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Campaign Timeline

Please send the signed IO to your representative no later than 15 business days prior to the campaign launch date

GTM Access Must Be Granted. Click [Admin](#). In the Container column, select [User Management](#). Click Add. Select Add new users. Enter one or more email addresses (adwords@ajrmediagroup.com).
Publish Click Invite

All campaign assets, including 3rd party tracking pixels (Adara, Arrivalist, UTM includes) received at least 15 business days prior to the campaign launch date

Upload all materials to materials.ajrmediagroup.com (choose [Digital Media Solutions](#) for publisher) in a .zip file or Cloud Service Link (Dropbox, OneDrive, etc.)

Terms of Delivery

Handling times (5 business days) are necessary to test the creative & request changes if required otherwise we cannot guarantee your campaign will launch on the proposed start date

Naming Convention

File names must be clear and concise. Advertiser/Brand/Campaign/Creative Concept/Tactic/Creative Size
Example: Visit Lubbock: VisitLubbock2020Blue SkyProspectingDisplay300x250

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. fake news, advertorials or similar content that fails to disclose that it is not providing an unbiased report (e.g., content which is intended to disguise the fact that it is an ad, or that does not disclose that it is sponsored content or an advertorial);
 - c. 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);
 - d. inappropriate content or language (e.g., swearing; violence; graphic content; hate speech; harassment; or defamatory content);
 - e. international dating / mail-order brides;
 - f. 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;
 - g. gambling (unless the entity providing such is legally licensed to do so); or,
 - h. illegal materials or content.
 - i. weapons, ammunition, or explosives: ads must not promote the sale or use of weapons, ammunition, or explosives. This includes ads for weapon modification accessories.
 - j. The examples provided above are illustrative only, and do not provide a comprehensive list of prohibited ad types. The DSP Platform 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 DSP 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 DSP Platform;
 - 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.
 - f. In addition, all creatives in a campaign must click-through to the same landing page domain.
 - g. 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.** AJR and the DSP Platform has the right to modify, add or remove any terms of conditions of this creative policy, which becomes effective immediately upon posting.