

# Ad Guidelines



Ad Dimensions	Maximum File Size		
	jpeg, gif	flash	html
300x250	40k	40k	3k
120x160	40k	40k	3k
160x600	40k	40k	3k
728x90	40k	40k	3k
<b>Limited Placement Options (not suggested):</b>			
180x150	40k	40k	3k
234x60	40k	35k	3k
468x60	40k	40k	3k
425x600	40k	40k	3k

## Flash Guidelines

- Animation stops after 15 seconds (3x loop max/18fps)
- Has a backup image
- Creative **MUST** contain an invisible button that covers the entire ad unit that contains the action script on (release) { getURL(clickTAG); }

## HTML Guidelines

- Code cannot exceed 3K
- No more than 2 images
- Form tag in code **MUST** include "get" in the method
- CGI's referenced in the code **MUST BE** active

## OVERALL CONTENT STANDARDS

- White ads must have a distinct border to clearly identify where the page ends, and advertisement begins.
- Sponsor of the advertising message must be clearly identified.
- Advertiser's landing page must match the offer being made in the advertisement.
- An ordinary person must be able to make an informed decision from the offer(s) in the ad.
- It is the advertiser's responsibility to ensure that all product claims, warranties, guarantees or other assurances comply with applicable laws & regulations.
- Ad unit and landing page must have detailed disclosures as appropriate; in particular, full terms and conditions of the offer must be easily accessible on landing page.

## CREATIVE CANNOT

- Use "bait and switch" tactics, e.g. advertising that promotes an unavailable product or price as a means of luring the user into purchasing a different product.
- Display false functionality - contain graphics that simulate interactivity where no such interactivity exists.
- Resemble error messages or Windows/Mac/Unix dialogue boxes.
- Prompt a download.
- Mimic news headlines in design, tone, third-person sentence structure, or topic.

## SUBJECTIVE CONTENT

### Ads for astrology, horoscopes, psychic services or other related services:

- creative **MUST** state that the service is for entertainment purposes only.
- creative **CANNOT** imply that there are scientific groundings to such services and/or promises of wealth or good fortune.

### Ads for food products:

- **MUST** comply with applicable laws & regulations regarding definitions/restrictions on food-related descriptive words.

#### **The use of the word “Free” in any ad:**

- MUST fully comply with all state and federal guidelines, and disclose all material terms and conditions to obtain the free item.
- in particular, ad units which claim to offer “free gifts” which in fact require the user to sign up for one or more offers, trial subscriptions, etc.
- MUST disclose how many offers the user must complete before receiving the gift.

#### **Ads for promotions (contests, sweepstakes, special offers):**

- Creative CANNOT imply that the promotion is approved or endorsed by any government or quasi-government entity.
- MUST offer a fair opportunity for all entrants to win.
- Chance based promotions MUST clearly disclose that no purchase is necessary.
- CANNOT claim “everyone wins,” or suggest that user was specially selected to receive a prize.
- CANNOT suggest that a payment by the winner is necessary to claim a prize (except for applicable taxes).
- MAY NOT imply that the mere act of clicking a button is sufficient to win (e.g. “Win a car! Click here!”).

#### **Weight loss ads:**

- CANNOT depict or be targeted at children or teens.
- CANNOT Suggest that the product alone is effective for weight loss or make any unrealistic claims about the amount of weight that can be expected from the product.
- MUST, where weight loss claims are made or implied, contain a disclaimer such as “results not typical; individual results may vary”.

#### **Ringtone/cell phone offers:**

- MUST disclose the details of the service, particularly when the offer requires a subscription.

### **UNACCEPTABLE ADS**

#### **We will not accept ads for the following products:**

- adult products (films, magazines, websites, toys, etc.)
- alcohol
- drugs
- loan products which require upfront fees, products/services that claim to repair bad credit
- lotteries (other than official state lotteries sponsored by a U.S. state, e.g. California State Lottery)
- casino services
- online casinos
- gambling portals
- gambling educational sites
- tobacco products
- political messages
- securities (stocks, bonds, notes, warrants, options, etc)
- degrees for sale or offered by non-accredited universities or programs
- firearms
- ammunition
- religious messages
- insider tips on a particular stock or commodity
- products containing ephedra, ma huang, chitosan or human growth hormones, comfrey, or pyruvate
- fireworks
- **others as may be designated by Rocket Fuel Inc.**

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