

AXONIX EDITORIAL GUIDELINES

VERSION 2.2 • LAST UPDATED JUNE 29th 2016

Targeting

Ads must always apply appropriate targeting (e.g. mobile platform specific not sent to other mobile platforms). Ads for regulated goods and services (e.g. alcohol and gambling), must abide by all applicable laws, regulations, and industry codes of the country or domain where the ad is being delivered.

Ad Content

Advertisers must ensure that their Ads comply with all applicable laws, regulations and guidelines. All claims in Ads must be adequately substantiated. Ads must not offend users. Ads and any offers promoted within Ads must not be false, deceptive or misleading or contain spam. Ads must not contain or promote illegal products or services. Ads must not violate the rights of any third parties.

Adult Products

- Ads may not promote the sale or use of adult sex products or services, including but not limited to sex toys, pornographic videos or publications, live sex or nude shows, or sexual enhancement products.
- Ads for family planning and contraception are allowed provided they follow the appropriate targeting requirements and abide by all local applicable laws, regulations, and industry codes of the country or domain where the ad is being delivered.

Alcohol

- Ads that promote or reference alcohol are **prohibited** in the following countries:
 - Afghanistan, Brunei, Bangladesh, Egypt, Gambia, Kuwait, Libya, Norway, Pakistan, Russia, Saudi Arabia, United Arab Emirates, Yemen and any other jurisdiction where such Ads are prohibited by law.
- Where permissible, Ads that promote or reference alcohol must:
 - (i) Comply with all applicable local laws, non-binding rules and industry codes, guidelines, licenses and approvals and
 - (ii) apply age and country targeting criteria consistent with Axonix guidelines and applicable to local laws.
- Where a user's age or country cannot be determined, the ad must not be displayed to the user.

Dating

- Ads for adult friend finders or dating sites with a sexual emphasis are not permitted.
- Ads for other online dating services are only allowed with prior authorization from Axonix.
- These must adhere to the dating targeting requirements (e.g. age requirements) and the name of the product or service must be included in the ad text or image.

Drugs and Tobacco

- Ads may not promote or facilitate the sale or consumption of illegal or recreational drugs, tobacco products, or drug or tobacco paraphernalia.

Gambling and Lotteries

- Ads that promote or facilitate online gambling, games of skill or lotteries, including online casino, sports books, bingo, or poker, are only allowed in specific countries with prior authorization from Axonix.
- Lotteries run by government entities may advertise on Axonix, provided that Ads must be targeted in accordance with applicable law in the jurisdiction in which the Ads will be served and may only target users in the jurisdiction of the lottery.
- Ads that promote offline gambling establishments, such as offline casinos, in accordance with applicable laws and regulations, are generally permitted, provided that Ads must be appropriately targeted.

Dangerous Products or Services

Ads may not promote the following:

- Products or services that cause damage, harm, or injury to persons.
- Products that are designed to explode and could cause damage to nearby people or property: Nail bomb, chemical bomb, fireworks that explode, firecrackers, grenades.
- Products, services or Instructional materials on how to make explosives.
- Functional devices that appear to discharge a projectile at high velocity, whether for sport, self-defence, or combat: Handguns, rifles, shotguns, hunting guns, bows or crossbows, functioning antique guns, airsoft guns, paintball guns, bb guns, ammunition, ammunition clips, silencers, or ammunition belts.
- Dangerous knives: Switchblades, fighting knives, military knives, push daggers, throwing axes.
- Any other product and weapons that's designed to (in modern-day usage) injure an opponent in sport, self-defence, or combat: throwing stars, brass knuckles, tasers, pepper spray.

Other Prohibited Creative and Related Content

Ads that do **any** of the following (or link to any website or other mobile property that does **any** of the following) **are not allowed to be served** within the Axonix Exchange:

- Misleading or contain content that is not reflective of what the user will find on the click-through URL.
- Ads that automatically redirect the user to a new page or app without the user initiating – also referred to as ‘auto-directs’.
- Install spyware, trojans, viruses or other malware.
- Install an .apk file and bypassing Apple Store or Google store.
- Employ phishing techniques such as redirecting to multiple unrecognisable domain names, executing multiple ad calls creating a spam-like experience
- Employ phishing techniques seeking to trick the user into providing sensitive information by misrepresenting the identity of the advertiser.
- Initiate a download without the device users permission or acceptance.
- Mimic system unbranded errors or messages.

- Incite hatred of any race, religion, creed, ethnic group, or of any individual or group.
- Describe, show, or promote suffering, torture, violence or death of or against humans or animals.
- Promote P2P file sharing, torrent, or anything that facilitates copyright infringement.
- Infringe any third party intellectual property rights.

Creative Enforcement Policy and Violation Penalties

Following any initial violation, Axonix will issue a final written warning (which may be by email) to the demand partner that Axonix intends to enforce one or more of the below penalties for any subsequent violations of the Axonix Editorial Guidelines.

The penalties listed below will only become effective when Axonix has concluded its investigation and is in receipt of a notice from a third-party malware scanner or has evidence of the violation.

Penalty fees vary according to the severity of the violation, the number of warnings issued, budget spent by the demand partner on the Axonix Exchange, and the elapsed time between violations (where applicable).

Class of Violation	Type of Violation	Action
Prohibited IAB Categories and/or Content	IAB Categories 24-26AB; Content Categories: violence, hate, adult products/services/sites, drugs & drug paraphernalia, weapons	Immediate removal and indefinite suspension from the Axonix Marketplace and a fee of 2% of previous months invoice or \$5,000 (whichever is greater).
Prohibited Creative Attributes & Behaviours	Auto-redirects, deceptive Ads, pops (pop under, over, exit); auto-expanding, Malware, fake downloads	<p>1st Violation: Removal from Axonix Marketplace for a minimum of 1 business day, a charge of \$1500 for the first identified & prohibited creative and fee of \$500 for each subsequent prohibited creative id identified.</p> <p>2nd Violation: Removal from Axonix Marketplace for 5 business days, a charge of \$2500 for the first identified prohibited creative and fee of \$500 for each subsequent prohibited creative id identified.</p> <p>3rd Violation: Permanent removal from Axonix Marketplace and fee of 10% of previous months invoice or \$10,000 (whichever is greater).</p>

Class of Violation	Type of Violation	Action
Restricted Content, Creative Attributes, & Behaviour	Government/politics, pregnancy, sexuality, gambling, casinos, alcohol, smoking, credit/loan issues, contests/freebies, coupons; shaky/flashing, surveys or violation of Axonix Editorial Guidelines as stated within this document.	<p>1st Violation: Temporary removal from app/site and fee of 0.5% of previous months invoice or \$500 (whichever is greater). Will be enabled after root cause has been determined and a fix has been reviewed and approved by Axonix to prevent it happening again.</p> <p>2nd Violation: Temporary removal for minimum of 3 business days and fee of 0.5% of previous months invoice or \$1000 (whichever is greater). Will be enabled after root cause has been determined and a fix to keep from happening again has been reviewed and approved by Axonix.</p> <p>3rd Violation: Temporary removal for 5 business days and fee of 0.5% of previous months invoice or \$1500 (whichever is greater); permanent removal from certain publishers, at Axonix's discretion.</p>
Ad Verification Parameters	Not compliant with any of the 4 required parameters: iurl, adomain, crid, cid	Limited access to Axonix Marketplace Premium Inventory Tiers and \$250 fee for each instance being reported as not being compliant. Axonix Ad quality team will give partner 1 working day to respond to required changes.

Questions?

Please contact support+adquality@axonix.com or your Axonix Account Manager for more information.