

VRTCAL RTB Creative Policy

VRTCAL CREATIVE POLICY

This creative policy is designed to ensure that all advertisers using VRTCAL understand, and meet, the ad quality standards of our exchange partners and publishers. It applies to all ad inventory purchased through VRTCAL. This creative policy is updated from time to time, and is effective as of the date written above. You are required to review it on a regular basis to ensure that your ad creatives and campaigns meet these guidelines. Failure to abide by the rules of this policy may lead to the suspension of your VRTCAL account.

1. Functional Guidelines. Your ads must not:

- a.** utilize any element designed to misleadingly generate a click (e.g. fake “Close” button on an ad; fake chat boxes; fake download/play buttons; or, imitating the look or user interface of any common software application such as a Windows or Mac operating system message or System Warning box);
- b.** lead, directly or indirectly, to the placement of malware, spyware, viruses, Trojan horses or any kind of auto-downloaded software or code on a user’s computer or mobile device; or,
- c.** degrade the performance of a publisher’s website, due to file size of your ad or for any other reason.

2. Ads Must Open New Window. All ads must open a new window or tab, rather than navigate the user away from the publisher’s website.

3. Sensitive Content Types. The following types of ads are considered sensitive. You should familiarize yourself with these content types, and ensure that your ad creative meet all the noted requirements. VRTCAL tags such ads, and each individual publisher decides whether they wish to allow such ad types on their site. Generally, publishers will block such sensitive content types, even if your ad meets the noted requirements.

- a. Alcohol.** Ads for, containing images of, or references to, alcohol must adhere to all laws in the United States as well as any geographic region in which the ads will be served.
- b. Tobacco.** Ads for, containing images of, or references to, tobacco (including tobacco consumption accessories and electronic cigarettes) must adhere to all laws in the United States as well as any geographic region in which the ads will be served.
- c. Firearms and weapons.** Ads for, containing images of, or reference to, firearms and weapons must adhere to all laws in the United States as well as any geographic region in which the ads will be served.
- d. Gambling.** Ads for, containing images of, or reference gambling (including any form of betting, lottery or ‘game-of-odds’; whether for monetary gain or otherwise) must adhere to all laws in the geographic region in which the ads will be served.
- e. Religion.** Ads for, containing images of, or referencing religion (including any church, god(s), higher power, faith, spirituality, prayer, etc.) must contain only positive, non-controversial content.
- f. Politics.** Ads for, containing images of, or referencing politics (including political parties, political figures past and present, political ideologies, political beliefs, etc.) must contain only positive, non-controversial content.

g. Military. Ads for, containing images of, or referencing military (including military enrolment, products/services for veterans, military figures, war, battles, etc.) must contain positive, non-controversial content.

h. Sexual health. Ads for, containing images of, or referencing sexual health (including contraception, fertility, family planning, sexually related pharmaceuticals, etc.) must contain positive, non-controversial content.

i. Dating. Ads for dating, relationships, finding friends, etc., must not contain messages of a sexual nature, or depict people in a sexually-suggestive manner. This prohibition includes ads showing people wearing revealing clothing, ads showing people in sexually suggestive body positions, ads with sexually suggestive

4. Banned Creative and Content Types. The following ad creative types are prohibited:

a. adult / provocative (e.g. adult humor; risqué or racy content; nudity; sexually suggestive imagery or text; or, images or content related to sexually related toys, games, books, websites, or products);

b. misleading or inaccurate messages, content or images (e.g. ads which appear to be a message from the publisher or application where the ads are displayed; ads which use or misappropriate logos of 3rd parties without permission; or, ads which promote unrealistic or extreme results);

c. inappropriate content or language (e.g. swearing; violence; graphic content; hate speech; harassment; or, defamatory content);

d. international dating / mail-order brides;

e. click-to-call ads that initiate a phone call that will connect the user to a premium-rate phone number, or subscribe them to any service;

f. gambling (unless the entity providing such is legally licensed to do so); or,

g. illegal materials or content.

The examples provided above are illustrative only, and do not provide a comprehensive list of prohibited ad types. VRTCAL reserves the right to block other ads that it deems objectionable. If you have any doubts as to whether an ad you wish to submit is acceptable under this policy, we advise you to contact us through the ticketing system in the VRTCAL platform.

5. Landing Page / Destination URL. The landing page to which your ad links must:

a. always resolve to the same final URL, and never redirect to a different URL than that which was seen when the campaign was first submitted for review by VRTCAL;

b. clearly disclose the company or person responsible for the ad and landing page;

c. not use any third parties' brand, logo or design without the express, written permission of such party;

d. contain relevant information pertaining to the good or service being promoted by the ad (and not some other good or service intended to bait-and-switch a consumer); and,

e. include the advertiser's terms and conditions and a privacy policy (or a link thereto), as well as an option for opting-out of promotional communication.

In addition, all creatives in a campaign must click-through to the same landing page domain.

Any landing page with the look and feel of a news article or other editorial content must clearly and prominently disclose to visitors that it is sponsored content or an advertorial.

6. 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.

7. Compliance with All Applicable Laws. In addition to the criteria set out in this creative policy, all advertisers must follow all applicable laws and regulations, including the [FTC's requirements and guidelines for truth in advertising](#). It is your responsibility to understand and comply with all such applicable laws and regulations.

8. Changes to the Policy. VRTCAL has the rights to modify, add or remove any terms or conditions of this creative policy, which becomes effective immediately upon posting.