

General Creative Guidelines



Prohibited Behaviour:

- Auto-redirects
- Pop (including pop ups, pop unders, pop overs, exit)
- Auto-download
- Spyware/Malware/ Viruses
- Expandable ads (ads that automatically expand without user's action)
- Auto-refresh

Prohibited Content:

IAB25 Non-Standard Content:

- IAB25-1 Unmoderated UGC
- IAB25-2 Extreme Graphic/Explicit Violence
- IAB25-3 Pornography
- IAB25-4 Profane Content
- IAB25-5 Hate Content
- IAB25-6 Under Construction
- IAB25-7 Incentivized

IAB26 Illegal Content:

- IAB26-1 Illegal Content
- IAB26-2 Warez
- IAB26-3 Spyware/Malware
- IAB26-4 Copyright Infringement

IAB9-9 Cigars

Gambling

Pharma

Restricted Content:

- IAB8-5 Cocktails/Beer
- IAB8-18 Wine
- IAB23 Religion & Spirituality
- IAB24 Uncategorized
- IAB14-1 Dating

Please note that all supply partners adhere to [IAB creative requirements](#).