

Determine Whether You Fall into a Special Advertising Category

What is a Special Advertising Category?

If you're based in or targeting people in the United States and you're creating a campaign that includes ads that offer credit, employment, or housing opportunities, you must select a Special Ad Category before you can choose your Campaign Objective.

A Special Ad Category means that certain laws regulate how you can advertise to those specific target audiences. They're effectively special categories for which Facebook limits audience selection tools to help protect people from unlawful discrimination.

How do I select a Special Ad Category?

Choosing the correct category for your campaign is an important part of following Facebook's advertising policies. When you create a new campaign and select your objective, you can also select a Special Ad Category. To do so, check the box under Special Ad Category.

The screenshot displays the Facebook Ads Manager interface. On the left is a sidebar with navigation icons. The main area shows a breadcrumb trail: **New Campaign** > 1 Ad Set > 1 Ad. Below this are links for **Edit** and **Review**. The **Campaign Name** field contains 'New Campaign'. The **Special Ad Categories** section is active, with a toggle switch set to 'On'. A dropdown menu is open, showing four categories with checkboxes and descriptions:

- ☐ **Credit**
Ads for credit card offers, auto loans, long-term financing or other related opportunities.
- ☐ **Employment**
Ads for job offers, internships, professional certification programs or other related opportunities.
- ☐ **Housing**
Ads for real estate listings, homeowners insurance, mortgage loans or other related opportunities.
- ☐ **Social Issues, Elections or Politics**
Ads about social issues (such as the economy, or civil and social rights), elections, or political figures or campaigns.

What are the Special Ad Categories?

If you're not sure whether one of the Special Ad Categories applies to your campaign, read the following descriptions to learn more:

Credit Opportunities

Credit opportunity ads promote or directly link to a credit opportunity, including but not limited to credit card offers, auto loans, personal or business loan services, mortgage loans and long-term financing. They also include brand ads for credit cards, regardless of a specific offer.

Employment Opportunities

Employment Opportunity ads promote or directly link to an employment opportunity, including but not limited to part- or full-time jobs, internships or professional certification programs. Other ads that fall within this category include promotions for job boards or fairs, aggregation services or ads detailing perks a company may provide, regardless of a specific job offer.

Housing Opportunities

Housing Opportunity ads promote or directly link to a housing opportunity or related service, including but not limited to listings for the sale or rental of a home or apartment, homeowners insurance, mortgage insurance, mortgage loans, housing repairs and home equity or appraisal services. They **don't include** ads designed to educate consumers or housing providers about their rights and responsibilities under fair housing laws.

Special Ad Categories and the Law

It's important to remember that this is not a comprehensive list of examples and doesn't constitute legal advice. It's also important to note that certain targeting options aren't available for ads in special categories. These include Lookalike Audiences, which we'll cover later. However, to help you reach people who may be interested in your ad, you can create a Special Ad Audience. This will allow you to target people based on **similarities in online behavior and activity** but won't allow you to use certain targeting criteria, including **age, gender, ZIP code or other similar categories**.