

Content Specs

AD ACCEPTANCE

Adherence to our DSP's policies does not guarantee that ads will be accepted on any given exchange or publisher. Certain ads, types of ads or advertisers, as well as the permissibility of any given add on any given supply source, may change at any time. What's more, exchanges may have additional requirements, and ads must meet those requirements to serve on those exchanges.

Our DSPs reserve the right to block or disallow any ad at any time, regardless if it meets any other requirements of this policy.

CREATIVE CONTENT

"Creative content" refers to the imagery and subject matter used in ad creative or landing pages. All ads must use professional, high-quality creative and be clearly branded with the name or logo of the brand being advertised. Ads must be for a specific, named advertiser, consistent with the declared brand domain (see "Categorization" below).

DISALLOWED CONTENT

Ads must not contain content in these categories. The examples here are not exhaustive, but illustrative.

Poor Quality

- Shaking, flashing, flickering or extreme animation
- Generic content (i.e., not specific to any advertiser)

Adult and Sexual

- Pornography
- Prostitution
- Strip clubs
- Dating services intended primarily for the purposes of facilitating sexual encounters or infidelity
- International dating or "mail-order bride" services
- Nudity
- Profanity
- Sexually suggestive imagery or text
- Sex toys or other sex-themed entertainment products
- Specific medical devices, procedures or pharmaceuticals for the enhancement or modification of sexual performance, sex organs or secondary sex characteristics

IMPORTANT

Ads for contraceptives and sexual health clinics do NOT fall within this category.

Misleading and Inaccurate

- Fake news, advertorials or similar content that may be mistaken for editorial content
- Promotion of extreme or unrealistic results
- Emulating the appearance or styling of publisher websites
- Emulating the appearance or styling of operating systems or applications (for example: fake "error" messages or dialog boxes)
- "Trick-to-click" elements such as fake "close" buttons or "download"/"play now" buttons

Violence and Hate

- Depictions or incitement of violence
- Discrimination against any protected class, including but without limitation: race, ethnicity, gender, sexual orientation, religion, age or disability
- Glorification of self-harm

Shocking and Distasteful

- Capitalizing on sensitive events, including natural disasters, accidents, crimes, pandemics or other tragedies
- Imagery or content likely to be interpreted as shocking, distasteful, graphic, obscene, gross, offensive or gruesome
- Images that simulate the appearance of shocking,

distasteful, graphic, obscene, gross, offensive or gruesome content (for example: unusual composition or poses that give the appearance of nudity or obscene content)

Misappropriation

- Use of trademarks or copyrights without permission of the owner
- False implications of endorsement by individuals or organizations

Malvertising (Malicious Advertising)

- Automatic redirects
- Automatic downloads

- Ads containing or linking to exploits, viruses, trojans, worms or other malicious code
- Spyware
- Potentially unwanted programs (for example: bundling of a desired software program with unexpected third-party software)
- Illegal
- Any other content not otherwise covered by the above categories that is illegal under US law or the location to which ads are targeted

SENSITIVE CONTENT

Ads with sensitive content can be permitted, but there may be special considerations attached. What's more, publisher acceptance for sensitive content is limited, and, in some cases, may not be allowed on certain exchanges or publishers. Please consult the rules and policies of individual exchanges or publishers before serving ads in these categories.

- Alcohol
- Cryptocurrency
- Gambling, including government-run lotteries
- Religion
 - » Sexual health
 - » Tobacco (including e-cigarettes)
 - » Firearms/weapons
- Cannabis and CBD*
- Prescription drugs
- Politics
- Click-to-Call
- Audio (in display ads)
- Expandable Ads

*Customers must be approved before running ads in this categories. Please contact us for more information.

Political

All political advertising must comply with all applicable laws, including federal election laws, US FEC regulations, and (where applicable) state or local laws and regulations. Such compliance is the sole responsibility of the advertiser. Ads containing retargeted use of political affiliation and targeted interest-based ads based on political affiliation are allowed only to the extent permitted by applicable law.

All political advertising must clearly identify who paid for the communication and whether it was authorized by a candidate or organization, and any additional information required by local regulations. Unauthorized or third-party ads must also include contact information for the sponsoring organization within the ad or landing page content. "Paid for by" disclosure must be clear and conspicuous (i.e., easily identifiable by contrasting color and font on the ad banner or video).

All election-related advertising must be categorized as Political (Elections). Categorizing an ad as "Political (Elections)" initiates collection of additional data for compliance with the DAA's **Self-Regulatory Principles for Political Advertising**. Ads categorized this way automatically display the DAA Political Ad icon where technically possible, and clicking the icon will show the supplied information to the user seeing the ad.

Users must supply the following information when uploading a Political (Elections) ad:

- Advertiser Name: the name of the political advertiser
- Advertiser Contact Info: a telephone number, physical address, Web address or alternative and reliable contact information for the political advertiser

- Other Info: any other information required by applicable federal or state law to be included in a disclaimer notice for the political advertiser, or any other info required under the DAA's Self-Regulatory Principles for Political Advertising

Political advertising in some US states requires additional disclosure documentation be submitted to our DSP. These states include CA, WA, MD, NY, NV and NJ. For details, please contact PublicFiles@Basis.net

Click-to-Call

Ads that “click” to initiate a phone call must connect the user to toll-free or local telephone numbers ONLY.

Audio

Display ads containing audio must have playback initiated by the user and have a clear and obvious control to disable sound.

Expandable Ads

Expandable ads must be user-initiated on click or roll-over/hover. Expansion on roll-over/hover is only permitted after at least three(3) seconds of sustained hover. Ads must have a clear and obvious control to close the expansion.

Policy Extends to Landing Pages

All content policy requirements for ads also apply to the click-through destination for ads. In addition, the landing page must be clearly related and relevant to the ad content, with an easily accessed privacy policy.

CATEGORIZATION

Users are required to enter an accurate brand domain and one or more categories upon creating a brand or ad. A “brand domain” is a web domain that accurately and clearly reflects the brand being advertised, and is not necessarily the landing page domain. For example, an ad linking to a brand’s Facebook page must not use an advertiser domain of “[facebook.com](https://www.facebook.com)”, as Facebook is not the brand being advertised. For mobile app install ads, the brand domain should be that of the app developer.

Ad categories selected must correctly reflect the subject matter of the ads and their landing pages, with special consideration given to the following categories:

- Alcohol
- Cryptocurrency
- Gambling
- Political issues (non-election)
- Politics (elections)
- Prescription drugs
- Sexuality
- Tobacco/smoking products
- Firearms/weapons
- Cannabis
- Hemp-derived CBD

As these categories are highly sensitive, it is imperative that publisher and exchange requirements are respected. Failure to correctly attribute these categories will be considered a serious ad quality violation.

TECHNICAL CHARACTERISTICS

To be permitted, ads must meet the following technical requirements:

- Links must open in a new window
- Ads must not degrade performance of publisher websites due to file size or any other reason
- Ads must render correctly across all major web browsers and devices
- Ads must match the technical characteristics specified by the user on upload, including:
 - » Dimensions
 - » Expandable status and direction
 - » Use of MRAID or VPAID APIs

THIRD-PARTY AD SERVING AND MEASUREMENT

Use of third-party ad serving and measurement is a privilege. Misuse can lead to interference with publisher page loading or correct rendering and other problems. Permission to use third-party ad serving and measurement will be granted in our DSP's sole discretion and may be revoked if misused.

Third-party servers must function reliably at all times, with adequate redundancy and capacity to achieve consistently low latency and reliable delivery. Servers must return an ad in response to 100% of requests. It is strongly recommended that you use a major, reputable vendor if you choose to use third-party ad serving or measurement. If a third-party server performs unreliably, behaves suspiciously or is classified as malicious by generally recognized security vendors, its use will not be permitted.

Rotation of multiple creatives for a given third-party ad tag or VAST URL is permitted, provided that all creatives in rotation are materially consistent for the following characteristics:

- General creative concept
- Brand domain
- Content categories or technical attributes (in-banner video, audio)
- Use of APIs (MRAID, VPAID)
- For display ads only:
 - » Dimensions
 - » Expandable status and direction
- For video and audio ads only:
 - » Ad duration
 - » MIME types and approximate bitrates of media files

After upload, rotation of creatives must not be changed in a way relevant to the above characteristics. Exception: Use of ad blocking functionality from Integral Ad Science (IAS) or DoubleVerify (DV) is permitted, so long as the ad tag from IAS or DV is directly uploaded to the DSP and not served via another third-party ad server. Impressions remain billable regardless of whether or not IAS or DV choose to allow the ad to be displayed.

Additional Requirements

The ad served by the third-party server must not result in an unreasonable rate of errors (instead of impressions). In video and audio third-party ad serving, when errors occur, the impression is not billed and the opportunity for the publisher to monetize it is usually destroyed. Ads will be disabled if errors exceed normal rates. Most errors are caused by failure to include suitable diversity of media assets.

VAST from third-party ad servers must have a suitable diversity of media file MIME types and bitrates. For video ads, at a minimum at least one MPEG-4 asset using H.264 video codec and AAC audio codec with a combined bitrate no higher than 500kbps must be included. For audio ads, consult publisher specific requirements. It is strongly recommended that several media files of varying dimensions and bitrates are provided.

INTELLECTUAL PROPERTY RIGHTS

You are not permitted to submit any ad creative for which you do not have all necessary rights, licenses, consents and clearances regarding its intended usage.

Changes to the Policy

Our DSPs have the right to notify us of any modifications, additions or removal of any terms or conditions of this creative policy, which become effective immediately upon posting. The most recent version of this creative policy can always be found at: <https://legal.basis.net/centro-creative-policy.html>.