	Invoice Date	Due Date	Paid on	Status	Total	Balance Due	Actions
20040	Mar 22, 2022	Apr 05, 2022	Mar 22, 2022	Paid	\$14,619.95	\$0.00	▼
20039	Mar 20, 2022	Mar 30, 2022	-	Due	\$20,000.00	\$20,000.00	▼
20038	Mar 20, 2022	Mar 30, 2022	-	Due	\$20,000.00	\$20,000.00	▼
20037	Mar 20, 2022	Mar 30, 2022	-	Due	\$20,000.00	\$20,000.00	▼
20036	Mar 10, 2022	Mar 20, 2022	-	Past Due	\$41,000.00	\$41,000.00	▼

Note: If you pay an invoice today, the *Status* will be updated on this page the following day.

Clicking the arrows shown here will give you a breakdown of the invoice details.

Invoice #	Invoice Date	Due Date	Paid on	Status	Total	Balance Due	Actions
20040	Mar 22, 2022	Apr 05, 2022	Mar 22, 2022	Paid	\$14,619.98	\$0.00	▼
20039	Mar 20, 2022	Mar 30, 2022	-	Due	\$20,000.00	\$20,000.00	▼
20038	Mar 20, 2022	Mar 30, 2022	-	Due	\$20,000.00	\$20,000.00	▼

You can also download each individual invoice.

Invoices ①



Invoice #	Invoice Date	Due Date	Paid on	Status	Total	Balance Due	
→ 20040	Mar 22, 2022	Apr 05, 2022	Mar 22, 2022	Paid	\$14,619.98	\$0.00	▼
20039	Mar 20, 2022	Mar 30, 2022	-	Due	\$20,000.00	\$20,000.00	▼

Here you can filter to see the status of invoices due, and within a specified date range.

The screenshot shows the 'Invoices' section of a software interface. On the left, there's a vertical sidebar with icons for Home, Reports, Invoices, Expenses, and Settings. The 'Invoices' icon is selected. The main area displays a table of invoices with columns: Invoice #, Invoice Date, Due Date, Paid on, Status, Total, Balance Due, and a dropdown menu. A red arrow points from the 'Filters' button at the top right to a detailed filter sidebar on the right. This sidebar has two sections: 'Status' and 'Invoice Date'. The 'Status' section contains radio buttons for 'All', 'Due', 'Past Due', and 'Paid', with 'All' selected. The 'Invoice Date' section contains radio buttons for 'All time' and 'Date range', with 'All time' selected. Below these is a date range input field showing '4/01/2022 - 5/01/2022'.

Invoice #	Invoice Date	Due Date	Paid on	Status	Total	Balance Due	
20040	Mar 22, 2022	Apr 05, 2022	Mar 22, 2022	Paid	\$14,619.95	\$0.00	▼
20039	Mar 20, 2022	Mar 30, 2022	-	Due	\$20,000.00	\$20,000.00	▼
20038	Mar 20, 2022	Mar 30, 2022	-	Due	\$20,000.00	\$20,000.00	▼
20037	Mar 20, 2022	Mar 30, 2022	-	Due	\$20,000.00	\$20,000.00	▼
20036	Mar 10, 2022	Mar 20, 2022	-	Past Due	\$41,000.00	\$41,000.00	▼

Note: Your usual workflow for paying invoices hasn't changed. Please continue to pay bills the same way you do today.

Navigating Your New Media Plan Layout

Written by Caitlin Mermelstein | Last published at: June 28, 2024

View Your Weekly Plans Directly in the Tatari UI

When you look at your media plan in the Tatari UI, you will see all of the data you normally do, plus some additional information. This updated format provides:

- Easier access to your plans
- Additional ways to filter your data
- Better visualizations

Watch the video below to better understand how to read your weekly media plan in Tatari's Media Buying Platform or [click here](#) to view a written guide of the media plan layout.

Embedded content from <https://player.vimeo.com/video/654148473?h=83630cae65>

Navigating Your New Media Plan Layout

Plan Overview

In the top left corner, you can see your weekly plan budget as well as the dates for that plan. You can navigate between plan weeks and see your budget for the corresponding week. The plan overview includes both Linear and Streaming.

Week of: 9/7/2021 | Budget: \$100,000 | Total Alloc: \$95k

Future Unicorn accepts full responsibility for all cleared spend which may exceed the planned Budget and could be 100% of the Total Allocation number above.

Linear Streaming □ □ □ Columns

Bookings	Allocated	NPE		Network & Rotation	Network	15 30 60 120	Allocated	CPM	Creative Group
112	\$250k	\$0		A&E - Locals Weekend AM	A&E - Locals	36 0 0 0	\$8,415	\$15.17	Incremental
Total Spots	New Bookings	New Networks	New Rotations	A&E Weekend Day	A&E	8 0 0 0	\$5,051	-	Incremental
				A&E Weekday Evening	A&E	0 32 0 0	\$2,852	-	Retargeting
				ADSM - Locals Weekend	ADSM - Locals	12 0 0 0	\$8,415	-	Retargeting
				ADSM - Locals Weekend	ADSM - Locals	8 0 0 0	\$8,415	-	Retargeting
				AMC Weekend AM	AMC	30 0 0 0	\$8,415	-	Tue - Sun Creatives
				AMC Everyday Prime	AMC	12 0 0 0	\$8,415	-	Tue - Sun Creatives
				AMTV Weekday Late Night	AMTV	60 0 0 0	\$8,415	-	Tue - Sun Creatives
				Animal Planet Everyday Day	Animal Planet	40 0 0 0	\$8,415	-	Incremental
				Animal Planet Weekday Day	Animal Planet	36 0 0 0	\$8,415	\$11.26	Retargeting
				Bandamax Weekday Evening	Bandamax	12 0 0 0	\$8,415	-	Retargeting
				BET Jams Weekend Prime	BET Jams	40 0 0 0	\$8,415	-	Retargeting
				BET Soul Weekday Morning	BET Soul	48 0 0 0	\$8,415	-	Mon Creatives
				Boomerang Weekday Day	Boomerang	8 0 0 0	\$8,415	-	Mon Creatives
				Bromo Weekday Day	Bromo	36 0 0 0	\$8,415	-	Incremental
				Comedy Central Weekend Evening	Comedy Central	12 0 0 0	\$8,415	-	Incremental
				Comedy Central Everyday Day	Comedy Central	36 0 0 0	\$8,415	-	Incremental

Plan Breakdowns

On the far left hand side of your screen, you can switch between your Linear and Streaming plans. You can also change your plan layout by selecting one of the icons in this section.

Week of: 9/7/2021 | Budget: \$100,000 | Total Alloc: \$95k

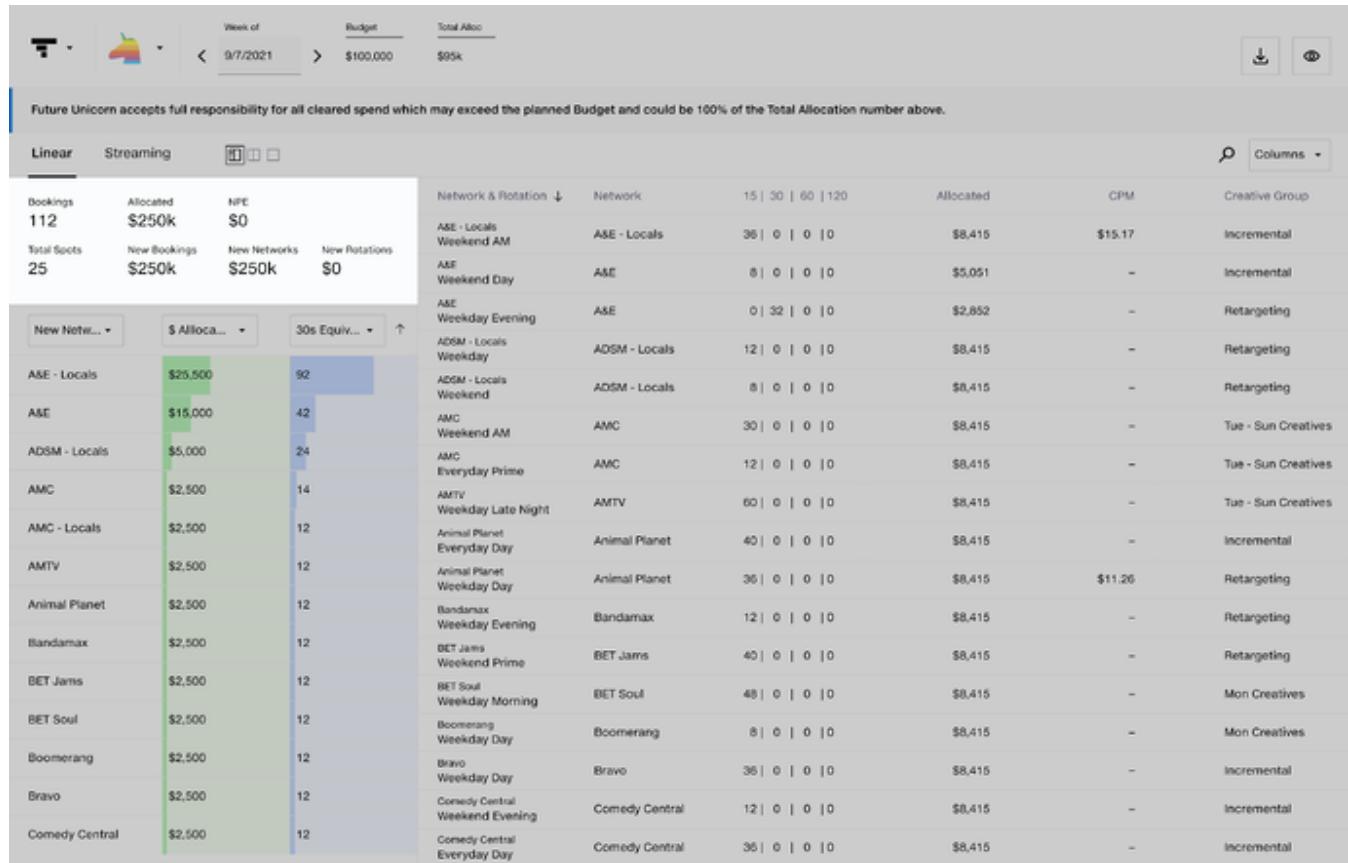
Future Unicorn accepts full responsibility for all cleared spend which may exceed the planned Budget and could be 100% of the Total Allocation number above.

Linear Streaming □ □ □ Columns

Bookings	Allocated	NPE		Network & Rotation	Network	15 30 60 120	Allocated	CPM	Creative Group
112	\$250k	\$0		A&E - Locals Weekend AM	A&E - Locals	36 0 0 0	\$8,415	\$15.17	Incremental
Total Spots	New Bookings	New Networks	New Rotations	A&E Weekend Day	A&E	8 0 0 0	\$5,051	-	Incremental
				A&E Weekday Evening	A&E	0 32 0 0	\$2,852	-	Retargeting
				ADSM - Locals Weekend	ADSM - Locals	12 0 0 0	\$8,415	-	Retargeting
				ADSM - Locals Weekend	ADSM - Locals	8 0 0 0	\$8,415	-	Retargeting
				AMC Weekend AM	AMC	30 0 0 0	\$8,415	-	Tue - Sun Creatives
				AMC Everyday Prime	AMC	12 0 0 0	\$8,415	-	Tue - Sun Creatives
				AMTV Weekday Late Night	AMTV	60 0 0 0	\$8,415	-	Tue - Sun Creatives
				Animal Planet Everyday Day	Animal Planet	40 0 0 0	\$8,415	-	Incremental
				Animal Planet Weekday Day	Animal Planet	36 0 0 0	\$8,415	\$11.26	Retargeting
				Bandamax Weekday Evening	Bandamax	12 0 0 0	\$8,415	-	Retargeting
				BET Jams Weekend Prime	BET Jams	40 0 0 0	\$8,415	-	Retargeting
				BET Soul Weekday Morning	BET Soul	48 0 0 0	\$8,415	-	Mon Creatives
				Boomerang Weekday Day	Boomerang	8 0 0 0	\$8,415	-	Mon Creatives
				Bromo Weekday Day	Bromo	36 0 0 0	\$8,415	-	Incremental
				Comedy Central Weekend Evening	Comedy Central	12 0 0 0	\$8,415	-	Incremental
				Comedy Central Everyday Day	Comedy Central	36 0 0 0	\$8,415	-	Incremental

Big Numbers

At a quick glance, you can better understand bookings and inventory breakdown. These numbers are dynamic and will automatically update as you toggle between Linear and Streaming. You can see the number of bookings, the total number of spots, the dollar amount of budget allocated towards bookings, the dollar amount allocated towards NPE, the dollar amount allocated towards new bookings, the dollar amount allocated towards new networks, and the dollar amount allocated towards new rotations.



The screenshot shows a media planning tool interface. At the top, there are filters for 'Week of' (9/7/2021), 'Budget' (\$100,000), and 'Total Alloc' (\$95k). Below this, a message states: "Future Unicorn accepts full responsibility for all cleared spend which may exceed the planned Budget and could be 100% of the Total Allocation number above." The main view is divided into 'Linear' and 'Streaming' sections. Under 'Linear', there are summary rows for 'Bookings' (112) and 'Allocated' (\$250k), and another row for 'Total Spots' (25) with 'New Bookings' (\$250k), 'New Networks' (\$250k), and 'New Rotations' (\$0). The main table lists booking details for various networks and rotations. The columns include: New Network, \$ Allocat..., 30s Equiv..., Network & Rotation, Network, 15 | 30 | 60 | 120, Allocated, CPM, and Creative Group. The table shows multiple entries for networks like A&E, AMC, and Animal Planet across different rotations such as Weekend AM, Weekday Evening, and Everyday Prime. The 'Allocated' column shows values like \$250k for A&E - Locals and \$2,500 for AMC.

New Network	\$ Allocat...	30s Equiv...	Network & Rotation	Network	15 30 60 120	Allocated	CPM	Creative Group
A&E - Locals	\$250k	92	A&E - Locals Weekend AM	A&E - Locals	36 0 0 0	\$8,415	\$15.17	Incremental
A&E	\$15,000	42	A&E Weekend Day	A&E	8 0 0 0	\$5,051	-	Incremental
AMC	\$2,500	14	A&E Weekday Evening	A&E	0 32 0 0	\$2,852	-	Retargeting
AMC - Locals	\$5,000	24	ADSM - Locals Weekend	ADSM - Locals	12 0 0 0	\$8,415	-	Retargeting
AMC	\$2,500	12	ADSM - Locals Weekend	ADSM - Locals	8 0 0 0	\$8,415	-	Retargeting
AMC - Locals	\$2,500	12	AMC Weekend AM	AMC	30 0 0 0	\$8,415	-	Tue - Sun Creatives
AMTV	\$2,500	12	AMC Everyday Prime	AMC	12 0 0 0	\$8,415	-	Tue - Sun Creatives
Animal Planet	\$2,500	12	AMTV Weekday Late Night	AMTV	60 0 0 0	\$8,415	-	Tue - Sun Creatives
Animal Planet	\$2,500	12	Animal Planet Everyday Day	Animal Planet	40 0 0 0	\$8,415	-	Incremental
Animal Planet	\$2,500	12	Animal Planet Weekday Day	Animal Planet	36 0 0 0	\$8,415	\$11.26	Retargeting
Bandamax	\$2,500	12	Bandamax Weekday Evening	Bandamax	12 0 0 0	\$8,415	-	Retargeting
BET Jams	\$2,500	12	BET Jams Weekend Prime	BET Jams	40 0 0 0	\$8,415	-	Retargeting
BET Soul	\$2,500	12	BET Soul Weekday Morning	BET Soul	48 0 0 0	\$8,415	-	Mon Creatives
Boomerang	\$2,500	12	Boomerang Weekday Day	Boomerang	8 0 0 0	\$8,415	-	Mon Creatives
Bravo	\$2,500	12	Bravo Weekday Day	Bravo	36 0 0 0	\$8,415	-	Incremental
Comedy Central	\$2,500	12	Comedy Central Weekend Evening	Comedy Central	12 0 0 0	\$8,415	-	Incremental
Comedy Central	\$2,500	12	Comedy Central Everyday Day	Comedy Central	36 0 0 0	\$8,415	-	Incremental

Plan Bookings

This is the bulk of your plan. View your individual bookings and all the specific information that makes up your media plan. To learn more about the media plan, you can visit Tatari's [Knowledge Base](#).

Week of 9/7/2021 Budget \$100,000 Total Alloc \$95k

Future Unicorn accepts full responsibility for all cleared spend which may exceed the planned Budget and could be 100% of the Total Allocation number above.

Linear **Streaming** Columns

Bookings	Allocated	NPE	Network & Rotation	Network	15 30 60 120	Allocated	CPM	Creative Group
112	\$250k	\$0	A&E - Locals Weekend AM	A&E - Locals	36 0 0 0	\$8,415	\$15.17	Incremental
Total Spots	New Bookings	New Networks	A&E Weekend Day	A&E	8 0 0 0	\$5,051	-	Incremental
25	\$250k	\$250k	A&E Weekday Evening	A&E	0 32 0 0	\$2,852	-	Retargeting
			ADSM - Locals Weekday	ADSM - Locals	12 0 0 0	\$8,415	-	Retargeting
			ADSM - Locals Weekend	ADSM - Locals	8 0 0 0	\$8,415	-	Retargeting
			AMC Weekend AM	AMC	30 0 0 0	\$8,415	-	Tue - Sun Creatives
			AMC Everyday Prime	AMC	12 0 0 0	\$8,415	-	Tue - Sun Creatives
			AMTV Weekday Late Night	AMTV	60 0 0 0	\$8,415	-	Tue - Sun Creatives
			Animal Planet Everyday Day	Animal Planet	40 0 0 0	\$8,415	-	Incremental
			Animal Planet Weekday Day	Animal Planet	36 0 0 0	\$8,415	\$11.26	Retargeting
			Bandamax Weekday Evening	Bandamax	12 0 0 0	\$8,415	-	Retargeting
			BET Jams Weekend Prime	BET Jams	40 0 0 0	\$8,415	-	Retargeting
			BET Soul Weekday Morning	BET Soul	48 0 0 0	\$8,415	-	Mon Creatives
			Boomerang Weekday Day	Boomerang	8 0 0 0	\$8,415	-	Mon Creatives
			Bravo Weekday Day	Bravo	36 0 0 0	\$8,415	-	Incremental
			Comedy Central Weekend Evening	Comedy Central	12 0 0 0	\$8,415	-	Incremental
			Comedy Central Everyday Day	Comedy Central	36 0 0 0	\$8,415	-	Incremental

Personalize Your View

Hide or show the columns you'd like to see in order to view the parts of your plan that are the most important to you. Consider showing columns like Network, Day of Week, CPM, and Cleared Spend to always see the most important data for your bookings

Week of 9/7/2021 Budget \$100,000 Total Alloc \$95k

Future Unicorn accepts full responsibility for all cleared spend which may exceed the planned Budget and could be 100% of the Total Allocation number above.

Linear **Streaming** Columns

Bookings	Allocated	NPE	Network & Rotation	Network	15 30 60 120	Allocated	CPM	Creative Group
112	\$250k	\$0	A&E - Locals Weekend AM	A&E - Locals	36 0 0 0	\$8,415	\$15.17	Incremental
Total Spots	New Bookings	New Networks	A&E Weekend Day	A&E	8 0 0 0	\$5,051	-	Incremental
25	\$250k	\$250k	A&E Weekday Evening	A&E	0 32 0 0	\$2,852	-	Retargeting
			ADSM - Locals Weekday	ADSM - Locals	12 0 0 0	\$8,415	-	Retargeting
			ADSM - Locals Weekend	ADSM - Locals	8 0 0 0	\$8,415	-	Retargeting
			AMC Weekend AM	AMC	30 0 0 0	\$8,415	-	Tue - Sun Creatives
			AMC Everyday Prime	AMC	12 0 0 0	\$8,415	-	Tue - Sun Creatives
			AMTV Weekday Late Night	AMTV	60 0 0 0	\$8,415	-	Tue - Sun Creatives
			Animal Planet Everyday Day	Animal Planet	40 0 0 0	\$8,415	-	Incremental
			Animal Planet Weekday Day	Animal Planet	36 0 0 0	\$8,415	\$11.26	Retargeting
			Bandamax Weekday Evening	Bandamax	12 0 0 0	\$8,415	-	Retargeting
			BET Jams Weekend Prime	BET Jams	40 0 0 0	\$8,415	-	Retargeting
			BET Soul Weekday Morning	BET Soul	48 0 0 0	\$8,415	-	Mon Creatives
			Boomerang Weekday Day	Boomerang	8 0 0 0	\$8,415	-	Mon Creatives
			Bravo Weekday Day	Bravo	36 0 0 0	\$8,415	-	Incremental
			Comedy Central Weekend Evening	Comedy Central	12 0 0 0	\$8,415	-	Incremental
			Comedy Central Everyday Day	Comedy Central	36 0 0 0	\$8,415	-	Incremental

Side Bar Breakdown

View breakdowns of important data in your media plan, such as Networks, Creative, or Day of the Week. When you select one of the data breakdowns, your media plan on the right will automatically filter your bookings so that you only view relevant media.

The screenshot shows a media planning interface with a top navigation bar displaying 'Week of 9/7/2021', 'Budget \$100,000', and 'Total Alloc \$95k'. Below this is a message: 'Future Unicorn accepts full responsibility for all cleared spend which may exceed the planned Budget and could be 100% of the Total Allocation number above.' The main area features a 'Linear' tab selected, showing a grid of bookings. The grid includes columns for Bookings (112), Allocated (\$250k), NPE (\$0), and Network & Rotation. The grid lists various networks and their specific broadcast times (e.g., A&E - Locals Weekend AM, AMC Weekend Day, etc.) along with their allocated budgets and CPM values. At the bottom left of the grid, there are three dropdown menus: 'New Netw...', '\$ Allocat...', and '30s Equiv...'. The entire interface has a clean, modern design with a light gray background and white text.

Bookings		Allocated	NPE	Network & Rotation	Network	15 30 60 120	Allocated	CPM	Creative Group
112		\$250k	\$0	A&E - Locals Weekend AM	A&E - Locals	36 0 0 0	\$8,415	\$15.17	Incremental
Total Spots	New Bookings	New Networks	New Rotations	AMC Weekend Day	A&E	8 0 0 0	\$5,051	-	Incremental
25	\$250k	\$250k	\$0	A&E Weekday Evening	A&E	0 32 0 0	\$2,852	-	Retargeting
				ADM - Locals Weekday	ADM - Locals	12 0 0 0	\$8,415	-	Retargeting
				ADM - Locals Weekend	ADM - Locals	8 0 0 0	\$8,415	-	Retargeting
				AMC Weekend AM	AMC	30 0 0 0	\$8,415	-	Tue - Sun Creatives
				AMC Everyday Prime	AMC	12 0 0 0	\$8,415	-	Tue - Sun Creatives
				AMTV Weekday Late Night	AMTV	60 0 0 0	\$8,415	-	Tue - Sun Creatives
				Animal Planet Everyday Day	Animal Planet	40 0 0 0	\$8,415	-	Incremental
				Animal Planet Weekday Day	Animal Planet	36 0 0 0	\$8,415	\$11.26	Retargeting
				Bandamax Weekday Evening	Bandamax	12 0 0 0	\$8,415	-	Retargeting
				BET Jams Weekend Prime	BET Jams	40 0 0 0	\$8,415	-	Retargeting
				BET Soul Weekday Morning	BET Soul	48 0 0 0	\$8,415	-	Mon Creatives
				Boomerang Weekday Day	Boomerang	8 0 0 0	\$8,415	-	Mon Creatives
				Bravo Weekday Day	Bravo	36 0 0 0	\$8,415	-	Incremental
				Comedy Central Weekend Evening	Comedy Central	12 0 0 0	\$8,415	-	Incremental
				Comedy Central Everyday Day	Comedy Central	36 0 0 0	\$8,415	-	Incremental

Download or View Your Plan in a Spreadsheet

If you'd like to download or view your plan in a spreadsheet, simply click the corresponding download or view icon highlighted below.

FAQ

Where can I access my media plan?

To access your media plan, click on the hamburger menu in the top right corner, then select “*Media Buying*” from the drop down menu.



How do I return to the Dashboard?

From the Media Buying Platform, click the Tatari logo in the top left corner and a dropdown will appear. In the dropdown, select “*Dashboard*” to go back to the dashboard.

Can I still view my plan in an Excel spreadsheet?

Yes, you can view your plan in an Excel spreadsheet by clicking the download button in the upper right hand corner of the screen.

What new information is available?

1. *Creative Group* - View your assigned creative groups
2. *Booking Type* - View different buy types (Ex: Remnant, NPE, Syndication, Regular)
3. *New Networks/Rotations* - View rotations that are newly added to your media plan
4. *Shave Buckets* - View how rates are shaved from the network quoted rate
5. *Strategy Tags* - View bookings that have been previously categorized for in-depth analysis. If you'd like to add additional strategy tags, please let your Account Manager and Media Buyer know.
6. *Day of Week* - View by day of week, including weekday vs weekend
7. *Managed Columns* - View cleared spend, CPM by rotation, and gross booked rate. This should be reflective of the information in your dashboard.

What date ranges can I view?

Currently, you can see a weekly plan view.

Can I approve or leave notes on the plan in the tool?

At this time, you will need to Email or Slack the Tatari team to approve your plan and provide any comments, just like you do today.

When is the best time to look at my plan?

In general, plans should be ready at the same cadence that they are available now. It's best to look at the finalized plan when your media buyer sends you the link.

Do changes occur in real-time?

Yes, changes occur in real-time. Your media buyer will communicate when your completed plan is expected to be available for review.

Can I make edits to the plan on my own?

Tatari is currently completing initial experimentation in the self-managed space. If you're interested in learning more about taking greater control of your media buying, we can schedule a demo. The next opening for the beta program will be in Q1 2022.

I have more questions or need help. What should I do next?

Email us at feedback@tatari.tv. We're happy to help!

Creative Library Guide

Written by Caitlin Mermelstein | Last published at: June 05, 2024

Overview

The Creative Library allows you to easily manage all creative assets directly in your Tatari dashboard. No more logging into our third-party platform, Extreme Reach—we'll coordinate with them to ensure successful quality control and delivery of your creative to each network or publisher.

Within your Creative Library, you'll be able to:

- Easily generate a creative code to use for tracking and reporting
- Upload your creatives in a few simple steps
- See when your creative is in quality control review and when it's ready to air
- Archive creative assets you no longer wish to reference from your creative homepage

Navigating Your Creative Library

My Creatives

Under *My Creatives*, you can see all of your creatives that are paused or actively on air.

The screenshot shows the 'My Creatives' section of the Tatari dashboard. On the left is a vertical sidebar with icons for Home, My Creatives, My Workflows, My Projects, My Assets, My Reports, and Help. The main area has two tabs: 'My Creatives' (selected) and 'Archived'. At the top right are buttons for 'Upload creative' and 'Filters'. The central area displays a grid of six creative assets, each with a thumbnail, title, and three-dot menu. To the right of the grid are filter panels for Duration (15s, 30s, 60s, Others checked), Status (Awaiting video asset, In Review, Passed quality-control, Ready for airing checked), and a 'Reset' button.

Creative Code	Duration	Last Updated
TKMCECV115H	15s	10/25/2023
TKMCTUV130H	30s	10/25/2023
TKFWSTV115H	15s	10/25/2023
TKMCECV115H	15s	10/25/2023
TKMCTUV130H	30s	10/25/2023
TKFWSTV115H	15s	10/25/2023

Filters

You can filter them by *Duration* (15s, 30s, 60s) and *Status* (Awaiting video asset, In review, and Ready).

The screenshot shows the 'My Creatives' section of a digital marketing platform. On the left, there's a sidebar with various icons for navigation. At the top right, there are buttons for 'Upload creative' and 'Filters'. A red box highlights the 'Filters' section on the right side of the interface.

Filters (highlighted in red box):

- Duration:**
 - 15s
 - 30s
 - 60s
 - Others
- Status:**
 - Awaiting video asset
 - In Review
 - Passed quality-control
 - Ready for airing

Reset button is located at the bottom right of the filter panel.

Creative Preview Cards:

- 2023 Match Cut :15 - 15% off End Card**
Passed quality-control
INTEGRATED WORKWEAR SYSTEM
TRUEWORK.COM
- 2023 Match Cut :30 - 15% off end card**
Passed quality-control
TRUEWORK.COM
- 2023 Fall/Winter Recut :15 - 15% off end card**
Passed quality-control
UNRESTRICTED MOBILITY
TRUEWORK.COM
- 2023 Fall/Winter :30 - 15% off end card**
Passed quality-control
INTELLIGENT POCKET DESIGN
TRUEWORK.COM
- 2023 Match Cut (:15) BOGO end cards**
Passed quality-control
TRUEWORK.COM
- 2023 Match Cut (:30) BOGO end cards**
Passed quality-control
TRUEWORK.COM

Each card includes a 'Creative Code', 'Duration', and 'Last Updated' timestamp.

Statuses

- **Awaiting Video Asset:** Once you have a [creative code](#), you'll see a placeholder asset in your dashboard where you can now upload the respective video.
- **In Review:** Your creative is in quality control review with our third-party ad-server vendor, Extreme Reach (ER).
- **Ready to Air:** Your creative has passed quality control and is now ready to air. Creatives will be sent out to networks for S&P review based on product category and content.

Archived

Here you can see all archived creatives that you no longer wish to reference from *My Creatives*.



My Creatives **Archived**

Preview	Creative Code	Creative Name	Archived Date	
	18AVGHK15H	Lizzie-Baby Different One	3/25/2022 12:40pm	...
	18AVASK15H	Lizzie-Baby Jace	3/23/2022 12:40pm	...
	18AVAGK30H	Better Banking National (30)	3/23/2022 12:40pm	...

Please note that archiving creatives will not automatically take them off the air, remove them from our third-party vendor platforms, or stop quality control reviews. Reach out to mediaops@tatari.tv if you didn't upload the correct creative.

To archive an asset, navigate back to *My Creatives* and select *Archive* from the dropdown next to the creative.



My Creatives **Archived**

Upload creative **Filters**

Duration

- 15s
- 30s
- 60s
- Others

Status

- Awaiting video asset
- In Review
- Passed quality-control
- Ready for airing

List **Grid**

 2023 Match Cut :15 - 15% off End Card Creative Code: TKMCECV115H	 2023 Match Cut :30 - 15% off end card Creative Code: TKMCTUV130H	 2023 Fall/Winter Recut :15 - 15% off end card Creative Code: TKFWSVT115H
 2023 Fall/Winter :30 - 15% off end card Creative Code: TKMCECV115H	 2023 Match Cut (:15) BOGO end cards Creative Code: TKMCTUV130H	 2023 Match Cut (:30) BOGO end cards Creative Code: TKFWSVT115H

Reset

To unarchive an asset, click [here](#):



My Creatives Archived

Preview	Creative Code	Creative Name	Archived Date	...
	18AVGHK15H	Lizzie-Baby Different One	3/25/2022 12:40pm	...
	18AVASK15H	Lizzie-Baby Jace	3/23/2022 12:40pm	...
	18AVAGK30H	Better Banking National (30)	3/23/2022 12:40pm	...
	18ADAJS30H	Hosted (30) - SpotMe DotCom	3/21/2022 4:41pm	...
	18AVSDK15H	Hosted (15) SpotMe DotCom	3/21/2022 4:41pm	<div style="border: 1px solid red; padding: 5px;"> Download Video Unarchive </div>
	18ADSSK15H	Maysi (15) - DotCom	3/1/2022 2:10pm	...
	18AFGSK30H	Lizzie-Another Name	2/21/2022 12:40pm	...

Generating a Creative Code

Every creative asset requires a creative code for tracking, processing, and reporting. To create a code, click here:

The screenshot shows the 'My Creatives' section of the Creative Cloud interface. On the left, there's a sidebar with various icons. At the top, there are tabs for 'My Creatives' and 'Archived'. In the center, a search bar is followed by a 'List' and 'Grid' view switcher. A red arrow points from the 'Upload creative' button at the top right towards the 'List/Grid' switcher. To the right of the switcher is a 'Filters' button. Below these are several cards representing different creative assets, each with a thumbnail, a title like '2023 Match Cut :15 - 15% off ... End Card', and details like 'Creative Code: TKMCECV115H Duration: 15s Last Updated: 10/25/2023'. To the far right, there are filter panels for 'Duration' (15s, 30s, 60s, Others checked), 'Status' (Awaiting video asset, In Review, Passed quality-control, Ready for airing checked), and a 'Reset' button.

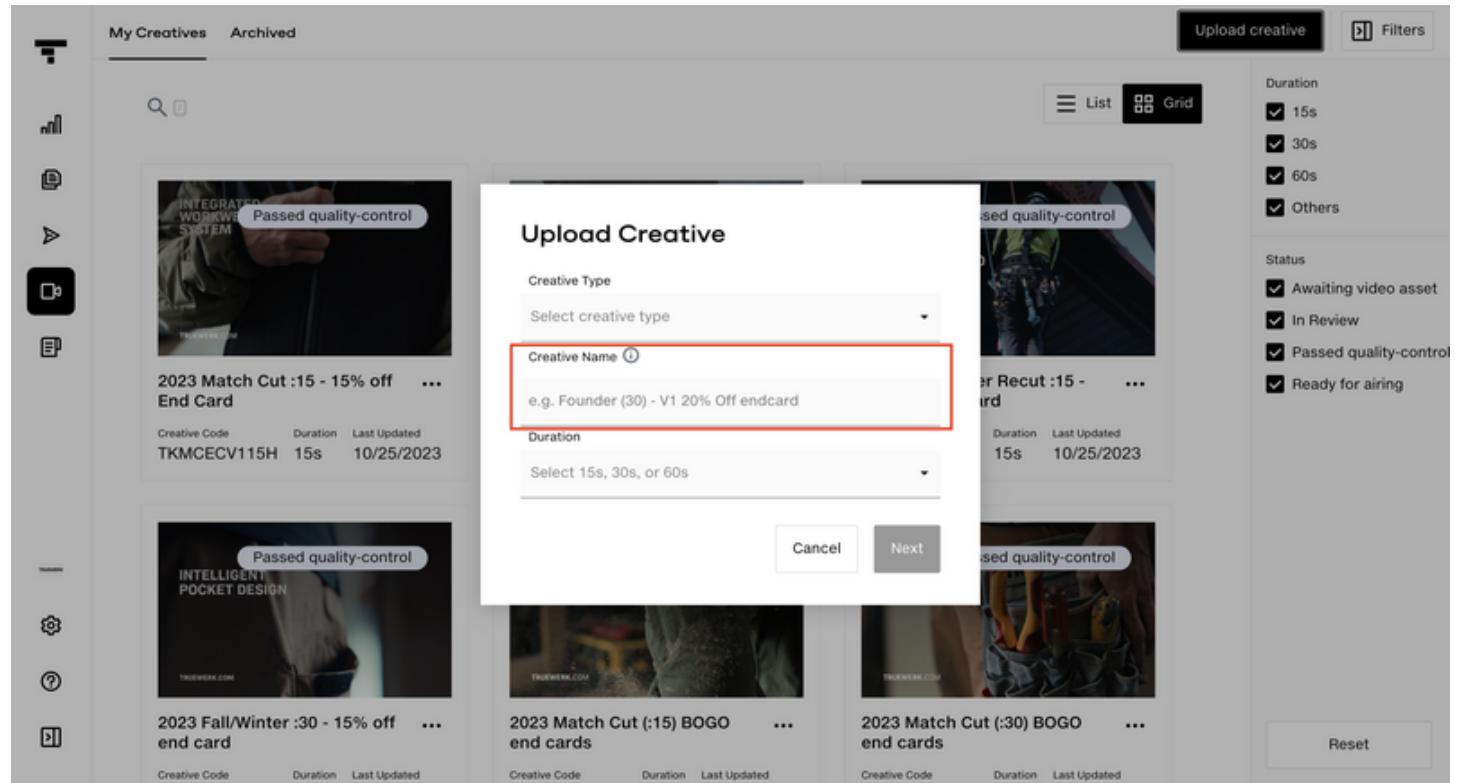
Then select the Creative Type.

This screenshot shows the same Creative Cloud interface as above, but with a 'Upload Creative' modal window open over the list of ads. The modal has a 'Creative Type' dropdown set to 'Select creative type', which is highlighted with a red box. Below it are three options: 'Linear', 'Streaming', and 'Both', also within a red box. There's a note below the dropdown saying 'Select 15s, 30s, or 60s'. At the bottom of the modal are 'Cancel' and 'Next' buttons. The background list of ads is partially visible through the modal window.

Linear refers to networks (e.g. E!, A&E) and Streaming refers to publishers (e.g. Hulu, Tubi). When selecting *Linear Only* or *Both*, you may incur standard [third-party fees](#) so it's important to select the correct type before you upload your asset. There are no fees to upload your creative for streaming campaigns. If you're unsure of which type, please ask your Client Services Manager or Media Buyer to avoid unnecessary charges.

If you are only airing on streaming platforms to start, select *Streaming Only*. If you decide to use this creative on linear TV at a later date, please reach out to your account POC to help set up your asset appropriately. You do not need to email us if you start with *Linear Only* then decide to use this creative on streaming platforms. We'll automatically handle getting your creative ready.

Next, add a creative name.



We recommend following this naming convention to best differentiate among your creatives: *Concept Description - Unique Quality (Duration)*.

For example, instead of using **Founder - V1 (30)**, you can use **Founder - 20% Off End card (30)**. Including a unique quality within the title (e.g. *20% Off Endcard*) will help distinguish creatives in the case that you have several versions of the same theme.

Lastly, select the duration of your video (in seconds).

My Creatives Archived

Upload creative Filters

Duration
 15s
 30s
 60s
 Others

Status
 Awaiting video asset
 In Review
 Passed quality-control
 Ready for airing

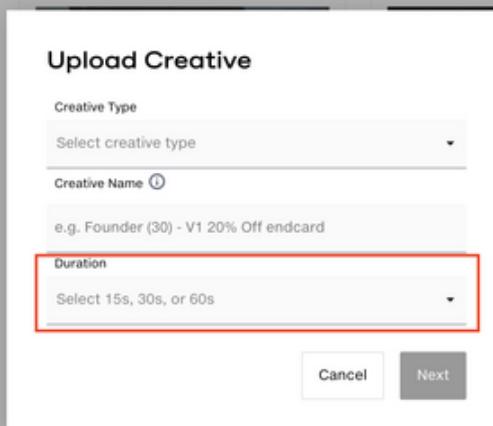
Upload Creative

Creative Type
Select creative type

Creative Name ⓘ
e.g. Founder (30) - V1 20% Off endcard

Duration
Select 15s, 30s, or 60s

Cancel Next



2023 Match Cut :15 - 15% off ... End Card

Creative Code Duration Last Updated
TKMCECV115H 15s 10/25/2023

2023 Fall/Winter :30 - 15% off ... end card

Creative Code Duration Last Updated

2023 Match Cut (:15) BOGO ... end cards

Creative Code Duration Last Updated

2023 Match Cut (:30) BOGO ... end cards

Creative Code Duration Last Updated

Reset

Click **Next** then jot down the creative code you see on your screen. You'll need it for [your slate card](#) (only if you're running linear campaigns).

My Creatives Archived

Upload creative Filters

Duration
 15s
 30s
 60s
 Others

Status
 Awaiting video asset
 In Review
 Passed quality-control
 Ready for airing

Upload Creative

Please upload a video for:

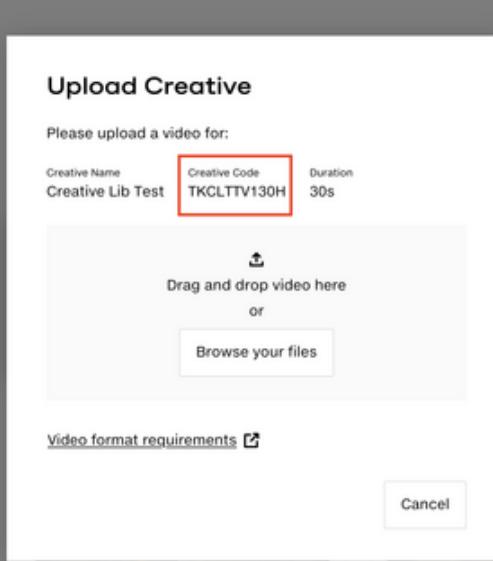
Creative Name Creative Code Duration
Creative Lib Test TKCLTTV130H 30s

Drag and drop video here
or

Browse your files

Video format requirements ⓘ

Cancel



2023 Match Cut :15 - 15% off ... End Card

Creative Code Duration Last Updated
TKMCECV115H 15s 10/25/2023

2023 Fall/Winter :30 - 15% off ... end card

Creative Code Duration Last Updated

2023 Match Cut (:15) BOGO ... end cards

Creative Code Duration Last Updated

2023 Match Cut (:30) BOGO ... end cards

Creative Code Duration Last Updated

Reset

Important: Before you continue to upload an asset, see these instructions on [formatting your video](#) and [slating](#).

Formatting Your Video Before Upload

Before uploading any videos, please follow the specs outlined in the [Tatari Upload Specification Sheet](#). Additionally, if you are airing on linear TV, please also see the instructions below on slating your video.

Slating

Networks (not publishers) require you to “slate” each creative, which simply means adding an intro card to the video with important information (see example below).

Please upload your videos without slating and let Extreme Reach do it for you.

If you would like to slate your own videos, please ensure that it is done properly and that there are no formatting errors or typos to avoid a fee (example below).



If your creative agency adds the slate card, make sure it includes the following:

- ISCI - Also known as “Creative Code” (this is [generated in your Creative Library](#))
- Title - Unique creative title (This should be the same name that you entered when you created the code in your Creative Library)
- Length - Duration of the creative in seconds
- Audio - Type of audio, e.g. Stereo
- Agency - This can be *Tatari* or the name of your creative agency
- Advertiser - Your company name
- Date - The date the creative was slated

Please follow the example below:

Content Layout

All files must adhere to this configuration before uploading to the Extreme Reach platform.

5 SECONDS OF SLATE

Ad-ID must be present on the slate. If you use "/H" then the same slate can be used for HD and SD. See sidebar for sample slate layout.



NO AUDIO ON SLATE

There should be no audio in the slate, however, a 2-pop at the end of the slate is acceptable as long as it does not exceed -20 dBFS.

START FRAME

The spot must start on frame 210 for 29.97 fps or frame 168 for 23.976 fps (see sample layout below). The creative content must run to the last frame of the spot with no black at the tail (unless the black is part of the content). There should be no extra frames after the creative.



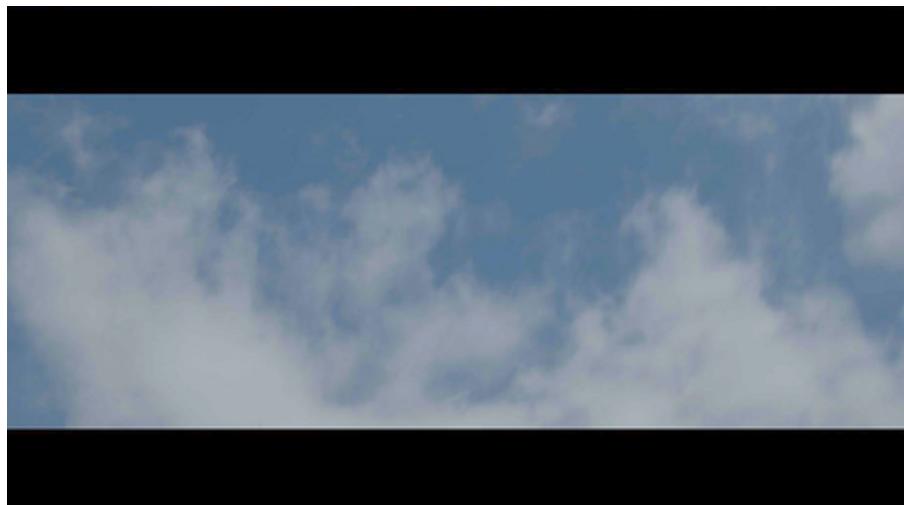
Things to Watch Out For

Implied Interactivity

Implied Interactivity is when your creative has an element that looks like a button, overlay, animation or other element that seem like you can interact with it. Certain streaming networks may reject your creative if it contains an element that implies interactivity.

Letterboxing

Letterboxing is when your creative has black space either above and below it (example below) or on both sides of it. If your creative is designed with letterboxing, it may be rejected by certain streaming networks.



Uploading a Video

To upload your video, click on the asset placeholder.

The screenshot shows the Tatari Library interface. On the left, there are several icons for navigation and search. The main area displays a grid of creative assets. One asset in the top right corner is highlighted with a red box and has a tooltip 'Awaiting video asset' with a play button icon. To the right of the grid are two filter panels: 'Duration' and 'Status'. The 'Duration' panel includes checkboxes for 15s, 30s, 60s, and Others. The 'Status' panel includes checkboxes for Awaiting video asset, In Review, Passed quality-control, and Ready for airing. A 'Reset' button is located at the bottom right of the status panel. The overall interface is clean and modern, designed for managing media assets.

Then either select a file or drag and drop one from your computer.

You only need to upload an HD format. Extreme Reach only accepts .mpg, .mov, .mxf and .mp4 files.

If the wrong creative was uploaded accidentally, email mediaops@tatari.tv and we'll work with Extreme Reach to reset this for you. Please note that there will be additional costs if the creative was already sent to networks or was watermarked ([learn more](#)).

After you upload, you'll see the placeholder in your Library marked as *In Review*.

My Creatives Archived

Upload creative Filters

Duration

- 15s
- 30s
- 60s
- Others

Status

- Awaiting video asset
- In Review
- Passed quality-control
- Ready for airing

Reset

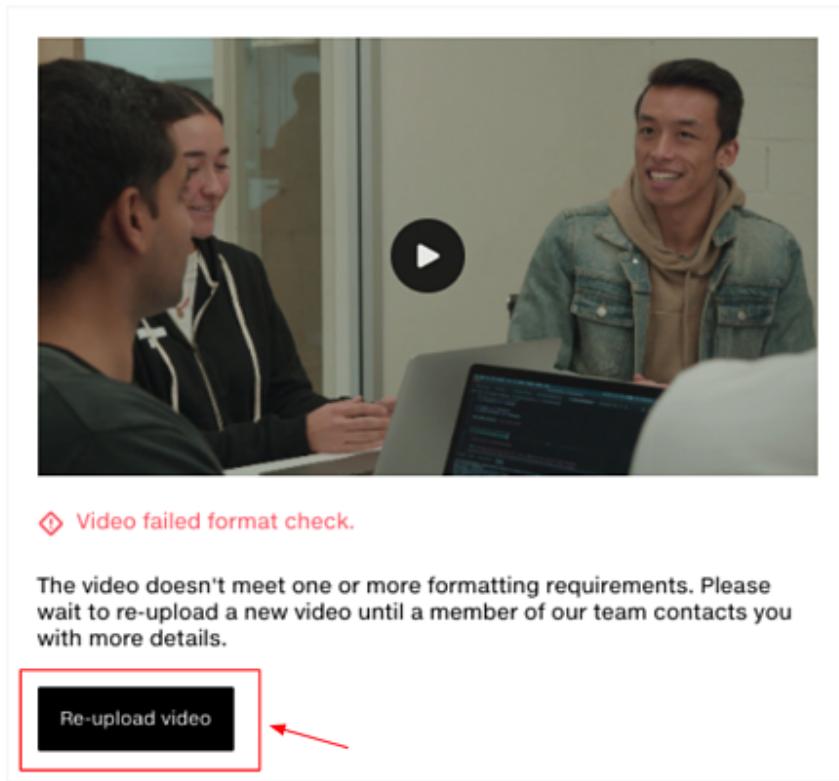
2023 Fall/Winter Recut :15	In review	Awaiting video asset	
Creative Code Duration Last Updated			
TKFWRTV115H 15s 09/11/2023			
2023 Born & Raised - Hot Weather (:15)	2023 Match Cut BOGO End Cards (:30)	2023 Born & Raised - Hot Weather Arborist (:15)	
Creative Code Duration Last Updated	Creative Code Duration Last Updated	Creative Code Duration Last Updated	
TKBRHWV115H 15s -	TKMCECV130H 30s -	TKBSHXV115H 15s -	
2023 Born & Raised - Hot Weather (:30) - Peacock	2023 Match Cut (:30) - Learn More CTA - Peacock	2023 Born & Raised - Hot Weather Arborist (:15)	
Creative Code Duration Last Updated	Creative Code Duration Last Updated	Creative Code Duration Last Updated	
WERK0003000H 30s -	WERK0004000H 30s -	TKBSHXV115H 15s -	

<https://www.tatari.tv/dashboard/truwerk/creative-library/TKBRHWV115H>

If you upload the wrong video or a video with the incorrect creative code or slate card, please reach out to mediaops@tatari.tv for next steps.

Re-uploading a Video

Our Media Ops team may instruct you to re-upload a new version of your video (with the same creative code). To re-upload, click on the creative in your library then *Re-upload Video*:



Third-Party Fees

Slating creatives

When you onboard with Tatari, we'll handle your slating. For every upload, 3 versions are generated for tracking purposes. Each version incurs a \$15 slating fee.

The total fee is **\$45 per creative**.

Sending creatives to networks

Each time you upload a new video to air on linear TV, there is a \$30 fee to deliver the creative to a network. For example, if you air on both E! and A&E, you'll be charged \$60 total. We receive discounts for sending creatives to networks under the same family so the final charges will vary depending on your media plan.

Watermarking the creative

For every linear creative upload, 3 versions are generated for tracking purposes. Each linear creative is sent to a third party (called Advocado) to watermark (or encode) the creative. This is a requirement for all linear buys.

The fees are **\$1000 per month** for tracking and every linear creative upload incurs a **\$120 fee** (\$40 per creative x 3 versions).

Creating an Ad-ID

Some networks (e.g. Peacock) require an Ad-ID instead of a Creative Code. We'll work with you to create this outside of your Creative Library. The Ad-ID organization charges \$60 per code.

We'll invoice you each month for all third-party costs.

Creative Quality Control Review

Once your asset is uploaded in your Creative Library, the quality control process begins with Extreme Reach. This can take up to a few hours.

If your creative does not pass quality control, our team will email you with more details. Please do not re-upload any videos until you receive further details. There are no additional charges if you need to re-upload the creative.

Please ensure you are following the [ER Creative Spec sheet](#). Any creatives that do not abide by the specifications laid out in the sheet will most likely fail quality control and incur additional fees to fix the issue.

Getting Your Video “On-Air”

Once the creative is *Ready* (i.e. it passes quality control):

1. The creative is sent to the network for final Standard and Practices (S&P) approval when needed based on product category and creative content. If any issues arise, our team will reach out to you.
2. Someone from the Tatari team will contact you with next steps for getting the creative(s) on-air.

Creative Library FAQs

Written by Jaycee Spies | Last published at: April 02, 2024

Creative Library FAQs

How do I upload a creative in the Creative Library?

The process to upload the creative is very simple. You can access your Creative Library through your dashboard. Once there, you would go to the “My Creatives” section of the dashboard and click “Upload Creative”.

Please also reference the [Creative Library](#) page for a step-by-step walkthrough of the process.

If you have a third-party agency uploading creatives on your behalf, please reach out to mediaops@tatari.tv through email and we'll walk you through next steps.

Okay, I uploaded my creative to the Creative Library, now what?

Once a creative is uploaded into the Creative Library, it goes through quality control with Extreme Reach. During the quality control process, Extreme Reach checks the creative and makes sure it abides by their [specifications](#) so that the creatives can eventually air without any issues across streaming and linear networks. While the creative is going through quality control, the Creative Library will show that the creative is “In Review.”

If the creative fails quality control or is placed on hold, your CS team will contact you to let you know what the issue is and next steps.

Once the creative passes quality control, we'll send the creative out for S&P approval if needed. If not needed, then you're all set and the creative is ready for air.

What is a slate card (linear only)?

We recommend uploading all creatives without slate cards. This will help ensure there are no errors revolving slate card formatting and overall creative formatting. We will automatically add the slate card in for a fee of \$15 per creative. However, if you decide to handle the slate card yourself, please follow the below formatting instructions.

The Slate card needs to include the below information:

- **ISCI:** Also known as “Creative Code” (this is generated in your Creative Library)

- **Title:** Unique creative title (This should be the same name that you entered when you created the code in your Creative Library)
- **Length:** Duration of the creative in seconds
- **Audio:** Type of audio, e.g. Stereo
- **Agency:** This can be Tatari or the name of your creative agency
- **Advertiser:** Your company name
- **Date:** The date the creative was slated

There should be 5 seconds of slate, followed by 2 seconds of black, followed by the creative itself.

Please refer to the [ER spec sheet](#) and the [Slating section](#) of the Creative Library guide for additional information.

What is S&P Approval?

S&P Approval is the process where creatives are sent to a network's Standards and Practices department for review and approval. Networks will typically review the content of a creative before approving to air them. Creatives are not required to go through the S&P approval process. This varies based on creative category or the content of the creative.

If your creatives are selected to go through the S&P approval process, networks will typically ask for testimonial affidavits, documents to support claims made in the creative, animal welfare letters, producers affidavits, and more. We advise that clients have these documents ready before creatives are sent out for review and approval.

Creatives are reviewed on a case by case basis and approval is not guaranteed. Approvals and feedback may vary depending on the creative category being reviewed.

Please refer to the S&P guidelines [here](#) to see the different guidelines per category.

What if I have existing creatives under different codes from another agency?

You can go ahead and upload those same creatives into the Tatari Creative Library under a Tatari auto-generated ISCI code.

I made a change to my creative, can I re-upload it under the same ISCI code?

No, please upload all revised creatives under a new ISCI code.

Can I change the name of the creative after I upload it into the Creative Library?

Yes, you can. Please go ahead and notify your account POC about what creatives need their creative names adjusted and they will let the Media Operations team know to adjust it accordingly.

Do I need to upload the creative right away after I create an ISCI code?

No, you do not have to upload immediately after generating a new ISCI code.

You can always go into the Creative Library and create ISCI codes and then upload the creatives when you're ready. Up until the creative is actually uploaded, the ISCI will exist simply as a placeholder.

What are the fees associated with Linear and Streaming creatives?

Fees differ depending on if your creatives are intended for linear or streaming.

For streaming-only creatives, there is a \$0.40/CPM ad serving fee and total fees can vary depending on the percentage of incomplete impressions delivered. There is no fee for uploading the creatives themselves.

For linear creatives, please see the [Third Party Fees section](#) of the Creative Library guide for a detailed breakdown.

What is an AD-ID and when do I need to use it?

An AD-ID is another version of a unique creative code. AD-ID codes are specifically provided by the AD-ID organization to registered clients.

Some networks (e.g. Peacock) require an Ad-ID instead of a Creative Code. We'll work with you to create this outside of your Creative Library.

If it is the client's first time requesting AD-IDs, the client needs to provide Tatari permission to create AD-IDs. If an agency is representing a client, the permission still has to come directly from the client. Please use this [AD-ID authorization form](#) to provide permission.

The Ad-ID organization charges \$60 per code.

Does my creative need closed captioning?

Closed captioning is not required for any creatives airing in the US.

Closed captioning is required for creatives airing in Canada. If your creative is closed captioned, please make sure that is indicated on the slate card.

If you need Tatari to handle closed captioning, please provide a script and let your CS team know which creatives need to be closed captioned. The fee for closed captioning is \$200/creative with a script provided.

Stitched Creatives

Written by Caitlin Mermelstein | Last published at: February 01, 2024

What is a Stitched Creative?

A stitched creative, also known as “piggy-backing,” is when two creatives run back to back and are trafficked as one creative. For example, two 15 second creatives that air consecutively and are trafficked as one 30 second creative. The following are responses from both streaming publishers and linear networks on whether or not they will air Stitched Creatives and their general guidelines around it.

Streaming Providers

Network Family	Do they accept?	Notes
Hulu	No	
Paramount+	No	CBS has a firm policy against Stitched Creatives for streaming inventory due to poor user experience and the fact that 15s and 30s are priced the same for streaming. If you have the two creatives that you would like to be stitched together, please let your Tatari team know and they can submit it to QA for consideration.
Peacock	No	
Tubi	No	

Linear Providers

Network Family	Do they accept?	Notes
A&E	Yes	A&E will only consider using two 15s spots stitched together to make one 30s spot as long as the client is the same for each section and there's adequate sponsorship identification.

Network Family	Do they accept?	Notes
<u>ABC</u>	Yes	ABC will only approve Stitched Creatives if the creatives are from the same brand. Two different brands will not be accepted.
<u>AMC</u>	Yes	
<u>Bloomberg</u>	Yes	
<u>CBS</u>	No	CBS has a firm policy against Stitched Creatives for streaming inventory due to poor user experience and the fact that 15s and 30s are priced the same for streaming. If you have the two creatives that you would like to be stitched together, please let your Tatari team know and they can submit it to QA for consideration. If approved, this would require an override of this policy and it is not likely to be approved.
<u>Comcast</u>	Yes	
<u>Disney</u>	Yes	Disney will only approve Stitched Creatives if the creatives are from the same brand. Two different brands will not be accepted.
<u>DIRECTV</u>	Yes	
<u>Dish</u>	Yes	
<u>ESPN</u>	Yes	ESPN will only approve Stitched Creatives if the creatives are from the same brand. Two different brands will not be accepted.
<u>Entertainment Studios</u>	Yes	
<u>Fox Business</u>	No	
<u>Fox</u>	Yes	

Network Family	Do they accept?	Notes
<u>FUSE</u>	Review Required	FUSE may accept Stitched Creatives on a case-by-case basis.
<u>Jewish Life TV</u>	Yes	
<u>Living Communications</u>	Yes	
<u>Luken</u>	Yes	
<u>Marathon Ventures</u>	Review Required	Accuweather cannot guarantee Stitched Creative placements. Please reach out to your Tatari team if you would like to make a request to Marathon Ventures.
<u>Marathon Ventures Sport</u>	Yes	
<u>MeTV</u>	Yes	
<u>NFL</u>	No	
<u>Newsmax</u>	Yes	
<u>REVOLT</u>	Yes	
<u>REELZ</u>	Yes	
<u>Spectrum</u>	Yes	
<u>TENNIS</u>	Yes	
<u>Warner (Turner/Discovery)</u>	Yes	Turner will accept Stitched Creatives for every category, except competitive programming. Both 15s spots must meet Turner's content guidelines. Discovery will only approve Stitched Creatives if the creatives are from the same brand. Two different brands will not be accepted.
<u>UP</u>	Yes	

Network Family	Do they accept?	Notes
<u>Viacom</u>	No	If you have the two creatives that you would like to be stitched together, please let your Tatari team know and they can submit it to QA for consideration.
<u>Weather Channel</u>	Yes	

Alcohol - Advertiser Guidelines

Written by Jaycee Spies | Last published at: April 21, 2023

Alcohol Guidelines

This is a product category that networks and streaming publishers are usually strict about. The following are responses from both streaming publishers and linear networks on whether or not they will air alcohol advertisers and their general guidelines around it.

Streaming Providers

Network Family	Do they accept?	Notes
Hulu	Yes with restrictions	Please see Hulu's Advertising Inventory Guidelines
Paramount+		
Peacock	Yes	
Tubi	Yes with restrictions	Alcohol brands are subject to ratings restrictions to maintain LDA compliance.

Linear Providers

Network Family	Do they accept?	Notes
----------------	-----------------	-------

Network Family	Do they accept?	Notes
A&E	Yes	<p>A&E will accept beer, wine, and malt beverage advertising, but it is subject to federal, state, and local laws, and industry guidelines. Hard liquor advertising will be considered on a case-by-case basis, subject to federal, state, and local law.</p> <p>Any commercial for or featuring alcoholic beverages may be subject to scheduling restrictions based upon the nature of the advertised or featured product, audience composition, and other factors. On camera consumption is strictly prohibited.</p>
ABC	Yes	Please see ABC's ABC's Alcohol Guidelines
AMC	Yes	AMC accepts alcohol creatives, however they do not accept creatives showing people drinking alcohol.
beIN	Yes	
BFTV	No	
Bloomberg	Yes	<p>The advertising of certain alcoholic beverages is acceptable if presented tastefully and the advertisement meets all applicable legal requirements. Advertising for alcoholic beverages should only appear where 70% of the audience is of legal drinking age.</p> <ul style="list-style-type: none"> • References, direct or implied, to excessive consumption are unacceptable. • None of the advertisements should include Santa Claus. • Representations of potency of alcoholic beverages, direct or implied, are unacceptable. • Representations or sound effects of drinking are unacceptable. Advertisements which

Network Family	Do they accept?	Notes
		<p>show anyone drinking alcoholic beverages is subject to Bloomberg's prior approval.</p> <p>Advertisements for alcoholic beverages portraying or encouraging use of these products by people who have not reached, or appear not to have reached, the legal drinking age are unacceptable.</p> <ul style="list-style-type: none"> • The use of alcoholic beverages may not be presented in a context involving the performance of hazardous activities, activities that require a degree of alertness, or drinking in dangerous or illegal situations. • Gratuitous use of alcoholic beverages as props in non-alcoholic beverage commercials is unacceptable. • There must be an affirmative disclosure of the name and address of the brewer, producer, packer, wholesaler, or importer when required by law. • “Drink Responsibly” messaging should appear in regions where applicable • Advertisements that contain free drink promotions are unacceptable. <p>Statements of reduced alcohol content are acceptable for malt products that contain less than 2.5 percent alcohol and for wine products that contain less than 7 percent alcohol. All malt beverage advertisements must include the name of the brewer/corporate name.</p> <p>Labeling and advertising for reduced or low alcohol malt or wine products may use statements comparing the alcohol content of the reduced product to the alcohol content of the same regular product. Such comparative statements may not specify the actual alcohol content of either of the products being compared.</p>

Network Family	Do they accept?	Notes
CBS		
Crown	Yes	Crown will only accept creative containing alcohol on a case-by-case basis and they may be subject to scheduling restrictions.

Network Family	Do they accept?	Notes
Comcast	Yes	<p>Comcast will accept creative with alcohol, however they may NOT include:</p> <ol style="list-style-type: none"> 1. Employ any symbol, language, music, gesture, entertainment figure, group or character that is intended to appeal primarily to persons below the legal purchase age. 2. Portray, encourage or condone drunk driving. 3. Depict situations where alcohol is consumed in excess [images of minimum consumption is permitted]. 4. Suggest that intoxication is acceptable conduct. 5. Refer to any intoxicating effect that the product may produce. 6. Associate or portray alcohol during before or during activities that require a high degree of alertness or coordination. 7. Contain claims or representations that individuals cannot obtain social, professional, educational, athletic or financial success or status without alcohol consumption, or that individuals cannot solve social, personal or physical problems without alcohol consumption. 8. Suggest that alcohol consumption is a rite of passage to adulthood. 9. Portray or encourage the use of alcohol products by persons who are, or appear to be, below the legal drinking age. <p>****All Alcoholic Product advertisements must include a "Drink Responsibly" statement.****</p>
Disney	Yes	Please see Disney's Alcohol Guidelines

Network Family	Do they accept?	Notes
DIRECTV	Yes	Please see DirectTV's Advertising Guidelines
Discovery	Yes	Please see Discovery's Advertising Guidelines
Dish	Yes	<p>Dish will accept alcohol creatives, but they will only be shown at specific times:</p> <ul style="list-style-type: none"> • Distilled Liquor: Prime and later • Beer & Wine: Fringe and later & Weekends after noon
ESPN	Yes	Please see ESPN Advertising Guidelines
ESTV	Yes	
FNEW/FBN	No	
Fox	Yes	Please see Fox Advertising Guidelines
FUSE	Yes	
ION	Yes	<p>ION will accept alcohol creatives on case-by-case basis and they will only be shown at specific times:</p> <ol style="list-style-type: none"> 1. Hard liquor: after 8PM 2. Wine/Beer/ hard seltzers /malt beverages: after 12PM 3. Cordials/ aperitifs/ digestives: after 7PM <p>Ads must have the TTB regulations disclaimer tags.</p>
JLTV		
Living Communications	Yes	
Luken	Yes	

Network Family	Do they accept?	Notes
Marathon Ventures	Yes	<p>Marathon Ventures will accept alcohol creatives on case-by-case basis and they will only be shown at specific times:</p> <ol style="list-style-type: none"> 1. Hard liquor: after 8PM 2. Wine/Beer/ hard seltzers /malt beverages: after 12PM 3. Cordials/ aperitifs/ digestives: after 7PM <p>Ads must have the TTB regulations disclaimer tags.</p>
Marathon Ventures Sport	Yes	<p>Marathon Ventures Sport will accept alcohol creatives, however they must follow the below rules:</p> <ol style="list-style-type: none"> 1. Beer and wine advertising may be permitted on the Network, provided, that the product does not contain more than 24% alcohol by volume. Network may accept malt beverage advertising with appropriate scheduling restrictions, provided the creative is otherwise acceptable and the commercial clearly and conspicuously communicates in audio and/or video that the product is an alcoholic malt beverage. Network may further program or time restrict any such advertising on a case-by case basis. 2. Network may accept distilled spirits advertising that contains branding or prominent social responsibility messaging. 25% of each schedule must be used purely for social responsibility messaging. 3. Branding messages may include, but are not limited to, the promotion of a distilled beverage, product or brand.

Network Family	Do they accept?	Notes
		<p>4. Social responsibility messages may include, but are not limited to, the prevention of drinking and driving, moderation in consumption and references for assistance with drinking-related issues.</p> <p>5. Spots must be pre-approved by Network. Submission of storyboards and/or scripts is strongly advised.</p> <p>6. Approved distilled spirits advertising is permitted to air on the Network within shows with an acceptable audience composition of viewers who are 21 or older but in no event before 8:00 PM EST. Guidance will be taken from industry norms on appropriate audience composition levels. Approved distilled spirits advertisements are not permitted in any programming that attracts younger viewing audiences, regardless of the time of broadcast. All such advertisements must be in good taste and compliant with industry guidelines.</p> <p>7. For all Network telecasts before 9:00 PM, 100% of distilled spirit advertising must be Social Responsibility messages.</p> <p>8. For all Network telecasts after 9:00 PM (EST) 25% of all approved distilled spirits advertising must be Social Responsibility messages.</p>
MeTV	Yes	
NBC Broadcast	Yes	Please see NBC Broadcast Advertising Guidelines
NBC Cable	Yes	Please see NBC Cable Advertising Guidelines
NFL	Yes	Please see NFL Advertising Guidelines
Newsmax	Yes	
Outdoor Sportsman	Yes	

Network Family	Do they accept?	Notes
OVAT	Yes	OVAT will accept creative with alcohol, but the ad must include a disclaimer to drink/ gamble responsibly. This will have to be visible on all creative.
REVOLT		
REELZ	Yes	<p>REELZ will only accept alcohol creatives at the specific times below:</p> <ul style="list-style-type: none"> • Monday - Sunday: 7p - 9p • Monday - Sunday (w/ 12a-3a mirror): 9p - 12a • Friday - Saturday On Patrol: Live First Shift: 8p - 9p • Friday - Saturday On Patrol: Live Premiere (w/ 12a - 3a mirror): 9p - 12a

Network Family	Do they accept?	Notes
Spectrum	Yes	<p>Networks allowing beer & wine (unrestricted):</p> <ul style="list-style-type: none"> • AMC • Bravo • BBCA • CNBC • CNN • Cooking Channel • E! • Golf • FXX • FYI • HGTV • HIST • ID • IFC • MSNBC • Nat Geo • OWN • Oxygen • Pop • Sundance • SYFY • Travel • VH1 • WeTV <p>Networks allowing Alcohol/Liquor (unrestricted):</p> <ul style="list-style-type: none"> • Bravo • CNN • CNBC • E! • GOLF • ID • Oxygen
TENNIS	Yes	
Tribune	No	

Network Family	Do they accept?	Notes
Turner	Yes	
TV1	Yes	
UP	Yes	
Viacom	Yes	Please see Viacom's Advertising Guidelines
Weather Channel	Yes	

Accepted Creative Lengths

Written by Jaycee Spies | Last published at: July 19, 2024

What creative lengths are accepted?

Typically, creatives run at 15 or 30 seconds in length, but there are cases when you may have a creative that is longer or shorter than this. The following are responses from both streaming publishers and linear networks listing out all the different types of creative lengths they accept.

Please note Tatari does not support the following creative lengths (seconds): 45, 90, 180, 300, etc. If you are considering a 120 second creative, please note that this length can only be utilized for NPE buys.

Streaming Providers

Network Family	Tatari Supported Accepted Lengths
Hulu	15s, 30s, 60s
DirecTV Now	15s, 30s, 60s
Paramount+	15s, 30s, 60s
Peacock	15s, 30s, 60s, 120s
Tubi	15s, 30s, 60s

*15 CPM is the same as a 30 CPM

*60 CPM is double a 30 CPM

Linear Providers

Network Family	Tatari Supported Accepted Lengths
A&E	15s, 30s, 60s, 120s
ABC Broadcast	15s, 30s
Baby First	15s, 30s, 60s, 120s

<u>CBS Broadcast</u>	15s, 30s, 60s
<u>Comcast</u>	15s, 30s, 60s
<u>Disney</u>	15s, 30s
<u>DIRECTV</u>	AWE & OAN: 15s, 30s, 60s, 120s DTV Linear: 15s, 30s, 60s
<u>DISH</u>	15s, 30s, 60s, 120s
<u>ESPN</u>	15s, 30s, 60s, 120s
<u>ESTV</u>	15s, 30s, 60s, 120s
<u>Fox Broadcast/Cable</u>	15s, 30s, 60s, 120s
<u>Fox Business</u>	15s, 30s, 60s, 120s
<u>Fuse</u>	15s, 30s, 60s, 120s
<u>Game Show Network</u>	15s, 30s, 60s, 120s
<u>Hallmark</u>	15s, 30s, 60s, 120s
<u>ION</u>	15s, 30s, 60s, 120s
<u>Luken</u>	15s, 30s, 60s, 120s
<u>Marathon Ventures</u>	15s, 30s, 60s, 120s
<u>Marathon Ventures Sports</u>	15s, 30s, 60s, 120s
<u>MeTV</u>	15s, 30s, 60s, 120s
<u>Newsmax</u>	15s, 30s, 60s, 120s
<u>Outdoor Sportsman</u>	15s, 30s, 60s, 120s
<u>TENNIS</u>	15s, 30s, 60s, 120s
<u>Tribune</u>	15s, 30s, 60s, 120s
<u>TV1</u>	15s, 30s, 60s, 120s
<u>T Media</u>	15s, 30s, 60s, 120s

<u>UP</u>	15s, 30s
<u>Viacom</u>	15s, 30s, 60s, 120s
<u>Warner</u> <u>(Discovery/Turner)</u>	15s, 30s, 60s, 120s
<u>Weather Channel</u>	15s, 30s, 60s, 120s

Gambling - Advertiser Guidelines

Written by Caitlin Mermelstein | Last published at: March 08, 2024

Gambling Guidelines

This is a product category that networks and streaming publishers are usually strict about. The following are responses from both streaming publishers and linear networks on whether or not they will air gambling advertisers and their general guidelines around it.

Streaming Providers

Network Family	Will they accept?	Notes
Hulu	Yes	Please see Hulu's Advertising Inventory Guidelines
Paramount+	Yes	Please see Paramount+ Advertising Guidelines
Peacock	Review Required	Gambling advertisers are reviewed on a case by case basis. Main factors that are considered are whether or not gambling in the states targeted is legalized, any claims are substantiated, winners/winnings are not misrepresented, etc. If you have a creative, Peacock is happy to review further for you.
Tubi	Review Required	Ads for online gambling, contests and sweepstakes are permitted on a case-by-case basis with approval by Tubi. Contests and sweepstakes must comply with all applicable federal, state, and local rules and regulations. Tubi shall not be named a "sponsor" or "administrator" nor affiliated with gambling, contest, or sweepstakes. Subject to ratings/dayparting restrictions on a case by case basis. Sports betting is generally okay but not card/casino games.

Linear Providers

Network Family	Will they accept?	Notes
<u>A&E</u>	Yes	
<u>ABC</u>	Yes	Please see <u>ABC - Disney General Entertainment Sports Betting Guidelines</u>
<u>AMC</u>	Yes	You cannot show people gambling, and you must provide a gambler's help phone number
<u>beIN</u>	Review Required	Gambling creative will need to be approved by beIN ownership. If you have a potential Gambling advertiser please send to your Tatari team and they will ask for approval.
<u>Baby First TV</u>	No	

Network Family	Will they accept?	Notes
<u>Bloomberg</u>	Yes	<p>Advertisements for lotteries, except for the lawful advertising of certain government-run lotteries, are unacceptable. Advertising by private organizations that conduct sporting events at which bets are legally accepted and by governmental organizations that conduct legalized betting on sporting contests is acceptable (e.g., OTB legal horse racing), subject to prior approval from Bloomberg.</p> <p>Truthful advertising by resorts that include lawful casinos, as well as lawful Indian gaming is acceptable when the advertising is tasteful and meets all applicable legal requirements, subject to prior approval from Bloomberg. Advertising by online casinos is unacceptable. Advertisements for tip sheet publications and/or other related betting products or services seeking to advertise for the purpose of giving odds or promoting betting are unacceptable. Advertisements for contests/sweepstakes are acceptable. Such advertisements must include rule-language that can be clearly understood, including, but not limited"</p>
<u>CBS</u>	Review Required	Please see <u>CBS's Advertising Guidelines</u>
<u>Crown</u>	Review Required	Crown is not currently taking any advertising in this category, but they may consider it on a case-by-case basis.
<u>Comcast</u>	Yes	<ol style="list-style-type: none"> 1. Advertisements for any publication, "tip sheet," electronic, or mechanical device whose primary purpose is the giving of odds or promotion of betting are unacceptable.

Network Family	Will they accept?	Notes
		<p>2. Advertisements for lotteries are acceptable provided the activity is permitted under the law of the state in which they are conducted, if any such lottery is conducted by a</p> <ul style="list-style-type: none"> o not-for-profit 501(c) organization; o governmental organization; or o commercial entity, provided the lottery is promotional, occasional, and clearly ancillary to the primary business of the commercial entity. <p>3. Advertisements for legalized betting, including casinos, dog racing tracks, and horse racing tracks are acceptable provided that the advertisement is not instructional in nature and the advertising complies with applicable federal, state, and local laws. At a minimum, such advertising must include:</p> <ul style="list-style-type: none"> o A disclaimer stating "Void where prohibited" and o A responsible gambling message (i.e., "If you or someone you know has a gambling problem, call 1-800-GAMBLER.") <p>4. Advertisements must not present fictitious winners or winnings or misrepresent actual winners or winnings.</p> <p>5. Advertisements for sports betting facilities and online sports betting services may be accepted subject to prior review by the Legal Department. If applicable, advertiser must provide proof of licensing by the state. Sports betting advertisements may not cast sports gambling in an unrealistic light (e.g., exaggerating a user's chance of winning or showing testimonials from actors). Advertisements must contain, at a minimum, the following disclaimers:</p> <ul style="list-style-type: none"> A. "All players must be 21 or older." B. "Only available in [applicable state]. Void where prohibited." C. "If you or someone you know has a gambling problem, call 1-800-GAMBLER."

Network Family	Will they accept?	Notes
		<p>6. Advertisements for online horse racing services that are duly licensed to conduct online horse racing services by the states in which they are located are acceptable subject to the following:</p> <ul style="list-style-type: none"> A. The advertiser has been licensed to conduct online gambling by the applicable state; B. Effectv has received evidence of the advertiser's authorization from the applicable state to conduct online horse racing; C. The advertiser/agency has signed Effectv's Advertiser Terms and Conditions. <p>7. Advertisements for fantasy sports leagues may be accepted subject to prior review by the Legal Department and may only air in states in which the activity is legal. [e.g. Advertisements may NOT air in WA]. Advertisements must contain the following disclaimers:</p> <ul style="list-style-type: none"> A. "Void where prohibited" or "Not available in all areas"; B. Disclosure of states where the legality of fantasy sports is unclear; and C. If any offers/contests/sweepstakes are featured, there must be a "terms and conditions apply" disclaimer, with URL for official rules. <p>Advertisements permitted under this Section are subject to the following:</p> <ul style="list-style-type: none"> A. The spots may not show the exchange of actual money; B. If any "giveaways" or non-sweepstakes promotions are mentioned in the spot there must be a URL reference to where the rules can be viewed or an address where the rules may be requested. C. If a sweepstakes is being advertised the spot must contain the standard sweepstakes disclaimers and a URL reference to where the rules can be viewed or an address where the

Network Family	Will they accept?	Notes
		<p>rules may be requested;</p> <p>D. It is recommended that gambling advertisements for brick and mortar should contain a disclaimer indicating "Must be 21 or older to Gamble"</p> <p>E. May not mislead or exaggerate one's likelihood of winning money or other prizes;</p> <p>F. Gambling Apps will be approved on a case by case basis and must be submitted to the Legal Department for review.</p> <p>Internet tutorial "play for free" advertisements are not accepted."</p>
<u>Disney</u>	Yes	Please see <u>Disney General Entertainment Sport Betting Guidelines</u>
<u>DIRECTV</u>	Yes	Please see <u>DirecTV Advertising Guidelines</u>
<u>Discovery</u>	Yes	Not allowed to air on the below networks: Discovery Family Network
<u>DISH</u>	Yes	Online Gambling is currently only legal in DE, NJ NV, PA. Advertising will be accepted, subject to approval of creative and only booked with Geo Targeting limited to these states. Target 21 and older
<u>ESPN</u>	Yes	Please see <u>ESPN Advertising Guidelines</u>
<u>Entertainment Studios</u>	Yes	
<u>Fox Business</u>	No	FNEW/FBN does not accept gambling advertisers that deal with real money. They will accept gambling advertisers for entertainment purposes only.
<u>Fox</u>	Yes	
<u>FUSE</u>	Yes	

Network Family	Will they accept?	Notes
<u>Jewish Life TV</u>	Yes	
<u>Living Communications</u>	Yes	
<u>Luken</u>	Yes	
<u>Marathon Ventures</u>	Yes	<p>Marathon Ventures does accept creatives for gambling advertisers but they do not accept those that directly promote professional gambling online, casino and/or websites teaching of it.</p> <p>Fantasy spot league creatives need disclaimers of rules and restrictions with state legality information.</p>
<u>Marathon Ventures Sports</u>	Yes	<p>1. General Rule:</p> <p>Subject to the conditions discussed below, affiliates may accept advertising from any federal, state and provincial lotteries ("Permitted Lotteries") and casinos, racetracks, off-track betting organizations and other legalized gaming enterprises ("LGE's"); provided, however, that with respect to LGE's other than Permitted Lotteries such advertising must not contain, involve or use Major League Baseball Club names, logos, uniform designs, trademarks/service marks, announcers (including announcer "lead-ins" or on-air "billboards"), personnel or mascots (including mascots owned by others and/or licensed to a club), or be identified in any way with a Major League Baseball Club, Major League Baseball, the Network or any of the marks owned by any Baseball entity. Also, advertising from or the establishment of any business relationship(s) with any entity that is owned by, or affiliated with, a company that engages in illegal gambling, including the various websites whose purpose is to teach one to play poker or other casino games with or without monetary gain, is prohibited.</p>

Network Family	Will they accept?	Notes
		<p>2. Conditions:</p> <p>(i) Permitted Lotteries:</p> <p>Advertising from Permitted Lotteries may be accepted only from a governmental authority that does not allow, and is not seeking to allow, legalized team sports betting or any other game that involves or refers to professional sports in any way.</p> <p>(ii) LGE's: (A) Advertising from LGE's may be accepted only from LGE's that do not permit team sports betting.</p> <p>(B) Affiliate systems in Las Vegas, Nevada, are permitted, as a special exemption, to accept advertising from an LGE that may also house a team sports betting operation; provided, however, that in addition to meeting the general conditions for accepting advertising from LGE's set forth above, the following terms and conditions shall also be met:</p> <p>(1) The advertising may be broadcast only in either a pre- or post- game show, and shall not be aired any time between the first pitch and last out of a game. (2) No advertising shall be accepted from a "sports book" or other entity engaged in team sports betting independent of hotel and entertainment activities.</p>
<u>MeTV</u>	Yes	
<u>NBC Broadcast</u>	Yes	<p>Online Casinos/poker/slots are restricted to specific local stations, but all other gambling advertising is acceptable across the portfolio subject to the applicable disclaimers.</p> <p>Please see <u>NBC Broadcast Advertising Guidelines</u></p>

Network Family	Will they accept?	Notes
<u>NBC Cable</u>	Yes	<p>Online Casinos/poker/slots are restricted to specific local stations, but all other gambling advertising is acceptable across the portfolio subject to the applicable disclaimers.</p> <p>Please see NBC Cable Advertising Guidelines</p>
<u>NFL</u>	Yes	
<u>Newsmax</u>	Yes	There typically isn't an issue here running gambling advertisers. Final approval will be pending on the final spot.
<u>Outdoor Sportsman</u>	Yes	
<u>OVAT</u>	Yes	Ads must include a disclaimer to drink/ gamble responsibly. This will have to be visible on all creative. We currently do not have time restrictions for when these commercials can air.
<u>REVOLT</u>	Yes	
<u>REELZ</u>	Yes	Gambling is approved on a case-by-case situation. Final spots need to be approved before airing.
<u>TENNIS</u>	Yes	TENNIS can run gambling some of the time. It depends on if they have other gambling exclusives for that week or a tournament.
<u>Tribune</u>	Yes	Gambling is approved on a case-by-case situation. Some apps have been approved by legal, but it depends on the product and the creative

Network Family	Will they accept?	Notes
<u>TV1</u>	Yes	
<u>UP</u>	No	UP/Aspire does not accept advertisements for gambling casinos, websites, fantasy sports leagues or other similar products, services, or facilities.
<u>Viacom</u>	Review Required	Please see <u>Viacom Advertising Guidelines</u>
<u>Warner (Turner/Discovery)</u>		<p>Warner accepts advertising from gambling advertisers, assuming you can provide all the necessary licenses and information as well as sign our indemnification letter.</p> <p>Please see <u>Warner Advertising Guidelines</u></p>
<u>Weather Channel</u>	Yes	<p>Ads for games of chance that involve placing money in hopes of receiving significantly higher monetary gain in return are prohibited.</p> <p>Ads for organizations that operate legal gambling casinos may be accepted provided the ads do not show the gaming room or any gambling activities.</p>

Weight Loss Products - Advertiser Guidelines

Written by Jaycee Spies | Last published at: April 21, 2023

Weight Loss Products

This is a product category that networks and streaming publishers are usually strict about. The following are responses from both streaming publishers and linear networks on whether or not they will air weight loss products and their general guidelines around it.

Streaming Providers

Network Family	Do they accept?	Notes
Hulu	Yes	Please see Hulu's advertising guidelines
Paramount+	Yes	Please see Paramount+ Advertising Guidelines
Peacock	Yes	Peacock accepts weight loss product advertisements, however any claims made in the creative need to be substantiated.
Tubi	Yes	Tubi accepts weight loss product advertisements, however any claims made in the creative need to be substantiated.

Linear Providers

Network Family	Do they accept?	Notes
A&E	Yes	The advertising of products and services for the reduction, gain, and control of weight must comply with established nutritional evidence and medical opinion, as well as A+E Guidelines. Where the demonstrated weight loss for the individuals shown in a commercial is not typical, that fact must be clearly and conspicuously disclosed. Weight-loss advertising must neither be directed to children nor depict children using the product/service.

Network Family	Do they accept?	Notes
		<p>Guidelines</p> <p>I. Representations that weight loss itself is easy, effortless, or quick are prohibited. For example, the FTC has flagged the following types of claims as generally unacceptable: (i) “Lose two pounds or more per week, without dieting or exercise;” (ii) “Eat what you want. The more you eat, the more you lose;” (iii) “Weight loss will be permanent (after using the product);” (iv) “Block the absorption of fat or calories and lose substantial weight;” (v) “Safely lose more than three pounds per week for more than four weeks;” (vi) “Product causes substantial weight loss for all users;” and (vii) “Diet patches, creams, wraps, earrings, and other products worn on the body or rubbed into the skin cause substantial weight loss.” (See www.ftc.gov for full details.)</p> <p>II. Nutritional and medical authorities agree that to lose weight, people must consume fewer calories than they expend for energy. Exercise is helpful in burning calories and toning muscles, but to lose weight, exercise must be regular and generally be accompanied by a reduction in calories. Weight loss is highly individual and subject to many variables: physiological status, state of health, age, amount and intensity of physical activity, rate of metabolism, total diet, and environment.</p> <p>a. Advertising should refer to the product or service as a part of an overall, reduced calorie, dietary regimen.</p> <p>b. Advertising should avoid overemphasizing any one factor in the weight-reduction process because there are many varied factors which must be taken into consideration.</p> <p>c. Express or implied overstatements of the weight reduction capabilities of a product or</p>

Network Family	Do they accept?	Notes
		<p>service are prohibited.</p> <p>d. Due to the individual nature of weight loss, references to a specific number of pounds lost, a specific change in clothing size, a specific period of time involved in the process, or a visual change in a specific area of the body must be carefully presented and qualified. Generally, such claims are acceptable when:</p> <ul style="list-style-type: none"> i. Enough empirical data has been provided to substantiate that claims are representative of the users of the product/service advertised. If an advertiser does not possess such empirical data, the advertiser must clearly and conspicuously disclose the generally expected results; ii. The rate of weight loss should not exceed 2 pounds per week iii. Claims are qualified with an audio and/or video disclosure (appropriateness to be determined on a case-by-case basis) of the length of time it took to lose the weight; and iv. There is a disclosure that weight loss and weight maintenance vary between individuals. <p>III. Average results and the way they were achieved should be clearly communicated or otherwise disclosed in the advertisement</p> <p>IV. Since the maintenance of weight at a desired level generally requires adherence to a dietary regimen, advertising should not claim, directly or by implication, that weight loss will be permanent.</p> <p>V. The use of “safe” language must be adequately supported and accompanied by the disclosure “when used as directed.” This disclosure is also required in any advertising</p>

Network Family	Do they accept?	Notes
		<p>involving a diet product which contains a drug ingredient.</p> <p>VI. There may be no dwelling upon an individual's fears and insecurities associated with being overweight and accompanying self-image or social stigma.</p> <p>VII. Low calorie foods will not be subject to the guidelines under this section unless specific reference is made to weight loss or weight loss programs.</p> <p>VIII. Representations that a change in mood will directly result from the ingestion of a diet pill or other diet products are prohibited. Advertising for products containing ingredients known or suspected of causing negative side effects (e.g. Olestra) should affirmatively disclose such information.</p> <p>IX. Advertising for products containing any ingredient that has been determined to be unsafe by the FDA or other governmental authority is unacceptable.</p>
ABC	Yes	<p>Weight reduction and control standards</p> <ul style="list-style-type: none"> • The advertising of products and services for the reduction, gain, and control of weight must comply with established nutritional evidence and medical opinion, as well as ABC Guidelines. • Where the demonstrated weight loss for the individuals shown in a commercial is not typical, that fact must be clearly and conspicuously disclosed. • Weight-loss advertising must neither be directed to children nor depict children using the product/service.

GUIDELINES

Network Family	Do they accept?	Notes
		<p>I. Representations that weight loss itself is easy, effortless, or quick are prohibited. For example, the FTC has flagged the following types of claims as generally unacceptable: (i) “Lose two pounds or more per week, without dieting or exercise;” (ii) “Eat what you want. The more you eat, the more you lose;” (iii) “Weight loss will be permanent (after using the product);” (iv) “Block the absorption of fat or calories and lose substantial weight;” (v) “Safely lose more than three pounds per week for more than four weeks;” (vi) “Product causes substantial weight loss for all users;” and (vii) “Diet patches, creams, wraps, earrings, and other products worn on the body or rubbed into the skin cause substantial weight loss.” (See www.ftc.gov for full details.)</p> <p>II. Nutritional and medical authorities agree that to lose weight, people must consume fewer calories than they expend for energy. Exercise is helpful in burning calories and toning muscles, but to lose weight, exercise must be regular and generally be accompanied by a reduction in calories. Weight loss is highly individual and subject to many variables: physiological status, state of health, age, amount and intensity of physical activity, rate of metabolism, total diet, and environment.</p> <p>A. Advertising should refer to the product or service as a part of an overall, reduced calorie, dietary regimen.</p> <p>B. Advertising should avoid overemphasizing any one factor in the weight-reduction process because there are many varied factors which must be taken into consideration.</p> <p>C. Express or implied overstatements of the weight reduction capabilities of a product or service are prohibited.</p>

Network Family	Do they accept?	Notes
		<p>D. Due to the individual nature of weight loss, references to a specific number of pounds lost, a specific change in clothing size, a specific period of time involved in the process, or a visual change in a specific area of the body must be carefully presented and qualified. Generally, such claims are acceptable when:</p> <ul style="list-style-type: none"> 1. Sufficient empirical data has been provided to substantiate that claims are representative of the users of the product/service advertised. If an advertiser does not possess such empirical data, the advertiser must clearly and conspicuously disclose the generally expected results 2. The rate of weight loss should not exceed 2 pounds per week; 3. Claims are qualified with an audio and/or video disclosure (appropriateness to be determined on a case-by-case basis) of the length of time it took to lose the weight; and 4. There is a disclosure that weight loss and weight maintenance varies between individuals. <p>III. Average results and the manner in which they were achieved should be clearly communicated or otherwise disclosed in the advertisement.</p> <p>IV. Since the maintenance of weight at a desired level generally requires adherence to a dietary regimen, advertising should not claim, directly or by implication, that weight loss will be permanent.</p> <p>V. The use of “safe” language must be adequately supported and accompanied by the disclosure “when used as directed.” This disclosure is also required in any advertising involving a diet product which contains a drug ingredient.</p>

Network Family	Do they accept?	Notes
		<p>VI. There may be no dwelling upon an individual's fears and insecurities associated with being overweight and accompanying self-image or social stigma.</p> <p>VII. Low calorie foods will not be subject to the guidelines under this section unless specific reference is made to weight loss or weight loss programs.</p> <p>VIII. Representations that a change in mood will directly result from the ingestion of a diet pill or other diet products are prohibited.</p> <p>IX. Advertising for products containing ingredients known or suspected of causing negative side effects (e.g. Olestra) should affirmatively disclose such information.</p> <p>X. Advertising for products containing any ingredient that has been determined to be unsafe by the FDA or other governmental authority is unacceptable.</p> <p>XI. Weight loss advertising is not acceptable for "Wonderful World of Disney programming."</p>
AMC	Yes	
Bloomberg		<p>Please see 2023 Bloomberg Advertising Guidelines</p>
CBS	Yes	
Crown	Yes	<p>Please see Crown's Advertising Guidelines</p>
Comcast	Yes	<p>Weight loss advertising must disclose that weight loss is achieved as part of a healthy, reduced-calorie diet and exercise program.</p>

Network Family	Do they accept?	Notes
		<p>Advertising that includes mentions of specific amounts of weight loss or the rate of weight loss that consumers can expect must comply with the following:</p> <ol style="list-style-type: none"> <li data-bbox="823 384 1480 563">1. Mentions of specific weight loss amounts must be accompanied by a disclosure of the amount of time it took to lose the weight (e.g. “I lost 4 pounds in two weeks.”). <li data-bbox="823 608 1480 743">2. Mentions of specific weight loss amounts must include a disclaimer that “Results are not typical” or “Results may vary.” <li data-bbox="823 788 1480 1102">3. When a featured consumer lost weight at a rate faster than what can be expected by the typical consumer, there must be a disclosure containing what the typical consumer can expect to lose or experience in the depicted circumstances (e.g. “most women who follow our plan for 6 months lose at least 15 pounds”). <li data-bbox="823 1147 1480 1417">4. Weight loss testimonials must be accompanied by an affidavit from each consumer and, if a specific amount of weight loss is mentioned, the affidavit must include the amount of weight and the length of time it took to achieve the loss <p>All weight loss claims must be supported by valid and reliable scientific evidence. Studies must provide strong evidence that the advertised product, as part of a diet and exercise program, resulted in weight loss above and beyond weight loss caused by diet and exercise alone. Study subjects should be representative of the targeted audience.</p> <p>The FTC has issued a document that warns against deceptive weight loss claims entitled Gut Check: A Reference Guide for Media on Spotting False Weight Loss Claims. Advertisements must comply with the Federal</p>

Network Family	Do they accept?	Notes
		<p>Trade Commission guidelines. Consistent with the FTC's recommendations, Effectv will not accept claims that a weight loss product:</p> <ul style="list-style-type: none"> A. Causes weight loss of two pounds or more a week for a month or more without dieting or exercise; B. Causes substantial weight loss no matter what or how much the consumer eats; C. Causes permanent weight loss even after the consumer stops using product; D. Blocks the absorption of fat or calories to enable consumers to lose substantial weight; E. Safely enables consumers to lose more than three pounds per week for more than four weeks; F. Causes substantial weight loss for all users; or G. Causes substantial weight loss by wearing it on the body or rubbing it into the skin."
DABL	Yes	
Disney	Yes	<p>Weight reduction and control standards</p> <ul style="list-style-type: none"> • The advertising of products and services for the reduction, gain, and control of weight must comply with established nutritional evidence and medical opinion, as well as ABC Guidelines. • Where the demonstrated weight loss for the individuals shown in a commercial is not typical, that fact must be clearly and conspicuously disclosed. • Weight-loss advertising must neither be directed to children nor depict children using the product/service.

Network Family	Do they accept?	Notes
		<p data-bbox="817 249 1019 282">GUIDELINES</p> <p data-bbox="817 339 1491 512">I. Representations that weight loss itself is easy, effortless, or quick are prohibited. For example, the FTC has flagged the following types of claims as generally unacceptable: (i)</p> <p data-bbox="817 563 1496 1158">“Lose two pounds or more per week, without dieting or exercise;” (ii) “Eat what you want. The more you eat, the more you lose;” (iii) “Weight loss will be permanent (after using the product);” (iv) “Block the absorption of fat or calories and lose substantial weight;” (v) “Safely lose more than three pounds per week for more than four weeks;” (vi) “Product causes substantial weight loss for all users;” and (vii) “Diet patches, creams, wraps, earrings, and other products worn on the body or rubbed into the skin cause substantial weight loss.” (See www.ftc.gov for full details.)</p> <p data-bbox="817 1210 1496 1709">II. Nutritional and medical authorities agree that to lose weight, people must consume fewer calories than they expend for energy. Exercise is helpful in burning calories and toning muscles, but to lose weight, exercise must be regular and generally be accompanied by a reduction in calories. Weight loss is highly individual and subject to many variables: physiological status, state of health, age, amount and intensity of physical activity, rate of metabolism, total diet, and environment.</p> <p data-bbox="817 1760 1472 1888">A. Advertising should refer to the product or service as a part of an overall, reduced calorie, dietary regimen.</p> <p data-bbox="817 1940 1464 2113">B. Advertising should avoid overemphasizing any one factor in the weight-reduction process because there are many varied factors which must be taken into consideration.</p>

Network Family	Do they accept?	Notes
		<p>C. Express or implied overstatements of the weight reduction capabilities of a product or service are prohibited.</p> <p>D. Due to the individual nature of weight loss, references to a specific number of pounds lost, a specific change in clothing size, a specific period of time involved in the process, or a visual change in a specific area of the body must be carefully presented and qualified. Generally, such claims are acceptable when:</p> <ol style="list-style-type: none"> 1. Sufficient empirical data has been provided to substantiate that claims are representative of the users of the product/service advertised. If an advertiser does not possess such empirical data, the advertiser must clearly and conspicuously disclose the generally expected results 2. The rate of weight loss should not exceed 2 pounds per week; 3. Claims are qualified with an audio and/or video disclosure (appropriateness to be determined on a case-by-case basis) of the length of time it took to lose the weight; and 4. There is a disclosure that weight loss and weight maintenance varies between individuals. <p>III. Average results and the manner in which they were achieved should be clearly communicated or otherwise disclosed in the advertisement.</p> <p>IV. Since the maintenance of weight at a desired level generally requires adherence to a dietary regimen, advertising should not claim, directly or by implication, that weight loss will be permanent.</p> <p>V. The use of “safe” language must be adequately supported and accompanied by the</p>

Network Family	Do they accept?	Notes
		<p>disclosure “when used as directed.” This disclosure is also required in any advertising involving a diet product which contains a drug ingredient.</p> <p>VI. There may be no dwelling upon an individual’s fears and insecurities associated with being overweight and accompanying self-image or social stigma.</p> <p>VII. Low calorie foods will not be subject to the guidelines under this section unless specific reference is made to weight loss or weight loss programs.</p> <p>VIII. Representations that a change in mood will directly result from the ingestion of a diet pill or other diet products are prohibited.</p> <p>IX. Advertising for products containing ingredients known or suspected of causing negative side effects (e.g. Olestra) should affirmatively disclose such information.</p> <p>X. Advertising for products containing any ingredient that has been determined to be unsafe by the FDA or other governmental authority is unacceptable.</p> <p>XI. Weight loss advertising is not acceptable for Wonderful World of Disney programming</p>
DIRECTV		
Discovery		Please see Discovery Advertising Guidelines
Dish	Yes	<p>Whatever is expressed must be accurate. Ads can’t suggest benefits, safety, or other characteristics that can’t be supported.</p> <p>All ads making express or implied claims must be supported by factual data.</p>

Network Family	Do they accept?	Notes
		<p>Ads must not be misleading in what it's able to achieve. An ad is misleading if it fails to disclose information that is material in light of the claims in the ad or with respect to how consumers would customarily use the product. Ads should disclose any significant limitations on an advertised health benefit.</p> <p>Ads should present the information clearly and conspicuously, so it is not difficult to miss (i.e., easily noticeable) and easily understandable by ordinary consumers. If a claim is requiring a disclosure, it should be made both visually and audibly; if the claim is made just visually or just audibly, the disclosure should at least appear the same way the claim is made, but a simultaneous visual and audible disclosure is more likely to be clear and conspicuous. A visual disclosure should stand out and, based on its size, contrast, location, the length of time it appears, and other characteristics, it should be easily noticed, read, and understood. An audible disclosure should be delivered in a volume, speed, and cadence so that it can be easily heard and understood.</p> <p>Ads of health-related products must have at least the level of support that they claim to have. In other words, in addition to meeting the basic requirement that any objective claim about safety or efficacy must be substantiated, ads must ensure that any assertion about the amount, type, or strength of evidence is accurate.</p> <p>Any claims made, the research must reflect in the results. Ads shouldn't exaggerate the extent, nature, or permanence of the effects achieved in a study.</p> <p>Ads must not be misleading by making any types of weight loss promises or guarantees.</p>

Network Family	Do they accept?	Notes
		<p>Ads depicting any before-and-after photographs quoting anytype of weight loss, an asterisk next to the quote references a disclaimer in fine print at the bottom of the ad that reads, “These results are not typical. Your weight loss may not be the same,” must be included.</p> <p>Ads using expert endorsers, it should make sure that the endorser has appropriate qualifications to be represented as an expert and has conducted an examination or testing of the product generally recognized in the field as sufficient to support the endorsement.</p> <p>Whenever an expert or consumer endorser is used, ads must clearly and conspicuously disclose any material connection between the endorser and the advertiser of the product.</p> <p>Ads must not mischaracterize the extent to which a product or claim has been reviewed, authorized, or approved by the FDA.”</p>
ESPN	Yes	<p>Advertising for dietary supplements must generally carry the following (or similar) super:</p> <p>“These statements have not been evaluated by the FDA. This product is not intended to treat, cure or prevent any disease.</p> <p>Not permitted in any NFL or NCAA Championship programming. Regular season college sports, including studio programming, may be permissible based on specific conference policy. Ads are not permitted in Youth oriented programming. Additional Programming restrictions subject to ESPN's discretion.</p>
ESTV	Yes	

Network Family	Do they accept?	Notes
FNEW/FBN	Yea	FNEW/FBN accepts weight loss product advertisements, however any claims made in the creative need to be substantiated.
Fox	Yes	Please see Fox Advertising Guidelines
FUSE	Yes	
GSN	Yes	<p>GSN handles these on a case by case basis. The spot should have this statement in it:</p> <p>'Individual results may vary. This statement has not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease"</p>
ION	Yes	<p>If the spot contains any nonprescription supplements, we ask for a FDA disclaimer. We also request that before and after photos do not expose too much (like bikini photos). We ask that the ads disclose that weight loss is achieved as part of a healthy reduced-calorie diet and exercise program. We do not allow advertising to be directed at children. Weight loss claims should be supported with evidence.</p>
JLTV		
Living Communications	Yes	
Luken	Yes	

Network Family	Do they accept?	Notes
Marathon Ventures	Yes	<p>If the spot contains any nonprescription supplements, we ask for a FDA disclaimer. We also request that before and after photos do not expose too much (like bikini photos). We ask that the ads disclose that weight loss is achieved as part of a healthy reduced-calorie diet and exercise program. We do not allow advertising to be directed at children. Weight loss claims should be supported with evidence.</p>
Marathon Ventures Sport	Yes	<p>Must follow FDA approved prescription drug advertising standards or Non-FDA drug approved advertising standards.</p> <p>FDA approved prescription drug advertising standards:</p> <ul style="list-style-type: none"> (i) The commercial includes an operating toll-free number which consumers can call for approved package labeling. Upon calling, consumers must be given the choice of having the labeling mailed to them or read to them over the phone. (ii) The advertiser must provide an alternative means of obtaining this information: for example, stating in the commercial that additional product information is available in concurrently running print advertisements, or making brochures available in publicly accessible sites like doctor's offices, pharmacies, grocery stores and public libraries (this is to reach people who do not have access to the Internet, or who are otherwise unlikely to call a 1-800 number) <p>Prescription drug advertising may be permitted, provided, that each such advertisement complies with FDA Guidelines. Under the FDA's guidelines, a television commercial for a prescription drug must contain two elements: these are referred to as the "Major Statement" and the "Adequate Provision." The Major</p>

Network Family	Do they accept?	Notes
		<p>Statement includes all of the product's most important risk information in a "consumer friendly" manner (the FDA believes this information can, in most cases, be communicated in sixty seconds (:60) or less). "Adequate Provision" refers to disclosure of the more detailed information contained on the medicine's labeling. The FDA will now accept dissemination of this information outside the commercial if the following guidelines are followed:</p> <p>The commercial must contain an Internet web page (URL) reference that provides access to package labeling and a statement that pharmacists and/or physicians may provide additional product information to consumers;</p> <p>Non-FDA drug approved advertising standards:</p> <p>Non-FDA approved drugs or supplements advertising will not be permitted unless each such advertisement is submitted to Network in advance for review and approved in writing. All weight loss advertising must conform to FTC guidelines and documentation supporting any and all claims must be provided to Network upon request. Acceptable substantiation is at the discretion of Network;"</p>
MeTV	Yes	
NBC Broadcast	Yes	Please see NBC Broadcast Advertising Guidelines
NBC Cable	Yes	Please see NBC Cable Advertising Guidelines

Network Family	Do they accept?	Notes
NFL	Yes	Products labeled as a dietary or nutritional supplement (unless solely containing vitamins or minerals for which the FDA has established recommended daily intakes), and products containing any substance prohibited pursuant to League policies are prohibited from NFL. Health and nutrition stores are permitted, provided such ads do not reference any of the foregoing prohibited products.
Newsmax	Yes	If it is a product not FDA approved, there would just need to be a disclaimer stating that at the bottom. All final approvals of spots will be dependent on the final creative.
Outdoor Sportsman	Yes	If it is a product not FDA approved, there would just need to be a disclaimer stating that at the bottom. All final approvals of spots will be dependent on the final creative.
OVAT	Yes	OVAT requires you include a disclaimer regarding any side effects.
REVOLT	Yes	
REELZ	Yes	
Spectrum	Yes	
TENNIS	Yes	
Tribune		
Turner	Yes	
TV1	Yes	

Network Family	Do they accept?	Notes
UP	Yes	Claims for weight loss products or programs must comply with all applicable regulations and may not indicate that weight loss can occur without diet or exercise.
Viacom	Yes	Please see Viacom Advertising Guidelines
Weather Channel		

General Network Guidelines

Written by Caitlin Mermelstein | Last published at: May 22, 2024

Each network and streaming publisher has its own set of general guidelines around different product categories that advertisers must follow in order to air on that network or publisher. Click the links below to see the most up to date guidelines from the larger network families and publishers that we run on. For more information on Network Families and the networks and publishers that fall under them, please see [this article](#).

[**Baby First TV Advertiser Guidelines**](#)

[**Bloomberg Advertiser Guidelines**](#)

[**CBS/Viacom Advertiser Guidelines**](#)

[**Comcast Media 360 Advertiser Guidelines**](#)

[**CW Advertiser Guidelines**](#)

[**DirecTV Advertiser Guidelines**](#)

[**Disney - ABC Advertiser Guidelines**](#)

[**Disney - Freeform Advertiser Guidelines**](#)

[**Disney - FX Advertiser Guidelines**](#)

[**ESPN Advertiser Guidelines**](#)

[**FOX Advertiser Guidelines**](#)

[**FUSE Media Advertiser Guidelines**](#)

[**Hallmark Media Advertiser Guidelines**](#)

[**Marathon Ventures Sports - MLBN Advertiser Guidelines**](#)

[**Marathon Ventures Sports - NHL Advertiser Guidelines**](#)

[**NBC Advertiser Guidelines**](#)

[**NBC Broadcast Advertiser Guidelines**](#)

[**Ovation Advertiser Guidelines**](#)

[Peacock Advertiser Guidelines](#)

[Roku Advertiser Guidelines](#)

[UP Advertiser Guidelines](#)

[Warner Advertiser Guidelines](#)

[Weather Group Advertiser Guidelines](#)

Ingestibles - Advertiser Guidelines

Written by Jaycee Spies | Last published at: February 01, 2024

Ingestibles refer to anything shown being consumed in advertisement, which networks are usually strict about. Typically ingestibles refers to weight loss products, medications, or supplements, but it could be anything being ingested that is shown on camera. The following are responses from both streaming publishers and linear networks on whether or not they will air ingestibles and their general guidelines around it.

Streaming Providers

Network Family	Will they accept?	Notes
Hulu	Yes	Please see Hulu's advertising guidelines
Paramount+	Yes	Please see Paramount+ Advertising Guidelines
Peacock	No	
Tubi	Yes	Ads containing ingestables are permitted on a case-by-case basis with approval by Tubi, however, substantiation for any claims made in the spot are needed.

Linear Providers

Network Family	Will they accept ?	Notes
A&E	No	
ABC	Review Required	ABC does not accept ads for non-prescription products, however for Rx, they may accept on a case-by-case.

Network	Will they accept ?	Notes
Family		
Baby First TV	Yes	BFTV does accept ads with ingestibles, however sugar must be at or below 3g.
CBS	Yes	CBS does accept visuals of products like dietary supplements being ingested onscreen at their recommended dose. This would be on a case by case basis for each product and creative. Further comments may apply
Crown	No	
Comcast	Yes	<p>It is the advertiser's responsibility to ensure that all "Direct to Consumer" prescription drug advertising complies with all applicable FDA regulations, guidelines and standards for such advertising. Prescription drugs may only be advertised for uses approved by the FDA; "off-label use" advertising is prohibited.</p> <p>Advertisements must clearly advise consumers to consult a healthcare professional or call their doctor. Advertisements must clearly state that the advertised product is available by prescription, only. Effectv does not accept advertisements that state or imply that prescription drugs may be obtained without a prescription or on the basis of an online questionnaire or online consultation."</p>
Disney	Review Required	Disney does not accept ads for non-prescription products, however, for Rx, they may accept on a case-by-case basis.
DIRECTV	Yes	Ingestibles can be shown. Any other FTC/FDA guidelines are included via links in the attached.
DISH	No	

Network	Will they accept ?	Notes
Family		
ESPN	Yes	ESPN accepts some ingestibles such as vitamins, but do not accept others like weight loss, testosterone, etc.
Entertainment Studios	Yes	These are typically approved depending on the spots/advertisers and type. The only thing not approved is CBD on ThisTV only, the other networks can take CBD.
Fox	No	
FUSE	Review Required	FUSE will only accept ingestibles approved by the FDA, but will review on a case by case basis as well.
Game Show Network	Review Required	GSN handle these on a case by case, pharmaceuticals are a big category for us, these statements should be a part of the creative: “individual results may vary. This statement has not been evaluated by the Food & Drug Administration. This product is not intended to Diagnose, treat, cure, or prevent any disease””
Jewish Life TV	Yes	
Living Communications	Yes	
Lukken	Yes	
Marathon Ventures	Yes	There are no set rules on ingestibles. Marathon Ventures requires if the product isn't FDA approved, that there is the usual disclaimer, “The products have not been evaluated by the FDA....” Also, in commercials with CBD/Hemp products, ingestibles are not allowed.

<u>Marathon</u>	Yes Will they accept ?	Notes
<u>Ventures</u>		<p>FDA APPROVED PRESCRIPTION DRUG ADVERTISING STANDARDS: (i) The commercial includes an operating toll-free number which consumers can call for approved package labeling. Upon calling, consumers must be given the choice of having the labeling mailed to them or read to them over the phone.</p> <p>(ii) The advertiser must provide an alternative means of obtaining this information: for example, stating in the commercial that additional product information is available in concurrently running print advertisements, or making brochures available in publicly accessible sites like doctor's offices, pharmacies, grocery stores and public libraries (this is to reach people who do not have access to the Internet, or who are otherwise unlikely to call a 1-800 number).</p> <p>Prescription drug advertising may be permitted, provided, that each such advertisement complies with FDA Guidelines. Under the FDA's guidelines, a television commercial for a prescription drug must contain two elements: these are referred to as the "Major Statement" and the "Adequate Provision." The Major Statement includes all of the product's most important risk information in a "consumer friendly" manner (the FDA believes this information can, in most cases, be communicated in sixty seconds (:60) or less). "Adequate Provision" refers to disclosure of the more detailed information contained on the medicine's labeling. The FDA will now accept dissemination of this information outside the commercial if the following guidelines are followed:</p> <p>The commercial must contain an Internet web page (URL) reference that provides access to package labeling and a statement that pharmacists and/or physicians may provide additional product information to consumers;</p> <p>NON-FDA APPROVED DRUG ADVERTISING STANDARDS:</p>

Network	Will they accept ?	Notes
Family		Non-FDA approved drugs or supplements advertising will not be permitted unless each such advertisement is submitted to Network in advance for review and approved in writing. All weight loss advertising must conform to FTC guidelines and documentation supporting any and all claims must be provided to Network upon request. Acceptable substantiation is at the discretion of Network;
MeTV	Yes	
NBC Broadcast	Yes	Please see NBC Broadcast Advertising Guidelines
NBC Cable	Yes	Please see NBC Cable Advertising Guidelines
NFL	Yes	
Newsmax	Yes	
OVAT	Yes	Ads must include a disclaimer to drink/ gamble responsibly. This will have to be visible on all creative. We currently do not have time restrictions for when these commercials can air.
REVOLT	Yes	
REELZ	Yes	Gambling is approved on a case-by-case situation. Final spots need to be approved before airing.
Spectrum	Yes	
UP	Yes	
TENNIS	Yes	

Network	Will they accept ?	Notes
<u>Viacom</u>	Yes	Viacom has accepted visuals of products like dietary supplements being ingested onscreen at their recommended dose. This would be on a case by case basis for each product and creative. Further comments may apply.
<u>Warner (Discovery/ Turner)</u>	Yes	<p>Any dietary ingestible must have a visible FDA/DSHEA disclaimer which reads "These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease"</p> <p>Unacceptable Ingestibles:</p> <ul style="list-style-type: none"> • CBD/Hemp Products- ingestibles"
<u>Weather Channel</u>	Yes	<p>Vitamin, Nutritional or Meal Substitute Ingestibles are subject to review. all advertisements must be targeted to adults. Advertisements cannot imply that the product can replace or be equated to a balanced food diet.</p> <p>Advertisements may not make unsubstantiated health or safety claims (such as relief of specific illnesses or symptoms, cosmetic benefits, physical or mental enhancement, or energy or mood enhancement). Claims of efficacy based on doses that exceed the recommended Daily Value will not be accepted. Advertisements for nutritional supplements must contain a visual statement as follows: "this product has not been evaluated by the FDA and is not intended to treat, cure or prevent any disease.</p>

Crypto Currency - Advertiser Guidelines

Written by Jaycee Spies | Last published at: February 01, 2024

This is a product category that networks and streaming publishers are usually strict about. The following are responses from both streaming publishers and linear networks on whether or not they will air crypto currency advertisers and their general guidelines around it.

Streaming Providers

Network Family	Will they accept?	Notes
Tubi	Yes	
Peacock	Yes	No guideline restrictions regarding crypto currency.
Hulu	Review Required	Please see Hulu's Advertising Inventory Guidelines Reviewed on a case-by-case basis Prohibited on Hulu Advertising Inventory directed to children under 13

Linear Providers

Network Family	Will they accept?	Notes
A&E	Review Required	A&E would presume all legal disclaimers are included at the end treatment and are clear, readable and conspicuous (i.e. Cryptocurrencies involve risk, etc.) and will include all necessary disclosures, terms, conditions and restrictions. They will also need to provide confirmation that the company is registered with FinCEN.

Network Family	Will they accept?	Notes
ABC	Review Required	Any creative related to crypto currency will require an intensely vetting process. Once a rough cut is provided we will provide feedback and clearance.
AMC	Yes	
Bloomberg	Yes	Bloomberg does air crypto but Bloomberg needs to see the final creative and you will usually need to answer a few questions.
CBS	Review Required	CBS needs to review the script to provide guidelines.
Crown	Review Required	Crown needs to review the script to provide guidelines.
Comcast	No	
Disney	Review Required	Any creative related to crypto currency will require an intensely vetting process. Once a rough cut is provided we will provide feedback and clearance.
DIRECTV	Yes	Please see DirecTV Advertising Guidelines

Network Family	Will they accept?	Notes
<u>DISH</u>	Yes	Online Gambling is currently only legal in DE, NJ, NV, PA. Advertising will be accepted, subject to approval of creative and only booked with Geo Targeting limited to these states. Target 21 and older
<u>ESPN</u>	Review Required	Any creative related to crypto currency will require an intense vetting process. Once a rough cut is provided ESPN will provide feedback and clearance. Depending on the context there may be additional requirements and edits involved.
<u>Entertainment Studios</u>	Yes	
<u>Fox Business</u>	Yes	
<u>Fox</u>	Review Required	Due to the complexities surrounding Cryptocurrency in general, every cryptocurrency advertiser and references to cryptocurrency must be cleared for run on FOX networks. FOX Networks review all Cryptocurrency ads on a case-by-case basis, and creatives must be sent to the network to receive any feedback regarding approval statuses.
<u>FUSE</u>	Yes	
<u>Lukens</u>	Yes	
<u>Marathon Ventures</u>	Yes	
<u>Marathon Ventures Sports</u>	Yes	
<u>MeTV</u>	Yes	

Network Family	Will they accept?	Notes
NBC Broadcast	Review Required	Must include the following disclaimer when making reference to Bitcoin: "This is not investment advice or recommendation. Cryptocurrency are highly volatile, are subject to significant risks, and may not be suitable for you. Not available in all jurisdictions."
NBC Cable	Yes	Must include the following disclaimer when making reference to Bitcoin: "This is not investment advice or recommendation. Cryptocurrency are highly volatile, are subject to significant risks, and may not be suitable for you. Not available in all jurisdictions."
NFL	Review Required	Please see NFL Advertising Guidelines
Newsmax	Yes	
OVAT	Yes	Requesting a disclaimer is on the spot if the commercial is promoting investing in crypto currency. Age and restrictions may apply.
REVOLT	Yes	
REELZ	Review Required	Crypto ads are approved on a case-by-case situation. Final spots need to be approved before airing.
TENNIS	Yes	

Network Family	Will they accept?	Notes
<u>Warner (Turner/Discovery)</u>	Review Required	For spots promoting bitcoin FINCEN registration is required
<u>UP</u>	Yes	
<u>Viacom</u>	Review Required	Crypto ads are approved on a case-by-case situation. Final spots need to be approved before airing.
<u>Weather Channel</u>	Yes	

CBD/THC - Advertiser Guidelines

Written by Jaycee Spies | Last published at: February 01, 2024

CBD/THC is a product category that networks and streaming publishers are usually strict about. The following are responses from both streaming publishers and linear networks on whether or not they will air CBD/THC advertisers and their general guidelines around it.

Streaming Providers

Network Family	Will they accept?	Notes
<u>Hulu</u>	No	Hulu does not accept any creatives pertaining to cannabis, marijuana, CBD, or other related products and services.
<u>Paramount+</u>	Review Required	This category is dependent on a review of creative elements. Paramount+ may consider advertising for topical CBD products (no ingestible products), but not in any CBS programming.
<u>Comcast</u>	Review Required	Comcast does not accept creatives containing THC products or creatives for any CBD products that are ingested or inhaled. They only accept creatives for Topical CBD products that have to be approved by their legal department on a case-by-case basis.
<u>Peacock</u>	Review Required	Peacock does not accept creatives containing THC products. CBD advertising is limited to topical, non-ingestible products and will require review and approval.

Network Family	Will they accept?	Notes
DirecTV	Review Required	<p>Below are DirecTV's guidelines regarding CBD/THC:</p> <ul style="list-style-type: none"> • Advertising for topical, non-ingestible CBD-related products (i.e., lotions and creams) with less than 0.3% THC that are consistent with applicable federal, state and local laws and regulations are acceptable. The foregoing restriction does not extend to topical CBD-related products with more than 0.3% THC. Advertiser must certify that the product being advertised contains less than 0.3% delta-9 THC concentration on a dry weight basis. • Advertising of all other forms CBD/Hemp products (i.e., drug, food products, dietary supplements, pet products) are prohibited. • Advertisements for CBD products may not: <ul style="list-style-type: none"> ◦ make express or implied health or therapeutic claims about the product or CBD; or ◦ create the impression through images or other design elements that the product or CBD provides health, therapeutic, or medicinal benefits, unless such claims are based on therapeutic active ingredients other than CBD. However, these claims will be subject to review to ensure they are substantiated, and that the advertising does not imply that CBD delivers the therapeutic benefit.

Network Family	Will they accept?	Notes
<u>Fubo</u>	Review Required	<p>Below are Fubo's guidelines regarding CBD/THC:</p> <p>Topical</p> <ul style="list-style-type: none"> The Ad may not claim that the product is "FDA approved," "allowed by the FDA," or similar messaging suggesting government involvement or approval All health claims must be substantiated as evidenced with appropriate documentation <p>Ingestible</p> <ul style="list-style-type: none"> The Ad may not claim that the product is "FDA approved," "allowed by the FDA," or similar messaging suggesting government involvement or approval All health claims must be substantiated as evidenced with appropriate documentation The Ad may only be run in jurisdictions where the product and the advertising for the product are not prohibited (currently: California, Colorado, Florida, New Jersey) <p>Creative containing THC products are likely not approved.</p>
<u>Dish</u>	Review Required	<p>Creatives containing anything revolving around Cannabis/CBD, etc. are approved on a case-by-case basis.</p> <p>Commercials can not feature health or therapeutic claims in association with CBD nor make claims that products can treat or mitigate a disease or condition. Additionally, no ads for ingestible products or depictions of products of paraphernalia being used by a person.</p>
<u>Pluto</u>	Review Required	<p>This category is dependent on a review of creative elements. Pluto may consider advertising for topical CBD products (no ingestible products), but not in any CBS programming.</p>

Network Family	Will they accept?	Notes
Tubi	Review Required	Ads for topical CBD and Hemp products will be permitted, provided there are no medical claims. Tubi also reserves the right to request substantiation or ask for revisions upon review. They do not accept any ingestible CBD and Hemp products.

Linear Providers

Network Family	Will they accept?	Notes
A&E	Review Required	A+E Networks does not accept advertising for THC-containing products. They will consider certain topical-only (no ingestibles) hemp/CBD products if they meet certain requirements. They strongly suggest sending scripts or storyboards in advance of production if interested.
ABC	No	
AMC	Review Required	AMC may accept on a case-by-case basis after review, but does not accept any creatives with ingestibles.
Baby First TV	No	Any product that would be illegal to sell to children cannot be advertised on BFTV, therefore creatives involving CBD/THC are not approved.
Bloomberg	No	
CBS	Review Required	CBS only accepts topical CBD products for their adult-directed cable networks. They do not accept ingestible CBD products or THC products on broadcast or cable. Further comments may apply.

Network Family	Will they accept?	Notes
<u>Crown</u>	Review Required	<p>Crown does not accept creatives containing THC products or creatives for any CBD products that are ingested or inhaled.</p> <p>Crown accepts creatives containing topical CBD products depending on the creative on a case-by-case basis.</p>
<u>Comcast</u>	Review Required	<p>Comcast does not accept creatives containing THC products or or creatives for any CBD products that are ingested or inhaled. Comcast only accepts creatives for Topical CBD products that have to be approved by our legal department on a case-by-case basis.</p>
<u>Disney</u>	No	
<u>DirectTV</u>	Review Required	<p>Below are DirecTV's guidelines regarding CBD/THC:</p> <ul style="list-style-type: none"> • Advertising for topical, non-ingestible CBD-related products (i.e., lotions and creams) with less than 0.3% THC that are consistent with applicable federal, state and local laws and regulations are acceptable. The foregoing restriction does not extend to topical CBD-related products with more than 0.3% THC. Advertiser must certify that the product being advertised contains less than 0.3% delta-9 THC concentration on a dry weight basis. • Advertising of all other forms CBD/Hemp products (i.e., drug, food products, dietary supplements, pet products) are prohibited. • Advertisements for CBD products may not: <ul style="list-style-type: none"> ◦ make express or implied health or therapeutic claims about the product or CBD; or ◦ create the impression through images or other design elements that the product or CBD provides health, therapeutic, or medicinal benefits, unless such claims are based on therapeutic active ingredients other than CBD. However, these claims will be subject to review to ensure they are substantiated, and that the advertising does not imply that CBD delivers the therapeutic benefit.

Network Family	Will they accept?	Notes
<u>DISH</u>	No	Creatives containing anything revolving around Cannabis/CBD, etc. are approved on a case-by-case basis. Commercial can not feature health or therapeutic claims in association with CBD nor make claims that products can treat or mitigate a disease or condition. Additionally, no ads for ingestible products or depictions of products of paraphernalia being used by a person.
<u>ESPN</u>	No	
<u>Entertainment Studios</u>	Review Required	ESTV accepts creatives containing CBD products on all networks except for ThisTV. They do not accept creatives containing THC products.
<u>Fox Business</u>	No	
<u>Fox</u>	No	
<u>FUSE</u>	Review Required	FUSE does not accept creatives containing THC products. CBD advertising is approved on a case-by-case basis, but are generally ok to air.
<u>Game Show Network</u>	Review Required	GSN handles these on a case-by-case basis. No smoking or vaping can be shown in the spot. The below statement must appear in the spot for at least 5 seconds: "Representations regarding the efficacy and safety of [Insert brand name here] have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, prevent, treat, or cure any disease."
<u>Jewish Life TV</u>	Review Required	JLTV does not accept creatives containing THC products, but will air creatives containing CBD products without question.
<u>Living Communications</u>	Yes	
<u>Lukens</u>	Yes	

Network Family	Will they accept?	Notes
<u>Marathon</u> <u>Ventures</u>	Review Required	<p>CBD products are reviewed case-by-case at Scripps. Any CBI product taken orally such as vitamins, drops, supplements, or chewable gummies are not permitted. Anything mentioning or containing THC are not permitted. Any spots with approved images of the marijuana plant/industrial crops will be restricted to 10PM – 5AM.</p> <p>Accuweather does not accept either category of advertisements</p>
<u>Marathon</u> <u>Ventures Sports</u>	No	
<u>MeTV</u>	No	
<u>NBC Broadcast</u>	Review Required	Please see NBC Broadcast Advertising Guidelines
<u>NBC Cable</u>	Review Required	Please see NBC Cable Advertising Guidelines
<u>NFL</u>	No	
<u>Newsmax</u>	Review Required	<p>Newsmax does not accept creatives containing THC products or creatives for any CBD products that are ingested or inhaled</p> <p>They only accept creatives for Topical CBD products.</p>
<u>OVAT</u>	Yes	
<u>REVOLT</u>	Yes	
<u>REELZ</u>	Review Required	<p>Below are Hubbard Radio guidelines regarding CBD/THC:</p> <ul style="list-style-type: none"> • Recreational and Medical Marijuana. Although legal in many states, recreational and medical marijuana is still illegal under federal law. • No advertising for recreational or medical marijuana will be accepted on any platform.

Network Family	Will they accept?	Notes
		<ul style="list-style-type: none"> • Advertisements for business relating to medical marijuana (e.g., doctor co-ops or entities that provide educational materials or programs) may be permissible subject to prior approval by legal. <p>CBD or Hemp-Based Products. Legal CBD is a chemical compound derived from hemp (a cannabis plant containing less than 0.3% THC). CBD and other products derived from hemp are no longer illegal substance under federal law but are not legal for all uses.</p> <ul style="list-style-type: none"> • No advertisements for food, beverages, and animal food/feed containing CBD will be accepted on any platform. • No advertisements for dietary supplements or inhalants containing CBD will be accepted on any platform. • No advertisements for CBD products claiming to prevent, diagnose, treat, or cure diseases or other health issues will be accepted on any platform. • Advertisements for other CBD products (e.g., skincare, oils or beauty products) or CBD retailers may be permissible subject to prior approval by legal. <p>Hemp Seed. Hemp seed is not an illegal substance under federal law and has been approved for use in certain products, including as an ingredient in food.</p> <ul style="list-style-type: none"> • No advertisements for animal food/feed containing hemp seeds will be accepted on any platform. • No advertisements for hemp seed products that claim to prevent, diagnose, treat, or cure diseases or other health issues will be accepted on any platform. • Advertisements for food or beverage products that contain hulled hemp seed, hemp seed protein powder, and hemp seed oil may be permissible subject to prior approval by legal. • Advertisements for other products that contain hemp seed may be permissible subject to prior approval by legal.
<u>Spectrum</u>	No	
<u>UP</u>	No	

Network Family	Will they accept?	Notes
TENNIS	Review Required	All creatives containing CBD/THC products are approved on a case-case basis.
Tribune	No	Antenna and Rewind TV does not run products containing CBD or THC.
Viacom	Review Required	Viacom only accepts topical CBD products for their adult-directed cable networks. They do not accept ingestible CBD products or THC products on broadcast or cable.
Warner (Discovery/Turner)	Review Required	Discovery does not accept creatives containing THC products or creatives for any CBD products that are ingested or inhaled. They only accept creatives for Topical CBD products and non-ingestible CBD products for humans and pets. Turner allows topical CBD products only. No ingestible CBD products or any form of THC products are allowed.
Weather Channel	Yes	Creative are accepted on the Weather Channel as long as the creative does not mention or show Marijuana.

Common Network/Publisher Concerns for Retail Stores

Written by Serena Chouhan | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Retail Stores

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Schools

Written by Serena Chouhan | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Schools

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Security Systems & Home Safety

Written by Serena Chouhan | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Security Systems & Home Safety

- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Shaving Products

Written by Serena Chouhan | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Shaving Products

- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.
- Creatives featuring suggestive content can also be subject to scheduling restrictions based upon the nature of the advertised or featured product, audience composition, and other factors. Examples of such restriction include: family programming, kids programming, school related events, and programming before 10 pm.

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Shippers and Movers

Written by Serena Chouhan | Last published at: July 10, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Shippers and Movers

- Please make sure to include any required "Paid Testimonial" disclaimer if the creative contains an individual that has been paid for their testimonials.
- Please make sure to include any required "Actor Portrayal" disclaimer if the creative contains an actor.

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Soaps & Cleansers (Face & Body)

Written by Serena Chouhan | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Soaps & Cleansers (Face & Body)

- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Social/Dating/Chat/Text Chat

Written by Serena Chouhan | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Social/Dating/Chat/Text Chat

- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Sporting Goods/Fitness

Written by Serena Chouhan | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Sporting Goods/Fitness

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Toys and Games

Written by Serena Chouhan | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Toys and Games

- Creatives intended for kids and family programming may be subject to additional review.

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Travel and Transportation

Written by Serena Chouhan | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Travel and Transportation

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Video Games

Written by Serena Chouhan | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Video Games

- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.
- Creatives featuring suggestive, explicit, or violent content can also be subject to scheduling restrictions based upon the nature of the advertised or featured product, audience composition, and other factors. Examples of such restriction include: family programming, kids programming, school related events, and programming before 10 pm.

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Weapons

Written by Serena Chouhan | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Weapons

- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.
- Creatives featuring suggestive, explicit, or violent content can also be subject to scheduling restrictions based upon the nature of the advertised or featured product, audience composition, and other factors. Examples of such restriction include: family programming, kids programming, school related events, and programming before 10 pm.

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Web-Only Products, Apps, Services & Sites

Written by Serena Chouhan | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Web-Only Products, Apps, Services & Sites

- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Insurance – Health & Life

Written by Spencer Thoene | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Insurance – Health & Life

- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Automobiles / Gas

Written by Priscilla Siu | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Automobiles / Gas

- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Baby Products

Written by Priscilla Siu | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Baby Products

- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Candy/Food/Snacks

Written by Priscilla Siu | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Candy/Food/Snacks

- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Cleaning and Laundry Products

Written by Priscilla Siu | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Cleaning and Laundry Products

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Clothing/Apparel/Footwear

Written by Priscilla Siu | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Clothing/Apparel/Footwear

- Restrictions relating to nudity or sheer revealing clothing are common.

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Computer Products/Companies/Services

Written by Priscilla Siu | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Computer Products/Companies/Services

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Corporate/Businesses/Organizations

Written by Priscilla Siu | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Corporate/Businesses/Organizations

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Cosmetics

Written by Priscilla Siu | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Cosmetics

- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements, as well as any requirements of regulatory agencies such as FDA/DSHEA disclaimers.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.
- Additional restrictions often apply as to the use of healthcare professionals and/or actors representing them.

Please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Deodorants

Written by Priscilla Siu | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Deodorants

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Electronics

Written by Priscilla Siu | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Electronics

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Energy & Power

Written by Priscilla Siu | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Energy & Power

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Financial

Written by Priscilla Siu | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Financial

- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Food Delivery Services

Written by Priscilla Siu | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Food Delivery Services

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Hair Care

Written by Priscilla Siu | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Hair Care

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Hardware/Housewares/Home/Garden

Written by Priscilla Siu | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Hardware/Housewares/Home/Garden

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Hospitals

Written by Priscilla Siu | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Hospitals

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Household Products and Appliances

Written by Priscilla Siu | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Household Products and Appliances

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Insurance – Car & Home

Written by Priscilla Siu | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Insurance – Car & Home

- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Jewelry

Written by Spencer Thoene | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Jewelry

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Miscellaneous

Written by Spencer Thoene | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Miscellaneous

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Movies

Written by Spencer Thoene | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Movies

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Moving & Storage

Written by Spencer Thoene | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Moving & Storage

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Music

Written by Spencer Thoene | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Music

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Alcohol

Written by Demi Nguyen | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Alcohol

- Creatives in this category often face rejection or additional requirements/restrictions from many networks.
- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.
- Commercial for or featuring alcoholic beverages are often subject to scheduling restrictions based upon the nature of the advertised or featured product, audience composition, and other factors, including, for example: family programming, kids programming, school related events, and programming before 10 pm.
- Additional restrictions for on camera consumption and age of actors are common.

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)

- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Beverages

Written by Demi Nguyen | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Beverages

- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements, as well as any requirements of regulatory agencies such as FDA/DSHEA disclaimers.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.
- Additional restrictions often apply as to the use of healthcare professionals and/or actors representing them.

Please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Blockchain/Crypto/NFTs

Written by Demi Nguyen | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Blockchain/Crypto/NFTs

- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Casinos/Fantasy Sports/Sports Betting/Gambling

Written by Demi Nguyen | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Casinos/Fantasy Sports/Sports Betting/Gambling

- Creatives in this category often face rejection or additional requirements/restrictions from many networks.
- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.

Please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for CBD/THC

Written by Demi Nguyen | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: CBD/THC

- Tatari generally does not allow creatives advertising CBD/THC products. Please discuss with your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Competitive - Streaming

Written by Demi Nguyen | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Competitive - Streaming

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Dietary & Nutritional Supplements/Vitamins

Written by Demi Nguyen | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Dietary & Nutritional Supplements/Vitamins

- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements, as well as any requirements of regulatory agencies such as FDA/DSHEA disclaimers.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.
- Additional restrictions often apply as to the use of healthcare professionals and/or actors representing them.
- Erectile dysfunction products often face rejection or additional requirements/restrictions from many networks.
- Creatives featuring erectile dysfunction products can also be subject to scheduling restrictions based upon the nature of the advertised or featured product, audience composition, and other factors. Examples of such restriction include: family programming, kids programming, school related events, and programming before 10 pm.

Please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Eye & Ear Care

Written by Demi Nguyen | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Eye & Ear Care

- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements, as well as any requirements of regulatory agencies such as FDA/DSHEA disclaimers.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.
- Additional restrictions often apply as to the use of healthcare professionals and/or actors representing them.

Please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Fragrances

Written by Demi Nguyen | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Fragrances

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Genealogy Services

Written by Demi Nguyen | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Genealogy Services

- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Lingerie

Written by Demi Nguyen | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Lingerie

- Restrictions relating to nudity or sheer revealing clothing are common.
- Restriction relating to visuals of blood are common.

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Medical Devices and Supplies

Written by Demi Nguyen | Last published at: July 03, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Medical Devices and Supplies

- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Oral Hygiene/Dental

Written by Demi Nguyen | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Oral Hygiene/Dental

- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements, as well as any requirements of regulatory agencies such as FDA/DSHEA disclaimers.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.
- Additional restrictions often apply as to the use of healthcare professionals and/or actors representing them.

Please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Over the Counter Medications

Written by Demi Nguyen | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Over the Counter Medications

- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements, as well as any requirements of regulatory agencies such as FDA/DSHEA disclaimers.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.
- Additional restrictions often apply as to the use of healthcare professionals and/or actors representing them.
- Erectile dysfunction products often face rejection or additional requirements/restrictions from many networks.
- Creatives featuring erectile dysfunction products can also be subject to scheduling restrictions based upon the nature of the advertised or featured product, audience composition, and other factors. Examples of such restriction include: family programming, kids programming, school related events, and programming before 10 pm.

Please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)

- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Political Products

Written by Demi Nguyen | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Political Products

- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Prescription Medications

Written by Demi Nguyen | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Prescription Medications

- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements, as well as any requirements of regulatory agencies such as FDA/DSHEA disclaimers.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.
- Additional restrictions often apply as to the use of healthcare professionals and/or actors representing them.
- Erectile dysfunction products often face rejection or additional requirements/restrictions from many networks.
- Creatives featuring erectile dysfunction products can also be subject to scheduling restrictions based upon the nature of the advertised or featured product, audience composition, and other factors. Examples of such restriction include: family programming, kids programming, school related events, and programming before 10 pm.

Please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)

- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Religious Products

Written by Demi Nguyen | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Religious Products

- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements.
- Additional restrictions may apply for products that advance the particular beliefs or practices of any religion.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Skincare

Written by Demi Nguyen | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Skincare

- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements, as well as any requirements of regulatory agencies such as FDA/DSHEA disclaimers.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.
- Additional restrictions often apply as to the use of healthcare professionals and/or actors representing them.

Please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Weight Loss

Written by Demi Nguyen | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Weight Loss

- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements, as well as any requirements of regulatory agencies such as FDA/DSHEA disclaimers.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.
- Additional restrictions often apply as to the use of healthcare professionals and/or actors representing them.
- Erectile dysfunction products often face rejection or additional requirements/restrictions from many networks.
- Creatives featuring erectile dysfunction products can also be subject to scheduling restrictions based upon the nature of the advertised or featured product, audience composition, and other factors. Examples of such restriction include: family programming, kids programming, school related events, and programming before 10 pm.

Please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)

- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Office Supplies

Written by Spencer Thoene | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Office Supplies

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Personal Care Products

Written by Spencer Thoene | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Personal Care Products

- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.
- Creatives featuring suggestive content can also be subject to scheduling restrictions based upon the nature of the advertised or featured product, audience composition, and other factors. Examples of such restriction include: family programming, kids programming, school related events, and programming before 10 pm.

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Pet Food/Pet Care

Written by Spencer Thoene | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Pet Food/Pet Care

If applicable, please make sure animal welfare/treatment letter, claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Phone & Communication

Written by Spencer Thoene | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Phone & Communication

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Photography

Written by Spencer Thoene | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Photography

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Plasticware/Paper Products

Written by Spencer Thoene | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Plasticware/Paper Products

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Professional Advertising

Written by Spencer Thoene | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Professional Advertising

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Publications

Written by Spencer Thoene | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Publications

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Real Estate

Written by Spencer Thoene | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Real Estate

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Research

Written by Spencer Thoene | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Research

- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Restaurants

Written by Spencer Thoene | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Restaurants

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Restaurant Delivery Services

Written by Spencer Thoene | Last published at: July 08, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Restaurant Delivery Services

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)

Common Network/Publisher Concerns for Adult Materials

Written by Maliha Moloo | Last published at: July 10, 2024

Tatari has compiled the following common network/publisher concerns with certain categories of creatives. These suggestions are based only on our experience - they are not comprehensive and do not represent legal opinions. Please remember that all creatives remain subject to network/publisher acceptance, which Tatari does not control or guarantee. Each advertising client remains solely responsible for ensuring that its creatives comply with all laws, third party obligations, and publisher requirements. Links to network/publisher requirements and guidelines can be found on Tatari's General Network Guidelines page, [here](#).

Creative Recommendations: Adult Materials

- Creatives in this category often face rejection or additional requirements/restrictions from many networks.
- Please make sure to include all required legal disclaimers. Disclaimers generally should be readable, clear, and conspicuous, and must meet all publisher requirements.
- Please make sure to include any required "Paid Testimonial" disclaimer if the creative contains an individual that has been paid for their testimonials.
- Please make sure to include any required "Actor Portrayal" disclaimer if the creative contains an actor.
- Network requirement will vary but often include, the disclaimer must be 4 seconds for the first line plus 1 second for each additional line, font size should be at least 22px tall with letters, words, and lines spaced to be easily read. Horizontal crawls are not allowed.
- Examples of adult materials include: adult-oriented or sex-related books, DVDs, magazines, software, videos, websites, photos, devices, toys, clubs, "chat" lines, male enhancement products, etc.
- Creatives featuring adult materials may also be subject to scheduling restrictions based upon the nature of the advertised or featured product, audience composition, and other factors.
- Examples of such restriction include: family programming, kids programming, school related events, and programming before 10 pm.

If applicable, please make sure claim support, testimonial affidavits/releases, product labelling, relevant studies, product restrictions, and terms and conditions have been provided to your Tatari POC.

Please see below for commonly requested legal templates.

Tatari is providing the below template documents solely as an example of similar documents we have seen other advertisers use. We are not providing legal advice, and we are not representing that this example will be either accurate or sufficient as submitted by you. You are solely responsible to consult with any necessary attorneys or other professionals and to ensure the accuracy, compliance, and

legality of any materials submitted to the publisher. All submissions remain subject to publisher acceptance.

- [Animal Treatment Letter](#)
- [Producer's Affidavit](#)
- [Product Label](#)
- [Testimonial Affidavit](#)
- [Testimonial Release](#)