

Goodway Group TTD Partner Program Guidelines & Considerations

The following guidelines & considerations have been put in place by The Trade Desk to ensure marketplace quality for Partner Program Clients

General Guidelines

Geo Restrictions	US and Canada only
Publisher Restrictions	AdX Access after 30 days
Beta Products & Services	No access to Beta, only General Audience Products & Services

Restricted Categories

Below is a list of restricted brands and categories with more in-depth details directly following

Allowed but with specific guidelines	Financial Services
	Real Estate
Allowed but with guidelines & Approval process	Alcohol
	Coronavirus/COVID-19
	Health conditions/Pharmaceutical
	Lottery
	Plastic Surgery
Not Allowed	Abortion-related
	Adult Products
	Cannabis (general), Cannabis education courses, Cannabis investments and stocks
	CBD (Hemp-based)
	“Conceal and carry”
	Contraceptives
	Cryptocurrency
	Gambling, Casinos, Sports Betting
	Legal services – injury attorneys
	M-rated video games
	Payday loans
	Political
	R-rated movies
	Tobacco, vape, paraphernalia
	Shooting ranges
Weapons	

Advertising should comply with applicable laws and regulations

Allowed but with specific guidelines

- **Financial services:**
 - All advertisers, advertising products, and services related to financial services or providing any financial services offers must do the following:
 - Operate in compliance with state and local regulations (for example, include specific disclosures required by local law).
 - Disclose associated fees.
 - Include links to third-party accreditation/endorsements where affiliation is implied, particularly when it serves to improve the reputation of the site. Examples include (but are not limited to) verification of government affiliation and third-party ratings.
 - Provide legitimate physical contact information for the business being promoted.
- **Real Estate**
 - All advertisers, advertising products, and services related to Real Estate must comply and abide by the Fair Lending Act:
 - Fair Lending Act prohibits lenders from considering your race, color, national origin, religion, sex, familial status, or disability when applying for residential mortgage loans.
 - All advertisers, advertising products, and services related to Real Estate must also follow all applicable local laws and regulations, including those that apply to housing category clients

Allowed but with guidelines & Approval process

Campaigns that fall under these categories require approval. Please submit the following required campaign details and we'll officially open a TTD Ad Policy ticket on your behalf:

- Brand
 - Landing Page
 - Targeting Strategy: describe the overall targeting strategy of the brand/campaign
 - Geo
 - Channels
 - Creative: please submit 1-2 creative files
 - Flight Dates
 - KPI/ Tracking
 - Budget: requires a minimum spend – consult with your account team
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- **Alcohol:**
 - This category is currently restricted, but in some cases are able to secure exceptions. Some considerations to keep in mind: with certain geographic restrictions, we accept ads for alcohol branding or information, including the promotion of beer, wine, and spirits. Branding and informational ads include any advertisement that features an alcoholic beverage as the focus of the ad or the website. We accept branding and informational ads to target certain countries only, based on multiple factors including user experience

and legal considerations. In many cases, pre-approval may be required from the supply-side platform in order to run ads that contain or depict alcohol, liquor, or spirits.

- **Coronavirus/COVID-19:**
 - Public Service campaigns that promote vaccine awareness are generally approved
- **Health Conditions/Pharmaceutical:**
 - All Healthcare and Pharma Campaigns must be reviewed by The Trade Desk Ad Policy Team and be granted pre-approval to run. In order to gain approval, campaigns must abide by the TTD & NAI policies and the conditions represented in the campaigns must fall within low and medium sensitivity classification per the US Health Conditions Targeting Policy. Any conditions classified as high sensitivity will not be allowed within the Partner Program. Please refer to the *Health Conditions Targeting Policy: US* for further clarification and additional information regarding the TTD & NAI Policies.
 - Please reference the “allowed but with guidelines & Ad Policy approval” instructions above to obtain pre-approval.
- **Lottery:**
 - All advertising must be for National and State lotteries
- **Plastic Surgery**
 - Please reference the Health Conditions/Pharmaceutical section above

Not Allowed

- **Abortion:** We cannot accept ads related to abortion that use violent language or gruesome imagery. Abortion-related services may be allowed but consult with your account team.
- **“Anti” and violence:** We cannot accept ads for the promotion of "anti" or violent concepts, such as the following:
 - Ad text advocating against an organization, person, or group of people.
 - Ads and associated websites advocating against a protected group. A protected group is distinguished by one of the following: race or ethnic origin, color, national origin, religion, disability, sex, age, veteran status, sexual orientation, or gender identity.
 - Attempts to revise history against the interests of a protected group.
 - The promotion of self-harm and violence against people or animals.
 - Any ads that link to Scientology content must clearly indicate that the website is related to the Church of Scientology. For example, the ads should refer to "Scientology," "Ron Hubbard," or "Dianetics."
- **Casinos and gambling:** We cannot accept ads for gambling-related content, including but not limited to online gambling content, gambling-related products, brick-and-mortar casinos, contests, sweepstakes, raffles, sale of physical scratch cards, fantasy sports or physical gambling equipment.
- **CBD:** We cannot accept ads for content promoting products containing cannabidiol (CBD).
- **Cryptocurrency:** We cannot accept ads for the promotion or advertising of most cryptocurrency or cryptocurrency-related products.
- **Endangered species:** We cannot accept ads for the promotion of products obtained from endangered or threatened species.
- **Fake documents:** We cannot accept ads for the promotion of fake documents such as fake IDs, fake passports, and fake invoices.

- **Fireworks:** We cannot accept ads for the promotion of fireworks and pyrotechnic devices.
- **Illegal drugs:** We cannot accept ads for the promotion of illegal drugs, legal or synthetic highs, herbal drugs, chemicals and compounds with psychoactive effects, drug paraphernalia, or aids to pass drug tests (this includes marijuana).
- **Illegal hacking:** We cannot accept ads for websites that promote hacking by providing instructions or equipment to illegally access or tamper with software, servers, cell phones, or websites.
- **Illegal products and services:** We cannot accept ads that advertise illegal products and services.
- **Payday loans:** We cannot accept ads for the advertising of payday loans or services.
- **Political advertising:** We cannot accept ads for political advertising of a political candidate, ballot measure, or other election issue.
- **Sexually explicit content:** We cannot accept ads that promote graphic depictions of sexual acts, promote content with underage or non-consensual sexual themes (including child sexual abuse content), or promote services that may be interpreted as providing sexual acts in exchange for compensation.
- **Solicitation of funds:** We cannot accept ads for the solicitation of funds (donations) unless they are for tax-exempt organizations.
- **Tobacco products:** We cannot accept ads for the promotion of most tobacco or tobacco-related products. The promotion of tobacco or tobacco-related products includes cigarettes, cigars, tobacco pipes, rolling papers, electronic cigarettes, and e-cigarette cartridges.
- **Traffic devices:** We cannot accept ads for the promotion of products that are designed to interfere with the enforcement of traffic laws. While radar detectors are allowed in most countries, radar jammers and other law evading products aren't allowed.
- **Underage:** We cannot accept ads for the promotion of underage-themed sexual content, including child sexual abuse imagery and non-consensual or illegal sexual content.
- **Trademark, copyright, counterfeit:** All advertising, as well as the products and services being advertised, must clearly comply with all applicable laws and regulations related to trademark, copyright, and counterfeit goods.
- **Weapons:** We cannot accept ads for the promotion of weapons or devices designed to cause serious harm or injury to humans or for the purpose of hunting animals. The promotion of weapons includes guns, gun parts or hardware, ammunition, bombs, knives, throwing stars, and brass knuckles.

Detailed TTD Content Guidelines from TTD Knowledge Portal

The Trade Desk reserves the right to remove any ads deemed intrusive or inappropriate. Ads must:

- Have a visible border of a contrasting color to the majority background color of the creative.
- Comply with ad guidelines and specifications.
- Be declared under the correct creative category.

Consult the following subsections for more information on requirements and restrictions.

Non-Disruptive Ads

Advertising should not disrupt content consumption or intrude into content. The following guidelines identify disruptive ad experiences that must not be used.

- **Pop-up ads:** These are ads that cover or overlay the content or obstruct users from viewing the content. It includes all ads that pop up on the user's screen and cover the content as well as ads that "float in," "slide in," or "fly in" to the screen, and obstruct the full view or partial view of the screen's primary content. This also includes any ads that automatically take the user to an interstitial or overlay ad without user initiation or user action to navigate content.
- **Auto-expansion:** Ads that expand from their original size to a bigger size without user initiation must not be used. Expansion while scrolling is allowed.
- **Hover or rollover expansion:** For the purpose of ad expansion, hover must not be considered a substitute for a click. On hover, no ad function that changes the form or size of the ad from its original size—for example, expansion—is allowed.
- **Sideways ad expansion that overlays content:** No directional or sideways expansion of an ad is allowed. All ads must expand to cover the full screen. If the expanded creative size is not full screen, it must be placed in the center of the screen.
- **Auto-play video with audio:** Auto-play defines automatic initiation of media by the ad. These ads auto-play audio on desktop and mobile devices. Video play is defined as the execution of specific files (for example, .mp4s) that are used to play video. Audio is allowed to auto-play only under specific conditions.
- **Forced countdown:** Forced countdowns to dismiss or skip ads (either interstitials or an expanded part of the ad) must not be used. The user should immediately have the option to "Close" or "Dismiss" the ad from the beginning of the ad experience.
- **Pages with high ad density:** Pages that have ads covering more than 30% of pixels are considered high ad density pages. Pages should have less than 30% ad density. An ad may sometimes have more than 30% of pixels in the user's viewport, but not more than 30% of pixels on the page. Such ads are allowed under the following guidance:
 - An ad is allowed to occupy more than 30% of the viewport at a time (for example, a 1:1 ad on mobile phone), but the combined ads on the overall page (as the user scrolls down) must not have more than 30% of pixels.
 - If an ad has more than 30% ad density of the viewport where it is to be shown, it must start with partial viewability (no more than 30% of height screen) on screen and gain full viewability as the user scrolls through the page.
- **Scroll-over or scrolling overlay:** These are ads that appear while scrolling and auto expand to cover the content or screen, ads that do not expand inline but overlay the content, or ads that expand against the user's scrolling direction.
- **Flashing animation:** Flashing animation has content with one or more of the following: high contrast colors, very bright colors, or fast-moving images or content.
- **Audio:** Ads may not contain audio, except for user-initiated rich media ads, pre/post/mid-roll video, and audio channel ads conforming to our [Audio Creative Specifications](#).

Accurate Ads

Ads should not be misleading, inaccurate, or deceitful.

Advertiser claims

Advertiser claims include but are not limited to: competitive claims, superlatives, offers, discounts, and pricing. This policy also covers unverified offers and claims that are either scientifically impossible or otherwise misleading to users.

- All advertising claims must be factually supportable.
- All discounts and offers must be up-to-date and match the content on your website.
- All advertised products, prices, offers, and discounts must be available on your site within two clicks away from your landing page (at most) or through a basic site search.
- Users must be able to perform the ad's call-to-action (if any) on the site within two clicks of the landing page.
- Any pricing information in ads must comply with local regulations around the inclusion of tax and other applicable charges.
- Ads may not advertise competitive content.

Relevant, Accurate, Clear

- Your ads and keywords must directly relate to the content on the landing page for your ad.
- Your ads cannot simulate email inbox notifications.
- Your ads may not resemble Windows, Unix, or Mac dialog boxes.
- Ads may not contain fake hyperlinks.
- Ads may not include misleading content.
- Brand in platform creative preview must match the brand being served upon impression.

Safety and Security

Advertising should be safe for all users and must not simulate fake interactivity or initiate downloads.

The following are prohibited:

- **Phishing:** "Phishing" is an attempt to obtain users' personal information by disguising a website to look like another website.
- **Sale of free items and official services:** Sale of items or services that are otherwise available for free is prohibited. We also do not allow the sale of government forms or services that are available for free or for a lower price on the official or government site.
- **Malware:** Malware, short for "malicious software," refers to any software specifically designed to harm a computer or the software it is running. Malware can steal sensitive information (like credit card numbers or passwords) or even send fake emails from a user's email account, often without the user's knowledge. Malware includes viruses, worms, spyware, and Trojan horses.
- **Compromised user safety:** Ads cannot make misleading claims ("get rich quick," for example) and must display relevant disclaimers or other information required by law.
- **Spam techniques:** Ad spam techniques (exploiting online advertising systems like AdWords for financial gain), affiliate spam techniques (conducting affiliate campaigns on AdWords in violation

of the applicable affiliate program rules), and bulk marketing techniques (distributing spam to large audiences) are not allowed.

Banned Characteristics

Creatives and landing pages featuring the following content may not run on The Trade Desk:

- Unbranded ads.
- Pornographic or highly suggestive content or images, nudity or suggestive content or images.
- Promoting adult products, including sex toys and sexual enhancers.
- Promoting adult-themed dating, escort services, “mail-order brides,” or similar services.
- Promoting online gambling.
- Sales of weapons or ammunition.
- Sale of tobacco.
- Peer-to-peer file sharing, torrents, or anything that facilitates or promotes copyright infringement.
- Incite, threaten, advocate, or call for acts of violence against any individual or group.
- Extreme violence or incitement of hatred of any race, religion, creed, class, or ethnic group or of any individual or group.
- Hate content, including sites that advocate the superiority of a specific race or ethnic group.
- Promotion of illegal drugs or drug paraphernalia (including marijuana).
- Promotion of black-hat hacking, cracking, or warez.
- Any other content that is illegal, promotes illicit or harmful activity, or infringes on the rights of others. This includes sites that provide “how-to” information on bomb-making, lock-picking, and similar topics.
- Defamatory or libelous content.
- Distribution of viruses, malware install spyware, trojans, viruses, or other malware.
- Graphic or gratuitous depiction or glorification of the pain, torture, violence against humans or animals.
- Descriptions, depictions, or glorification of the pain, suffering, torture, violence or death of or against humans or animals.
- Sales or promotion of firearms, ammunition, bombs or other weapons, or related design materials.
- Automatic redirections of the user to a new page or app; pop-ups on a webpage upon banner open or upon page exit.
- Anything misleading or containing content that is not reflective of what the user will find on the clickthrough URL.

SSP Guidelines

In addition to items specifically documented here, The Trade Desk also upholds the policies of our partner SSPs, including but not limited to:

- [Adswizz](#)
- [AppNexus](#)
- [Beachfront Media](#)
- [Bidswitch](#)
- [Fyber](#)
- [Google AdX](#)

In addition to their listed policies, Google AdX also enforces the following limits:

- 5 MB or smaller download size on display ads
 - 25 or fewer cookies
 - 100 or fewer HTTP calls
- [GumGum](#)
 - [Index Exchange](#)
 - [inMobi Exchange](#)
 - [Kargo](#)
 - [LiveIntent](#)
 - [LoopMe](#)
 - [MoPub](#) (also required to follow [Twitter](#)'s policies)
 - [Nativo](#)
 - [NBC Universal](#)
 - [ONE Display](#)
 - [ONE Mobile](#)
 - [OpenX](#)
 - [Outbrain](#)
 - [RhythmOne](#)
 - [Rubicon](#)
 - [Sharethrough](#)
 - [Smaato](#)
 - [SpotX](#)
 - [Stroeer](#)
 - [Synacor](#)
 - [Taboola](#)
 - [Telaria](#)
 - [TripleLift](#)
 - [Triton a2X](#)
 - [Verizon Media Exchange](#)
 - [Verizon Media Video Exchange](#)
 - [Yieldmo](#)