

## Guidelines for advertising space providers

November 1, 2008

The advertising space provider shall place advertising material on its websites so as to ensure that it is complete and clearly visible for the user and displayed similarly to other advertisers on the website. The advertising space provider undertakes to embed no more than three (3) advertising materials per page and to always place advertising material in an immediately visible area for the user. Advertising material may not overlap.

easyAd does not accept websites which represent prohibited behavior „make reference to improper acts or exhibit such characteristics“. “Prohibited behavior” is defined as:

### **I. Placement and tracking of advertising materials.**

The advertising space provider may not:

- a. Place advertising materials in e-mails.
- b. Intentionally place advertising materials on blank websites or on websites without content.
- c. Stack advertising material (i.e. place material on top of one another so that more than two (2) advertisements are next to one another).
- d. Place advertising material on websites not approved by easyAd or in such a way that it may mislead the user.
- e. Present offers with incentives or with the appearance of offering incentives.
- f. Place statements near advertising materials that request users to “click” on their advertisements (i.e. “Please click here”) or to “visit” the sponsor (i.e. “Please visit our sponsor”).
- g. Place misleading statements near advertising material (i.e. “You have won € 5,000”).
- h. Reroute traffic to websites other than those listed by the respective advertiser with easyAd.
  - i. Display advertising materials or lead traffic to such contents by encouraging the use of downloadable applications without previous written permission from easyAd. Written approval from easyAd is subject to the following condition: advertising materials delivered with approved downloadable applications may only be displayed once per user session and when the application is active, turned on and clearly recognizable to the end user as active and turned on. Displaying advertising materials when the downloading application is inactive is strictly prohibited and is a reason for immediate cancellation.
- j. Use invisible methods to create impressions, clicks or transactions not brought about by end user authentication.
- k. In no way attempt to modify, turn off, hide or in any way render inoperable or ineffective advertising material codes, source codes, links, pixels, modules or other data provided or received by easyAd and with which easyAd measures and provides advertising performance services.

## 2. Websites

The advertising space provider may not place advertising materials on websites that contain, promote, make reference to or contain links to the following comparable items:

- a. Profane, obscene, sexually explicit or hate material or material which promotes violence; defamation or false depiction; promotion of pain, suffering, death, torture or abuse of humans or animals, infringement of privacy or others' publication rights; discrimination due to race, gender, nationality, disability, sexual orientation, age or marital status; left-wing, right-wing or national socialist statements in words or images; other material that could be unsuitable for or harmful to easyAd's reputation;
- b. Software piracy (Warez, Cracks etc.), Hacking, breaking, emulators, ROMs, illegal downloads or MP3 activities, viruses or other destructive programming or devices that can impair or damage data, computer systems, software, material assets, individuals or companies.
- c. Legally damaging activities, especially breaches of legal regulations for the protection of competition (e.g. misleading advertising), betting and gambling, as well as misleading practices or infringements of commercial trademark rights or the rights of others to privacy.
- d. Personal websites or sites hosted for free (i.e. Geocities, Xoom, Tripod, Talk City, etc.).
- e. Websites currently under construction.
- f. Clicks for charity organizations/donations, paid surfing, personal websites, website applicants that are not the owners of the website and/or employed by the owner, ActiveX downloads, no-content-pages (link pages), all connected links, or intensified traffic.
- g. Offers that offer real or imitation firearms, bombs, ammunition or other offensive weapons for purchase or which glamorize their use or which provide technical information about firearms, bombs, ammunition or other offensive weapons.
- h. Promotion of activities that are generally understood as internet misuse, such as sending unwanted mass e-mails or the use of spyware. Within the framework of these guidelines, "spyware" is computer applications or tool, that (aa) modifies a computer user's browser or other settings or which uses ActiveX control or similar devices to download advertising-supporting software without making this information known or obtaining the necessary authorization; (bb) impedes a computer user's reasonable endeavors to block, turn off or remove the installation of undesired software; (cc) removes or shuts down security, anti-spyware or anti-virus technology on the user's computer; (dd) sends e-mails via a user's computer without previous authorization; (ee) opens several, successive individual advertisements in the user's internet browser that cannot be closed without exiting the internet browser or shutting down the computer;

### **3. Searches and miscellaneous**

The advertising space provider may not:

- a. Infringe upon guidelines set out by employed search engines.
- b. Participate in spamming, doorway pages, cloaking etc. for search engines.
- c. Bid for trademarked protected names or statements in PPC/"Keyword"/"Adword"/campaigns.
- d. Perform search advertising that wrongly suggests a connection between easyAd and a third party or which infringes upon third party commercial trademark rights in any other way.
- e. Participate in advertising by fax, or telephone marketing
- f. Behave in a misleading or deceptive manner.