

**TrafficForce.com**  
**Acceptable Use Policy**

**Last Updated: April 25, 2016**

**Publisher's Acceptable Use Policy**

Publishers participating in the TrafficForce network are required to adhere to the following policies. We suggest you read the policies carefully and reference the guidelines often as we may change our policies at any time. In accordance with our terms of service, it is your responsibility to keep up to date with and adhere to the policies posted here. Failure to comply with these policies may warrant us limiting ad serving to your website or limiting your TrafficForce account. While in most cases we prefer to work with publishers to achieve policy compliance, we may disable any account at any time. If your account is disabled, you will not be eligible for further participation in the network until all issues have been resolved.

**Website Content Guidelines**

Publishers in the network must adhere to these guidelines. Adult websites must comply with 18 U.S.C. § 2257. Websites displaying ads must not include:

1. Content that infringes on intellectual property, copyright, patent, and trademark laws.
2. Promotion of child pornography or bestiality, including minors or animals in appropriate adult or sexual situations, including images, written content, or animations.
3. Violent or abusive content, content promoting hate or racial intolerance, or advocating against any individual, group, or organization.
4. Hacking/cracking content.
5. Illicit drugs and drug paraphernalia.
6. Excessive profanity.
7. Content regarding programs that compensate users for clicking on ads or offers, performing searches, surfing websites, or reading emails.
8. Excessive, repetitive, or irrelevant keywords in the content or code of webpages.
9. Sales or promotion of weapons or ammunition (e.g., firearms, fighting knives, stun guns, etc.).
10. Sales or promotion of alcohol, tobacco, or any related paraphernalia.
11. Content containing "revenge porn": sexually explicit media that is publicly shared online without the consent of the pictured individual.
12. Any other content that is illegal, or promotes illegal activity.
13. Any other content that is false, misleading, or deceptive.

14. Any file-sharing or torrent websites.
15. User-submitted content that is not moderated.
16. Little or no original content, including:
  - a. Scraped content: Websites with content taken from high-quality sources or “free article” websites. These are often template or cookie cutter websites.
  - b. Auto-generated content: Websites with programmatically generated content. These websites often have random content that is confusing or nonsensical to a website visitor.
  - c. Doorway websites: Websites with content designed to increase search engine rank, with little content for an actual website visitor.
  - d. Made for ad websites: Websites that primarily consist of only advertisements do not constitute content for a landing page.
  - e. Login to view any content: Websites with landing pages with only a login or registration form.
  - f. Thin affiliate websites: These websites collect pay-per-click (PPC) revenues by sending visitors to the websites of affiliate programs, while providing little or no value-added content or service to the user. These websites usually have no original content and may be cookie-cutter websites or templates with no unique content.
  - g. Websites under construction: Websites that are blank, under construction, page with raw coding/incorrect coding, or take too long to respond.

### **Invalid Clicks and Impressions**

Page views and clicks on ads must result from genuine user interest. Any method that artificially generates clicks or impressions on our ads is prohibited. These prohibited methods include repeated manual clicks or impressions, use of robots, automated click and impression generating tools, third-party services generating clicks or impressions such as paid-to-click, paid-to-surf, auto-surf, and click-exchange programs, or any deceptive software. TrafficForce will not pay for any inventory that TrafficForce believes, in its sole discretion, incents users to click, uses automated means to generate clicks or traffic, or is otherwise suspicious.

### **Encouraging Clicks**

TrafficForce does not allow any of the following methods to artificially generate clicks or impressions:

1. Encouraging users to click the ads by using phrases such as “click the ads,” “support us,” “visit these links,” or other similar language.
2. Directing user attention to the ads via arrows or other graphical gimmicks.
3. Placing misleading images alongside individual ads.
4. Promoting websites displaying ads through unsolicited mass emails or unwanted advertisements

on third-party websites.

5. Compensating users for viewing ads or performing searches, or promise compensation to a third party for that behavior.
6. Placing misleading labels above ads; for example, ads may be labeled “Sponsored Links” but not “Favorite Sites.”

### **Copyrighted Material**

Website publishers must not display ads on webpages with content protected by copyright law unless they have the necessary legal rights to display that content.

### **Website and Ad Behavior**

Unless TrafficForce’s expressly authorizes you to do so in writing, you must not alter or manipulate any ads or standard ad behavior in any way, including the following:

1. You must not alter any part of the code or change the behavior, targeting, or delivery of ads.
2. Websites showing TrafficForce ads must not contain pop-ups or pop-unders that interfere with website navigation, change user preferences, or initiate downloads.
3. A website or third party cannot display our ads as a result of the actions of any software application, including a toolbar.
4. No TrafficForce invocation code will be integrated into a software application.
5. Webpages containing TrafficForce invocation codes must not be loaded by any software that can trigger pop-ups, redirect users to unwanted websites, modify browser settings, or otherwise interfere with website navigation. It is your responsibility to make sure that no ad network or affiliate uses these methods to direct traffic to pages that contain your TrafficForce invocation code.
6. We do not accept any traffic from ad zones hosted on subdomains, including Blogger, BlogSpot, Tumblr, etc.

### **Ad Placement**

Publishers must comply with the following ad placement policies:

1. Up to six ad zones may be displayed on each page.
2. You must not display the same zone multiple times on one page. You must create a unique ad zone for each ad placement on your website.
3. Elements on a page must not obscure any part of the ad displayed.
4. Ads must not be displayed on any page with content primarily in an unsupported language.

5. No ad zones will be placed on any non-content-based pages.
6. No ad zones will be placed on pages published specifically for the purpose of showing ads, whether or not the page content is relevant. The only exception to this is interstitial ad zones that have been approved by TrafficForce.
7. All in-player ad zones must have a “Close and Play” button.
8. You must not place our in-player ad zone on videos that do not play.
9. You must not remove our banner container for in-player ad zones.
10. In-player ad zones must not remain visible when a video is playing.

### **Advertiser’s Acceptable Use Policy**

Advertisers participating in the network are required to adhere to the following policies. We ask that you read these policies carefully and refer to this document often. If you fail to comply with these policies, we may disable serving of your ads or disable your account. While in most cases we prefer to work with advertisers to achieve policy compliance, we may disable any account at any time. If your account is disabled, you will not be eligible for further participation in the network until all issues have been resolved. Please note that we may change our policies at any time, and in accordance with our terms of service, it is your responsibility to keep up to date with and adhere to the policies posted here.

### **Image Ads Editorial Guidelines**

1. Ad images must be clear and recognizable.
2. Text appearing in the ad images must be legible.
3. Banners must be 18 U.S.C. § 2257 compliant.
4. The keywords in ads must relate to the content on your destination URL.
5. iFrame ads must not contain any malware or malicious code. Doing so is a breach of our terms of service and will result in immediate account closure without the possibility of any refund.

### **Popunder Ad Editorial Guidelines**

1. No double popunders.
2. No java alerts.

### **Full Page Interstitial Ad Editorial Guidelines**

1. No iFrame breaking.
2. No popunders.
3. No java alerts / exit prompts.

## **Destination URLs Guidelines**

1. The URL provided must work and cannot take longer than 5 seconds to load.
2. The URL must not contain spaces.
3. A website cannot link to a blank page, a page with little content, a page where the majority of the content consists of ads, a page that is under construction, or a page with raw or incorrect coding.
4. Mobile pop-under campaigns cannot go directly to Google Play or the Apple Store.
5. The URL cannot link directly to an executable file or any download that is not user initiated.
6. If the landing page promotes and links to an executable file or download it must accurately describe contents of the file or download.
7. The landing page cannot require a login to view any website content.
8. The landing page must not use or promote malware, ransomware, malicious code, or deliver harmful programs.
9. The landing page cannot engage in any illegal online activities, including phishing, spoofing, or spamming.
10. The landing page cannot contain pop-up windows, including exit pop-ups, java alerts, or chat windows that prevent a user from easily exiting a landing page.
11. The landing page must not use any copyrighted content or trademarked branding or imitate any brand without proof of consent.
12. The landing pages must comply with 18 U.S.C. § 2257.
13. The requirements to redeem a free offer must be within one link of the landing page, and the redemption requirements must be contained within a single page. The requirements of a free offer must be clear and conspicuous and must stay consistent from when the conditions are first stated.

## **Prohibited Content**

1. Any child pornography or sexual content that depicts individuals who are under 18-years old or who are presented in a way designed to make them appear to be under 18-years old, including computer-generated images, drawings, or sculptures that are, or appear virtually indistinguishable from, that of a minor engaging in sexually explicit conduct.
2. Any content that depicts excessively violent or forced sexual acts, including rape or slapping, hitting, or torture in connection with sexual activity; urination, defecation, or vomiting in conjunction with sexual activity; sexual activity that involves the participation of animals; vaginal fist insertion; real or simulated incest; or real or simulated sex with a dead body.
3. Promotion of hacking and cracking websites.

4. Promotion of anti-virus except for well known, reputable products, with legitimate offers (no fake/misleading anti-virus campaigns).
5. Promotion of “cleaner” software.
6. Fake system notifications or alerts.
7. Any content that infringes copyrights or trademark, including any copyrighted or trademarked material or imitation of copyrighted or trademarked material without consent of the copyright or trademark owner (i.e., Snapchat, Google Play Store, Android, Apple, etc.).
8. Promotion of “revenge porn”—sexually explicit media that is publicly shared online without the consent of the pictured individual.
9. Any material that offers illegal products or services.
10. Promotion of incentives for online activity to surf websites, click on ads, or any activity that artificially enhances website or advertiser metrics.
11. Promotion of violence, racial intolerance, or advocacy against any individual, group, or organization.
12. Promotion of fake documents, copied material, or paper mills.
13. Promotion of drugs or any related paraphernalia.
14. Sales or offers of weapons, alcohol, tobacco, or any related paraphernalia.
15. Promotion or any attempt to profit from human tragedy or suffering.
16. Promotion of illegal activities that infringes on the rights of others.
17. Promotion of gambling or online betting that is targeted to the United States.
18. “Free” offers in which the redemption requirements are overly burdensome as to not constitute a free item.
19. Any link to a website that contains unacceptable or obscene content.

#### **Truth in Advertising Guidelines**

1. Advertising placed by advertisers through TrafficForce must not contain false, misleading, fraudulent, or deceptive claims or content.
2. Any advertiser that places an advertisement through TrafficForce that is determined to contain false, misleading, fraudulent, or deceptive claims or content or that does not comport with TrafficForce’s terms of services will be subject to an immediate and permanent ban from using the network. Once an advertiser is banned from using TrafficForce, that advertiser must not create a new account with TrafficForce or otherwise try to use the TrafficForce service in any way.

3. Determination of whether an advertisement contains false, misleading, fraudulent, or deceptive content or does not comply with TrafficForce's terms of service will be at TrafficForce's sole discretion.
4. Advertisers who place advertising through TrafficForce are solely responsible for the content of the advertisements that they place. By placing an advertisement through TrafficForce, the advertiser
  - a. confirms to TrafficForce that the content of the advertisement is factually accurate;
  - b. confirms to TrafficForce that it has the right to use any video, still images, logos, or any other intellectual property contained within the advertisement; and
  - c. states that the advertisement is appropriate and accurate for the designated website category, niche, or rating.
5. The destination website reached through any advertisement placed through TrafficForce must not link to any prohibited content or services.
6. Advertisers are responsible for making sure that all advertisements placed through TrafficForce comply with all "Truth in Advertising" laws.