

Advertiser Acceptance Policy

Online Advertiser and Creative Acceptance Policy

This dealnews.com, Inc. Online Advertiser and Creative Acceptance Policy applies to ads displayed on dealnews.com's web properties based in the U.S. Such web properties include but are not limited to: dealnews.com, dealmac.com, and dealcoupon.com.

At any time and for any reason in its sole discretion, dealnews.com reserves the right to: (a) revoke any advertising/advertisers; (b) make exceptions to this policy on a case-by-case basis; (c) remove ads it deems inappropriate; and (d) make changes or additions to this policy. dealnews.com, Inc. will herein be referred to as dealnews.com.

All ads must meet these specifications to be displayed on any dealnews.com sites.

General Creative Standards

Creative materials should adhere to the following guidelines:

- Creative materials must identify the advertiser and/or the product or service that is being promoted.
- Pop-up and pop-under ads are prohibited and cannot be used as part of an ad's destination/landing page on any dealnews.com web properties.
- Expanding, floating and any other ad format which minimizes, covers, or otherwise inhibits the full display of any dealnews.com web properties are prohibited.
- Streaming video and audio experiences within ad units are allowed, so long as the audio portion starts only when initiated by the user via a click.
- Animations up to 30 seconds in duration are permitted. Animation should run smoothly and must not interrupt or interfere with the rest of the page on which the creative is displayed.

Creative "Look and Feel" Cannot Resemble dealnews.com Sites

- Creative material that resembles the visual style of the content or design of the dealnews.com web property on which it is displayed is prohibited. This includes, but is not limited to using the colors, marks, fonts, icons or other design elements explicitly associated with a dealnews.com web property.
- Advertisement must have a border or otherwise be clearly distinguished from the dealnews.com web property on which it is displayed. For example, white ads must have a border when displayed on a white background.
- Language such as "Hotness" or "Editor's Choice" must include date and source attribution. The use of this language is subject to prior approval by an authorized representative of dealnews.com.

Creative Content and Functionality Must Not Mislead Users

Ads shall NOT:

- Resemble Windows error messages or actionable site navigation buttons that may confuse users
- Appear to make the page look broken or as if something is not working on a web page
- Utilize "Focus" commands to make the ad the active window when the creative loads (i.e. automatically entering the cursor into the creative and/or inserting the I-beam cursor into an editable text field in the creative)
- Contain copy that is inaccurate or misleading
- Utilize false "Close" buttons. Close buttons must function
- Utilize "mouse trapping," whereby the user is not allowed use of the back button and advertiser traps the user on their site

Prohibited Creative Content

Ads shall NOT:

- Promote or facilitate hate speech, whether directed at an individual or a group, and whether based upon the race, national origin, creed, sex, sexual orientation, religious affiliation or language of such individual or group.

- Contain profane, libelous, or obscene text or images
- Contain any adult and/or borderline adult content (images or text), whether indirectly or directly promoted
- Promote gambling, where the user will play for money or property
- Promote products or services from uncertified pharmacies.
- Promote or facilitate defamatory or illegal activities.
- Promote tobacco products, or firearms
- Allow a user to rate an image of a person in a banner
- Promote web-based degree programs from non-accredited colleges
- Promote products that are illegal in one or more U.S jurisdiction

Creative Subject to dealnews.com Pre-Approval

The following creative materials are allowed with restrictions and require prior approval by dealnews.com:

- Creative promoting alcoholic beverages, whether directly or indirectly
- Creative promoting political agendas
- Creative containing spiritual or religious content
- Creative containing personal ads or dating content
- Creative containing sex-related content
- Creative promoting sites and services that compete with the dealnews.com web properties or services
- Creative promoting sweepstakes or contests

Personally Identifiable Information If an ad requires the user to provide Personally Identifiable Information (PII), the following requirements apply:

- There must be a clear presentation of how the information collected will be used.
- None of the information collected can be shared with a third party without an explicit opt-in.
- Advertisers must provide instructions within their privacy policy for how to opt-out of any future unsolicited promotional communication – e-mail or otherwise.
- Any follow-up communication from the advertiser resulting from the PII collected via dealnews.com advertisements must contain an explicit opt-out (this applies to every single piece of unsolicited promotional e-mail).
- The advertiser must be in compliance with the CAN-SPAM Act of 2003.

Final approval of all creative material is at the sole discretion of dealnews.com. In addition, dealnews.com reserves the right to re-evaluate previously approved creative materials at any time to ensure ongoing compliance with our guidelines and provide an optimal user experience.