

Guidelines for campaigns and advertising material

November 1, 2008

1. Not allowed to include prohibited content

Your advertising materials and linked websites may not contain any of the following:

- X-rated material or material that requires parental guidance
- Sexual content
- Violence or content that glorifies violence
- Nudity and/or sex
- Coarse or offensive language
- Abusive or inappropriate language
- Advertising for prohibited products or services
- National socialist or radical right-wing or left-wing wording or images

2. Guidelines for creating graphics banners

Your graphics banner

- Must be available in gif, jpeg or Flash format.
- must be clear and easily recognizable. Any text in your banners must be legible. easyAd reserves the right to refuse substandard or blurry banners.
- must fill the entire area of the banner size you selected.
- must not be presented sideways or upside down.
- may not be divided, duplicated or be designed in such a way that one advertisement appears as several advertisements.

3. Your advertising materials must not

- simulate any computer system or warning messages.
- seem to be a system or website warning message.
Imitate operating systems (such as Windows/Mac/Unix) dialog boxes, error notifications or computer applications.
- feature misleading animation such as mock pulldown menus or search fields if these are not actually available.
- flash or contain a flashing background.

easyAd reserves the right to decide at its sole discretion whether such advertisements will be published on easyAd network websites.

4. Approval of the campaign and advertising materials

easyAd reserves the right to decide which advertisements will be accepted. For this reason, easyAd may, in some cases, reject advertising materials that relate to certain products or services.

5. Justify comparative advertising claims

If your advertisement compares your company to the competition to your advantage, you must support the explanation on your advertisement's target page (the page that links to your click URL).

6. Avoid superlatives

If your advertisement contains comparative or subjective statements such as "the best", "the cheapest", "top" or "number 1", third-party support of these statements must be clearly placed on your website.

7. Proper use of brands

You may only use brand names in your advertisements if you are the rightful brand owner and/or if the owner of the brand has authorized you to do so. You are liable to easyAd for proper use of the brands in your advertising materials.

8. The easyAd system checks the code in Flash advertisements when they are uploaded

The following is not permitted:

- **Additional requests:**
Your Flash files may not run any external server requests for additional JavaScript or other functions. All functions must be included within the code itself.
- **Tracking bypass:**
You cannot modify your advertisement settings to hide or remove URL forwarding.
- **Target modifications:**
The advertisement should forward users to a website with the corresponding target URL. The target URL should not be opened in an advertisement IFrame itself.

9. Make sure your target URL is functioning

- Your target URL must function properly. Check the exact spelling and special characters to ensure that the URL listed is really the one users should visit.
- Check the target URL with the easyAd “test banner” function when creating advertising materials for campaign bookings.
- Your target URL must lead to a functioning website. You may not link to e-mail addresses or files (e.g. image, audio, video or document files which can only be run using an additional program or application).
- The target page for your advertisement must not be under construction or undergoing amendments. easyAd requires that your target URL leads to an existing website the content of corresponds to the statements made in your advertisement. If your website is still under construction or deactivated due to maintenance work, you must temporarily pause the relevant campaigns or advertising materials.