FLASHING & MISLEADING ADS' GUIDE

TF TRAFFIC FACTORY

We do not accept misleading Ads that create "Abusive Experiences" to both users and market.

- Page Auto-redirects without user action

- Misleading users into interaction. Examples include:
  - » False system/ site warnings or error messages
  - » Simulated Messages, Dialog Boxes or Request Noti ications
  - » Features depicted that do not function/work.
  - » The display of a "Close" Button that does anything other than close the element once clicked.
  - » The user is led to a landing page when the banner is clicked outside of its border.

- In addition, any sort of "Disturbing" animation content (Moving banners/ Flashing Animated Ads) will be rejected. Please make use of static images on your banners unless using a Gif format that is not deemed as disturbing to users. Otherwise, your animated banners will be rejected.

- We do not accept banners or landing pages with Javascript, Push notifications or back-button hijacks.

- Nor do we accept elements which mislead users into false interaction.

- Banners with video or image content will not be accepted unless the advertiser holds the right of use of the said content for their specific advertising purpose and is able to prove this with a valid license agreement.

- The use of "Deep Fake" or Photoshop created elements, whether this be for image or video, will not be permitted.

- The use of company logos or Trademarks that are subject to copyright will be rejected.

- Banners will not be accepted that are purposefully created to resemble elements of our publishers' webpages/ad spots such as false native banners or false video sections.

Detailed in this guide are examples of banners that are no longer accepted and the methods to optimize your banners in order to promote your offers on our network.

TF TRAFFIC FACTORY

EXAMPLES OF BANNERS

FRAME 1

FRAME 2

- GOOD: REGISTER
- BAD: FLASHING BUTTON
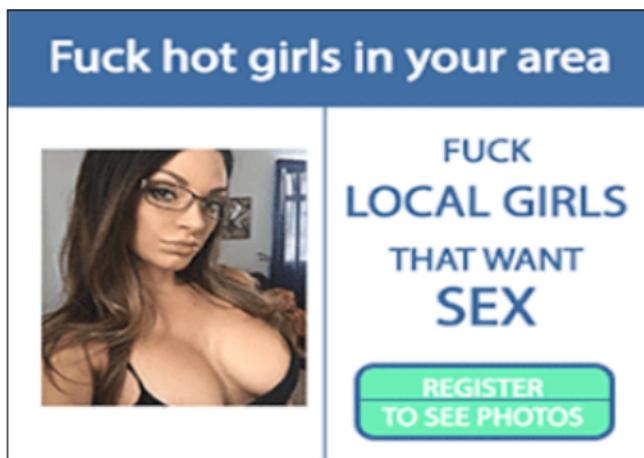
IN CASE OF FLASHING ANIMATIONS ON A BANNER, PLEASE CONVERT THESE TO A STATIC IMAGE.

TRAFFIC FACTORY

EXAMPLES OF BANNERS

1 New Message

Chioma (2.3 miles away) send you a fuck request.

"Hi, you look nice and I live close!….wanna meet for some fun? Lemme know ;) X"

Reply Now ?   OK   Cancel
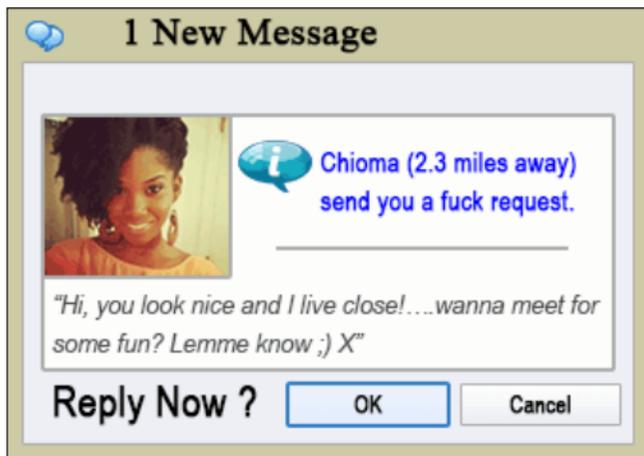
- FALSE "NEW MESSAGE"
- FALSE "DISTANCE"
- FALSE "CANCEL" BUTTON
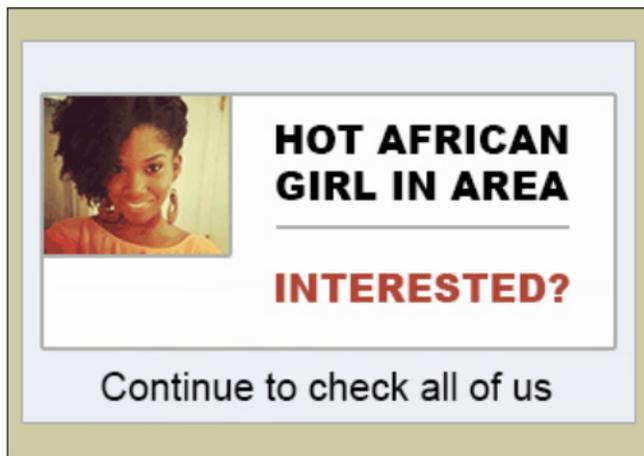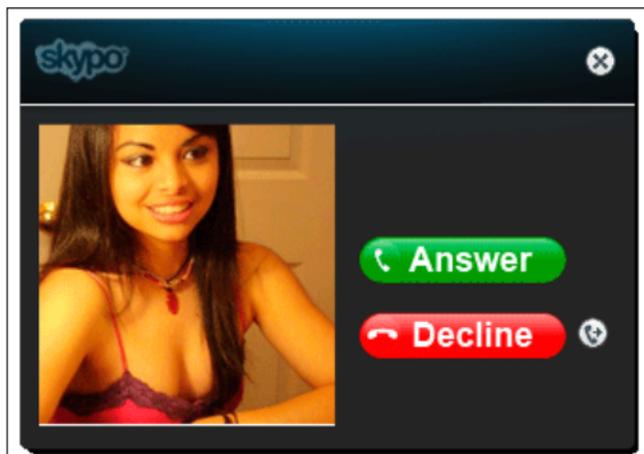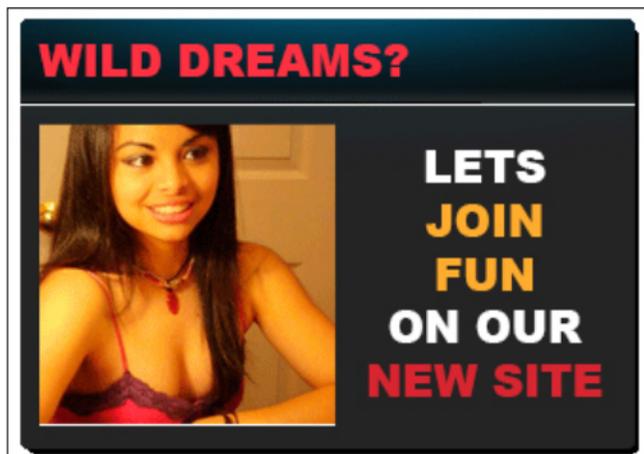
HOT AFRICAN GIRL IN AREA

INTERESTED?

Continue to check all of us

TRAFFIC FACTORY

EXAMPLES OF BANNERS

- FALSE "INCOMING CALL"
- FALSE "CROSS/CLOSE" BUTTON

TRAFFIC FACTORY

EXAMPLES OF BANNERS

- FALSE "INCOMING CALL"
- FALSE "CROSS/CLOSE" BUTTON

TRAFFIC FACTORY
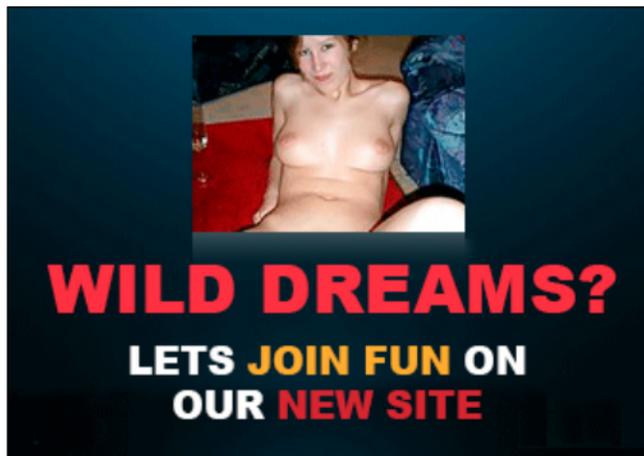
EXAMPLES OF BANNERS

FRAME 1

LAST FRAME

EXAMPLES OF BANNERS

You are missing a plugin to play the video.

upgrade

WHOLE BANNER HAS TO BE REDESIGNED

TRAFFIC FACTORY

EXAMPLES OF BANNERS

- FAKE NEXT / PREVIOUS ARROWS

TRAFFIC FACTORY

EXAMPLES OF BANNERS


PHONE NUMBERS/CONTACT DETAILS
ONLY PERMITTED FOR CPM CAMPAIGN
BANNERS

EXAMPLES OF BANNERS
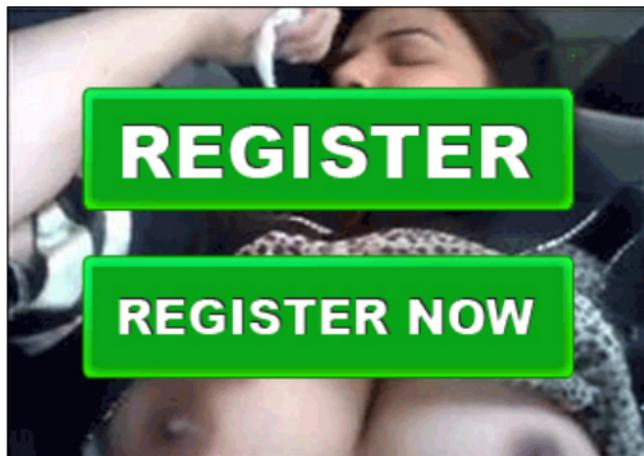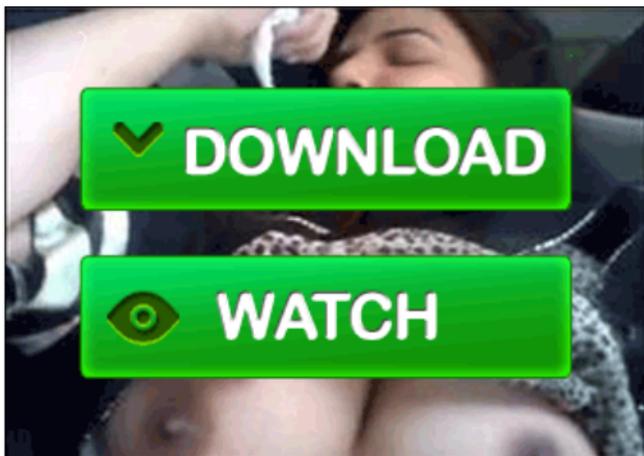
EXAMPLES OF BANNERS

- FALSE NOTIFICATIONS
- FALSE PERSONAL INFORMATION
- FALSE MESSAGE
- BAD DESIGN
- FALSE "ACCEPT" BUTTON

WHOLE BANNER HAS TO BE REDESIGNED

EXAMPLES OF BANNERS
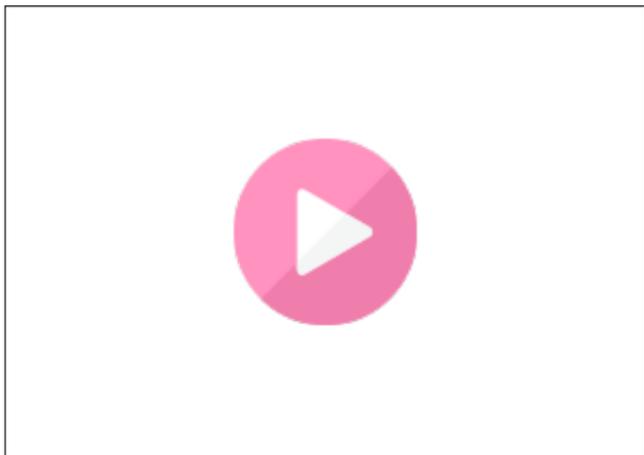
- NO FAKE PLAY BUTTON
- ADD AN IMAGE

WHOLE BANNER HAS TO BE REDESIGNED

TF TRAFFIC FACTORY

EXAMPLES OF BANNERS
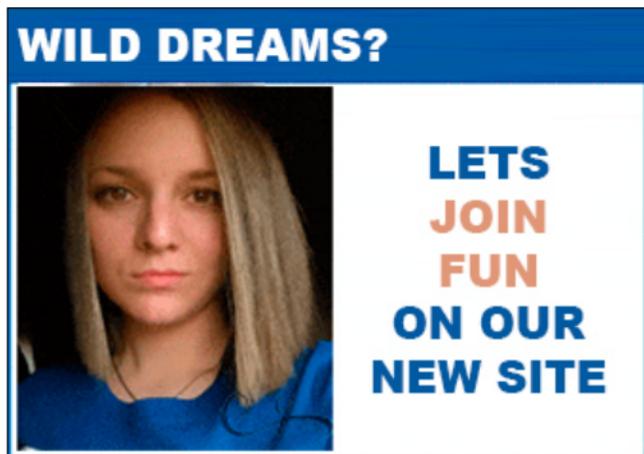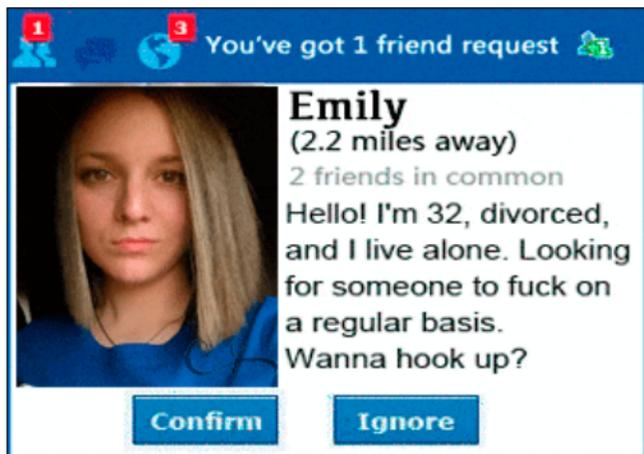
- FALSE NOTIFICATION
- FALSE "BUTTONS" (THESE MAY BE REPLACED BY "SEE PROFILE")
- FALSE LOCATION INFORMATION

EXAMPLES OF BANNERS

DATING SITE: FALSE PHOTO GALLERIES (NO MORE THAN 2 VISIBLE FACES

EXAMPLES OF BANNERS

FALSE CALL
FALSE "BUTTONS"
FALSE "CLOSE BUTTON"

EXAMPLES OF BANNERS
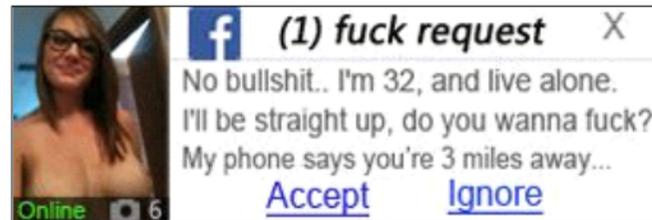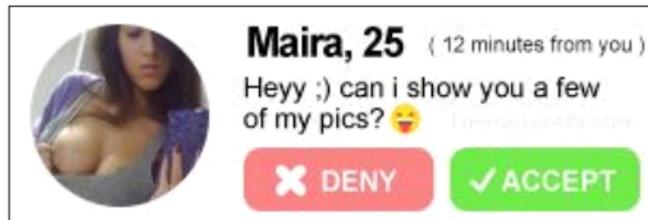
- FALSE NOTIFICATION
- FALSE "MAYBE" BUTTON

- FAKE NAME
- FAKE AGE
- FAKE CROSS BUTTON

- FAKE (1) MESSAGE NOTIFICATION
- FAKE ACCEPT BUTTON
- FAKE CROSS BUTTON

EXAMPLES OF BANNERS
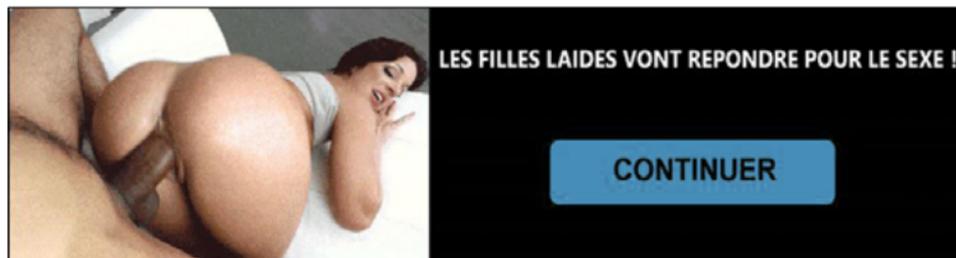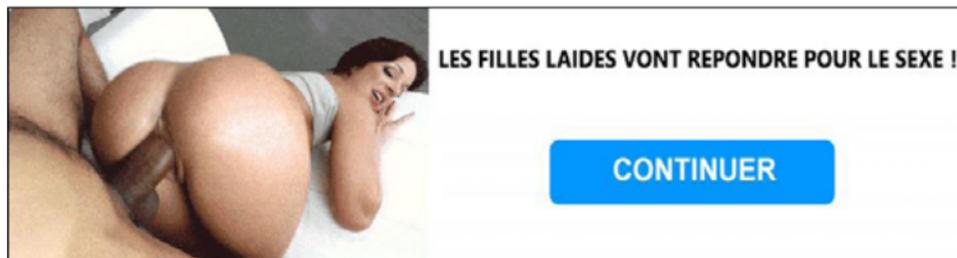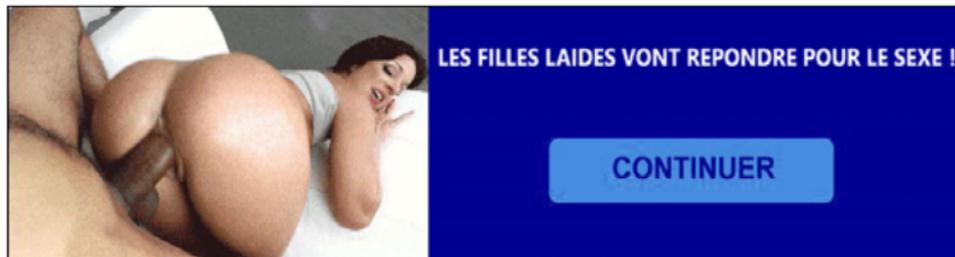
BANNERS WITH MASSIVE BLACK/WHITE BACKGROUND (AND MASSIVE BLUE FOR XNXX) WILL BE REJECTED.
EVEN IN CASE OF BANNERS OUTLINED WITH ANOTHER COLOR.
USE ANOTHER COLOUR THAN WEBSITE BACKGROUND.

TRAFFIC FACTORY

# REJECTION REASONS

» **BAD CONTENT**
  - **Animal**: No reference to animal sex, beastiality or zoophilia is to be portrayed in banners/video ads (unless part of 3D monsters/ Hentai animation).
  - **Celebrity**: We do not accept images of celebrities or any resemblance to a celebrity in our network.
  - **Phone number / URL** : We do not allow "Contact Details" such as phone numbers or URLs on banners or banner titles unless these are linked to a CPM campaign.
  - **Survey**: No type of survey is permitted for use in your banners and/or landing pages.
  - **DEEP FAKE / Photoshopped images**

» **BANNER ANIMATION**
  - **Animation Speed**: IF the speed of the animation is too quick and creates a disturbance to the users viewing. Please reduce the speed of the animation used in the banner.
  - **Animated Banner Frame**: Animated banner frames are not accepted in our network. Please make it static.
  - **Camera Flash / Light Effect**: If the camera flash or light effect in your banner is considered a disturbance to the users viewing, your banner might be rejected.
  - **Frame Speed**: The time lapse in-between the change of frames (between picture slides) is too quick. Please reduce the speed of the frames change to at least 1 second per frame.
  - **Loop Back**: The loopback is too sudden, unnatural and thus deemed to be disturbing for the users viewing. Please correct to a smoother transition between the end and the restart of the animation.
  - **Moving Banners**: Moving banners are not permitted in our network.
  - **Text Speed**: If the speed of the text animation is too quick and disturbing to the user's viewing, please reduce the speed to at least 1 second.

  - **Blinking animation**

TF TRAFFIC FACTORY

REJECTION REASONS

» **COUNTRY RULES**

    - **Casino/Gambling**: Make sure that casino or any other form of gambling offers are permitted in the country that you are targeting.

    - **Prostitution**: Make sure that solicitation of prostitution, escort websites, services or activities in relation to paid sex work are permitted in the country (or in some states) that you are targeting.

    - **Alcoholic**: Make sure that alcoholic offers are permitted in the country that you are targeting.

    - **Tobacco**: Make sure that tobacco offers are permitted in the country that you are targeting.

» **COPYRIGHT**

    - **Creative**: The image that is used in your banner is subject to Copyright. If you wish to use this image, please provide us the relevant Copyright records.

    - **Model**: All images of the model depicted in your banner are subject to copyright.

    - **Model Complaint**: Any image of the particular model, depicted in your banner, are not permitted for use in our network.

    - **Privacy Infringement**: The person's image is being used without her/his consent in your banner. Please do not use their images in your banners.

    - **Tube**: The promotion of other tube-sites is not permitted in our network.

    - **Watermark**: Copyright infringement: This banner has the watermark of another advertiser. You are not authorised to use this.

    - **Our partner publishers™**: Please do not use **our partner publishers'** logo or name to promote your product/service.

    - **Imitating / copying** our partner publishers' pages to mislead users.

    - **Clips /Videos**

TRAFFIC FACTORY

REJECTION REASONS

» **DRUGS**
- **Syringe**: Images relating *or* making reference to drug paraphernalia are not permitted on our network.
- **Illegal Drugs Mention**: We do not allow the mention of any sort of illegal drugs in banners

» **FAKE BUTTON**
- **Button**: Fake buttons used in banners that suggest interaction with the ad are not permitted. Please remove the fake button on your banner or edit its content in order to inform the user that by clicking on the button they will be redirected to your LP.
- **Cross**: The use of fake cross is not permitted on our network.
- **Disclaimer**: Banners with any form of disclaimer contents will be permitted on our network.
- **Download**: A DOWNLOAD sign is not permitted on our network.
- **Play**: A fake PLAY button is not permitted on our network.
- **Loading**: A LOADING sign is not permitted on our network.
- **Pagination**: Any form of pagination, reproduction or replication are not permitted on our network.
- **Skip**: A SKIP button is not permitted on our network.

TRAFFIC FACTORY

REJECTION REASONS

» **FLASHING AD**
- **Flashing Button(s)**: Flashing buttons are not allowed on our network. Please make them static.
- **Flashing Background**: We do not accept flashing elements in banners, please make sure to make static any animations that are flashing, blinking or "color-changing" in your banner.
- **Flashing Colors**: The flashy (neon) colors are a disturbance to the users viewing this banner.
- **Flashing Text**: We do not accept flashing elements in banners, please make sure to make static any animations that are flashing, blinking, or color-changing in your banner.

» **GENDER CATEGORY**
- **Gay/Shemale**: Gay or shemale/trans banners can only target gay or shemale categories.
- **Shemale**: The content of your banner has to match with the shemale categories.
- **Straight**: Straight banners can **only** target straight categories.

» **LANGUAGE**
- **Prostitution**: The solicitation of prostitution, escort websites, services or activities in relation to paid sex work are not permitted in the country (or in some states) that you are targeting. Our network does not accept any banner containing words that involve or imply the location for paid sex, such as a brothel and all possible synonyms.

REJECTION REASONS

» **MISLEADING**

    - **PC Protection**: We do not allow PC protection software to be promoted in our network.

    - **Photo Galleries**: Fake photo galleries are not permitted in network. A banner with 1 or 2 visible faces is acceptable. Otherwise, please choose pictures containing no face.

    - **Rotating Offer**: We do not allow any form of rotation with 2 or more than 2 offers. One of the offers, when clicked, opens a different tab leading to a bad user experience. Please choose one offer only.

    - **Wrong Offer**: The product/or service of your landing page does not match/ reflect the content of your banner.

    - **Scam**: Your banner redirects the users to a suspicious landing page.

    - **Misleading Elements**: Any type of message, call, dialog-box, message written to address the user directly/ request some form of interaction or other type of notification will be rejected.

    - **Banners look like native** (misleading for users thus it should be used for native ads if you wish to promote such a banner)

» **QUALITY**

    - **Bug(s)**: If there is a display bug (interruption lines) that reduces the quality of the image, please make the image static or try to improve the animation whilst taking care not to recreate such display bugs.

    - **No Image**: The banner is unclear for users! Please add images in your banner.

    - **Poor Quality**: If the quality of the banner is too poor for desktop campaigns, please link the banner to other devices' campaigns or enhance the quality.

TRAFFIC FACTORY

REJECTION REASONS

» **Underage**
   - **Real Underage**: We do not allow the use of images depicting anyone under the age of 18 on our network.
   - **Looks Like Underage**: The person in this banner appears to be underage.
   - **Toon Underage**: Underage cartoons characters are not allowed in our network.

» **Banners that look like native must be linked to a CPC campaign, otherwise they will not be accepted in a CPM campaign.**
» In addition, any sort of **"Disturbing" animation content** (Moving banners/ Flashing/ Blinking/ Pulsating/ Colour-Changing Animated Ads) will be rejected.
» Please make use of **static images** on your banners. Gif formats are accepted as long as they are not deemed as disturbing to users.
» We do not accept banners or landing pages with **Javascript, Push notifications or back-button hijacks.**
» We do not accept elements which **mislead users into false interaction**
» We do not accept banners with video or image content unless the advertiser **holds the right of use** of the said content for their specific advertising purpose and is able to rave this with **a valid license agreement.**
» We do not allow **"Deep Fake" or Photoshop** created elements whether this be for image or video.
» We do not allow the use of **company logos or Trademarks that are subject to copyright**.
» Banners will not be accepted that are purposefully created to **resemble elements of our publishers' webpages/ad spots** such as false native banners or false video sections.

TF TRAFFIC FACTORY

Contact your account manager if you have any questions.

TRAFFIC FACTORY