

1. For each set of text within your app, the difference in perceived brightness between the color of the text and the color of the background behind the text should be above a specific threshold.
2. You should use flexible layouts for the contents of the widget
3. There should be sufficient spacing between text and surrounding elements.
4. If your app is a game with different levels or stages, consider placing an interstitial ad in between one or more of these stages.
5. Ensure that none of the ad attributes look like navigation features within the app.
6. Ensure that the design clearly distinguishes ads from content.
7. Implement ads where users are expected to be less engaged with the content of the app, such as in transition points of a reading app, or in between levels of a gaming app.
8. The app should display graphics, text, images, and other UI elements without noticeable distortion, blurring, or pixelation.
9. No improper word wraps within buttons or icons are visible.
10. Avoid placing ads on an app screen when users do not have their attention on the screen. For example, if you have a utility app such as a torch app, ads should not be on the screen whilst the torch is in use.
11. A visible scrim should inform users when they cannot interact with the rest of the screen.
12. The ad should also be distinguishable from other interactive elements on the screen.
13. The app should correctly handle rapid transitions between display orientations without rendering problems.
14. The app should provide onscreen feedback to the user (a progress indicator or similar cue) if the app takes longer than two seconds to load.
15. Notifications should not contain content unrelated to the core function of the app, unless the user has opted in
16. Ads must be clearly distinguishable from the app content.
17. Use or collection of permission based device location data for advertising purposes must be clear to the user and documented in the app's mandatory privacy policy, including linking to any relevant ad network privacy policies addressing location data use.

18. Phrases such as “click the ads” or similar language are not allowed.
19. Any compensation or other incentives to click ads are strictly prohibited.
20. Ads targeting children must have a certain watermark that clearly identifies the ad framework serving them
21. Don't place error text under helper text, as their appearance will shift content.
22. Don't use ambiguous iconography.
23. Unless the exclusive purpose of the app is that of a lock screen, apps may not introduce ads or features that monetise the locked display of a device.
24. Do not use FABs for minor, overflow, unclear, or destructive actions.
25. A FAB shouldn't transform into unrelated actions.