

Fidelity Media Publisher Acceptance Guidelines.

The **Publisher Acceptable Use Policy** is applicable to publishers participating in the Fidelity Media network. To be considered as a Fidelity Media publisher, you 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. As pursuant to our terms and conditions, 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 site and/or limiting your Fidelity Media account.

Publishers should have:

- A minimum of 30,000 impressions per month coming mostly from US, UK, CA, AU and European countries. Fidelity Media requires this volume of ad impressions as a minimum. However, we do accept sites with less impressions on a case by case basis.
- Minimum 25% site traffic coming mostly from US, UK, CA, AU and European countries or pass such volume to Fidelity Media network using own ad serving solution (ex. OpenX free adserver)
- Unique and frequently updated content
- Content written in English or in one of Major European languages (English, German, French, Spanish).
- A Privacy Policy
- A professional design (Be fully functional at all levels, no "under construction" pages for example. Sites need to be visually appealing and presented in a professional manner.)

Site Content Guidelines - Fidelity Media prohibits ads from displaying on sites with the following content:

- Any pornographic material, adult material, or mature content including thinly censored nudity. Due to the risk of adult content, we do not allow image hosts or free web hosting services.
- Any offers for illegal activities, products or services.
- Promotion of fake documents, copied material, or paper mills.
- Promotion of drugs, or any related paraphernalia
- Promotion of excessive profanity or violence
- Promotion of discrimination or infringes on the legal rights of others.
- Promotion or any attempt to profit from human tragedy or suffering that lacks any social, artistic, or political value. This includes any content that may be deemed inappropriate or insensitive to victims of natural disasters or human tragedies.
- Sales or offers that contain certain weapons, alcohol, tobacco, or any related paraphernalia.
- User submitted content that is not moderated.
- Complete Site designs, content that has been copied or otherwise ripped from their owners is strictly prohibited. Sites with only a bunch of links to other pages are prohibited as well.
- Websites made for the sole purpose of clicking on advertisements such as [scraper sites](#).

Encouraging Clicks - Publishers participating in the Fidelity Media network may not:

- Compensate users for viewing ads or performing searches, or promise compensation to a third party for such behavior.
- Encourage users to click the Fidelity Media ads using phrases such as "click the ads", "support us", "visit these links" or other similar language.
- Direct user attention to the ads using arrows or other graphical gimmicks.
- Format ads so that they become indistinguishable from other content on that page.
- Format site content so that it is difficult to distinguish it from ads.
- Place misleading labels above Fidelity Media ads. For instance, ads may be labeled "Sponsored Links" or "Advertisements", but not "Favorite Sites" or "Today's Top Offers".

Invalid Clicks and Impressions - Clicks on Fidelity Media ads must result from genuine user interest. Any method that artificially generates clicks or impressions on your Fidelity Media ads is strictly prohibited. These prohibited methods include, but are not limited to, repeated manual clicks or impressions, automated click and impression generating tools and the use of robots or deceptive software. All clicks are going to be analyzed by Click Forensics™ Traffic Quality Management software. All clicks with CF score below 100 should be considered as fraud and will not be paid.