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Rejected moderation status

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English

# Rejected moderation status

The Rejected status means that Unity hasn't accepted your creative pack. Hover over the creative pack name to display information on why Unity rejected the creative pack.

Some common reasons for creative pack rejection include:

- The creative content does not adhere to Unity's advertising content policies.
- The ad doesn't function properly when switching between portrait and landscape orientation.
- The ad does not respect device lock actions. When a user locks a screen the sound should stop; when a user unlocks the screen, the sound should start.
- The creative does not respond to the physical mute button on iOS. Flipping this switch should activate and deactivate the sound.

If Unity rejects your creative, fix the issue and then submit the creative again. For detailed requirements, refer to the documentation on video, playable, and end card specifications.



**Note:** Due to the sensitive nature of gambling ads across many of our publishers, Unity requires gambling advertisers to be managed accounts. Gambling creatives from unmanaged partners will be rejected in moderation. To become a managed partner or learn more about Unity's gambling ad policies, please [contact us](#).

Campaigns must contain at least one approved creative pack to go live. If your live campaign includes a mix of approved and pending creative packs, the pending ones automatically run once approved.

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## Documentation

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