

## LP - Other third party credits policy - List Practices

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Inappropriate Links

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helped with listing eBay listings aren't the appropriate place to market and

advertise other businesses. The focus of the eBay listing page should be on the item for

sale. The guidelines for 3rd-party credits are to help prevent the site from looking

like a billboard. We do allow sellers to give credit where credit is due,

but 3rd-party credits must be discrete, and may not link off of eBay. Giving

credit to the companies that helped with a listing eBay listings aren't the

appropriate place to market and advertise other businesses. We do allow sellers to

use discrete credits for 3rd parties that assist them with some function of their listing.

A credit may only be given to a company that actually provided a service for the listing, and

the credit may only detail further info about the particular service used in the listing.

The number of credits for each service is limited to 1. This is to help keep the site from

looking like a billboard.

[GUIDE.DETAILED\\_INFORMATION](#) Detailed information about this policy

There are specific requirements that must be met in order for these credits to be allowed:

The seller may only include 1 credit for each unique service in the listing. Each

"credit" can include text or a logo, the credit may not contain more than 10 words, and:

Text credits cannot be larger than HTML font size 3. A logo may not be larger than 88 x 33 pixels in size (including backgrounds and borders). The logo may not flash or be otherwise animated.

The credit should only identify the service provided by the 3rd party that was used in the listing and should not contain any promotional material about other services they offer. If you use multiple services by the same 3rd party in a listing, you can credit that 3rd party for each.

The credit may not include any links or be clickable.

## GUIDE.SUMMARY

What 

We allow sellers to credit services (through text and/or logos) provided by 3rd parties that assist the seller with essential functions or portions of their listings. Common examples are image hosting, counters, listing software (e.g., HTML templates), and payment services. Credits for 3rd-party services may not link off of eBay.