

Exchange Specific Guidelines for Native Ads



FROGGY ADS

Please note your creatives should follow the guidelines provided below.

Technical Requirements

SSP	Image	Title	Description	Brand/ Sponsored by	Other Notes
AdBlade	Format: JPG preferred Image size: 1200x628px File size: under 2 MB	Max 25 characters (short description)	Max 100 characters (long description)	N/A	Not all short and long descriptions will appear together on every ad. Please make sure short and long descriptions make sense shown alone or together
AdsKeeper	Format: JPEG, PNG	Max 65 characters. Each word in the title should be capitalized	Max 70 characters. Only the first letter should be capitalized	N/A	Title and advertising text should be both grammatically correct, unique and stylistically consistent
Adyoulike	Landscape, 1800px (min) Format: JPEG, PNG File size: 100MB (max) Tips: Image should be a raw file with no text, no logo Min width: 300, min height: 250	Max 60 characters with spaces	Max 200 characters with spaces	N/A	Call to action: Max 60 characters with spaces
Avocarrot	Format: JPEG, PNG N/A N/A	N/A	N/A	Icon image - min width: 50, min height: 50	N/A
Disqus	Ideal landscape aspect ratio of 4:3 Original source image of 640 x 480 or larger	Max 50 characters	Max 175 characters 3 lines	Sponsored by: max 15 characters	N/A

	No animated GIFs				
MGID	Format: png, jpg, jpeg Image size: 492x328 (min) File size: 5 MB (max)	Max 65 characters Each word in the title should be capitalized.	Max 70 characters. Only the first letter should be capitalized	N/A	Title and advertising text should be both grammatically correct, unique and stylistically consistent
NativeAds	Image size: min 400x400 px, max 1200x627 px Format: JPG, PNG, or non-GIF formats File size: up to 3.5MB	The initial word and all major words must be capitalized	N/A	Brand names must follow correct grammar and formatting structure. All initial letters should be capitalized	N/A
Patrius	Image size: min 90x90 px Format: JPG, PNG	Max 30 characters with spaces	Max 60 characters with spaces	Max 20 characters with spaces	N/A
SmartyAds	Image size: 600x314px (min) 1200x627px (max)	Max 40 characters	Max 30 characters	Sponsored by: max 25 characters	N/A
TripleLift	No text on the image Format: JPEG, PNG Image size: 300x300px (min), best size - 1200x1200px File size: 1 MB (max)	Max 30 characters with spaces	Max 200 characters with spaces	N/A	No image in the Logo field

Content Requirements

SSP	Prohibited Content	Restricted Content
AdBlade	<ul style="list-style-type: none"> • Alcohol • Illegal drugs usage or drug related paraphernalia • Online pharmacies • Tobacco • Firearms, weapons, fireworks, ammunition or explosives • Gambling (where prohibited) • Any activities are unsafe, illegal or dangerous • Content that defames, misrepresents or 	N/A

contains disparaging remarks about other people, products or companies

- Fake government grants
- Cash advance/payday loan
- PC clean up and software downloads
- Pornographic
- Violent
- Derogatory of any ethnic, racial, gender, religious, professional or age group
- Generally perceived as profane or obscene
- Content that endorses any form of hate
- Websites that contain harmful applications or programs such as viruses, spyware, malware

- Dating services facilitating sexual encounters
- Exploitation or endangerment of minors
- High-risk investments or impossible get-rich-quick schemes
- Illegal subject matter or promotion of illegal activity
- Illicit or digital drugs
- Malware, phishing, or spam
- Material that is abusive, discriminatory, exploitative, harassing, hateful, intolerant, obscene, offensive, threatening, violent, or vulgar
- Misleading, inaccurate, or deceitful information
- Online pharmacies
- Poor grammar and misspellings
- Pornography or erotica
- Products or services claiming to predict the future
- Slanderous reports
- Terrorism
- Tobacco or nicotine
- Unauthorized celebrity endorsements
- Violating third party rights: copyright, trademark, privacy, publicity, or other personal or proprietary rights
- Weapons and explosives

- Alcohol
- Dating sites
- E-cigarettes and vaping products
- Financial services
- Gambling
- Political campaign advertising
- Religion
- Self-improvement products that claim unrealistic outcomes
- Software downloads
- Subscription services
- Supplements
- Sweepstakes or contests
- Weight loss products

Adskeeper,
MGID

Adyoulike,

- Unmoderated UGC
- Cocktails/Beer

Disqus, SmartyAds, TripleLift	<ul style="list-style-type: none"> • Extreme Graphic/Explicit Violence • Pornography • Profane Content • Hate Content • Under Construction • Incentivized • Illegal Content • Warez • Spyware/Malware • Copyright Infringement • Cigars • Gambling 	<ul style="list-style-type: none"> • Wine • Religion & Spirituality • Dating
Avocarrot	<ul style="list-style-type: none"> • Violence • Obscenity and sexual material • Alcohol & Tobacco • Anti or Hateful Speech • Drugs • Gambling • Prostitution • Content promoting Weapons 	N/A
NativeAds	<i>A. Prohibited products, services or offers:</i>	
	<ul style="list-style-type: none"> • Alcohol beverages • Illegal drugs or tobacco, including e-cigarettes • Class-action suits or malpractice claims • Degrees, diplomas or essays for sale • Firearms, weapons, ammunition, shooting lessons or certification • Fireworks or firecrackers • Gambling and related games, contests or sweepstakes • Illegal file sharing or hacking services • Political or religious ads promoting one group over another • Non-government approved pharmaceuticals and supplements • Securities, financial services, high-risk investments or business scams • Information harvesting • Excessively personal, niche or subscriber-only content • Content endangers, exploits or is generally inappropriate regarding minors • Weight loss and skincare products (i.e. 	

Garcinia Cambogia)

B. Hateful, defamatory or offensive content:

- Close up images of body parts, medical conditions, blood or bodily fluids
- Hate, violence, suffering, exploitation or discrimination
- Bigotry, baiting or similar techniques used to promote products, services or offers
- Fear, tragic events, sensitive political or cultural topics leveraged to promote offers or products
- Defames an individual, organization, competitor or group of people

C. Spam content:

- Sponsored links or other ads as the primary content or where the pages is for the purpose of arbitrage
- Links to low quality content for SEO boosting
- Hidden links or text, links not in context with content or links that redirect traffic to parent company

D. Sexually explicit or R-rated content:

- Total, partial or suggested nudity
- Sexual descriptions, references, puns or innuendo
- Content that is overtly sexual in nature
- Cannot be classified as G, PG or PG-13
- Escort, prostitution or other sexual services

E. Malware:

- Adware, malware, spyware, virus or Trojan horses
- Tech support content (fake system

prompts)

F. Government or law enforcement related content:

- U.S. or Canadian government offers, grants, buildings, documents, officials or symbols
- Law enforcement officials or vehicles promoting unrelated offers