

Ad Submission Guidelines

Images/Animated GIFs

Requirements

All advertisers wishing to use Images/Animated GIF Ads must submit the following before the two business day testing period can begin:

- File formats can be JPEG, GIF or PNG.
- Click-through URL.
- All Ads must have a solid element as a background, with a 1px border to segregate the ad from the site.

Notes, Terms & Conditions

- No limitation for loops.
- Your image file must not exceed 40K.
- Testing period is two business days and begins when all ad materials are submitted.
- Australian Senior Publications reserves the right to reject advertisements considered unacceptable as to creative, wordings, looks, or for any other reasons.

Ad Acceptance Policy

Terms & Conditions

- Content that facilitates or promotes, whether directly or indirectly, the sale or use of beer, wine, hard liquor, tobacco products, or firearms is not allowed on any sections/site designed for or targeted to kids.
- Pixilated or unclear designs/logos/images will not be accepted.
- Imagery that appears to have functionality but does not i.e. drop down menus, radio buttons, etc.
- Australian Senior Publications imagery/logo/theme cannot be used or called out in advertisement.
- Racy/inappropriate imagery that is not representative of the products being offered. Arbitrary imagery which has no association with the product/offering. This type of imagery is unpredictable and misleading to users.
- Messaging or offers that mislead the user.
- Text that is not representative of the products/services being offered. Text which can be interpreted as misleading or invites a user to an experience which is not predictable to the product/service being offered.
- Anything that facilitates or promotes defamatory, libelous, slanderous, or unlawful content is not allowed.
- Any content that facilitates or promotes hate speech is not allowed, whether directed at an individual or a group, and whether based upon the race, sex, creed, national origin, religious affiliation, sexual orientation or language of such individual or group.
- Any content that facilitates or promotes any illegal activity is not allowed.

- No infringements or misappropriations of Australian Senior Publications or third party rights are allowed.
- The landing page clicked through to, from an ad cannot: Be deceiving. The landing page must clearly disclose the company behind the advertisement and not attempt to portray another company by using another company's branding, logo, design, etc.
- Imitate Microsoft Windows operating system, Mac OS, or any other system messages, look and feel and/or behavior such as, but no limited to, error messages, dialog boxes, OS boxes, DOS boxes, and Windows icons.
- Imitate in look and feel or functionality the site/section on which it is running.
- Appear as through it is part of the content/site on which it appears. White and/or ads with a similar colour as the background of the site must have a border or otherwise clearly stand out.
- Promote or contain viruses, worms, corrupted files, cracks or other material that is intended to or may damage or render inoperable software, hardware or security measures of Australian Senior Publications, or any third party.
- Perform an automatic download of anything to a user's system or present a download box without first presenting detailed information to the user about the download and then requiring the user to click to download the product.
- Pop-ups and pop-under ads, anywhere on the network or as part of the destination/landing pages of ads on the network, are not allowed.
- Non-user initiated audio experiences are not allowed. Audio experiences within ads units are allowed, as long as the user is in control and can invoke the audio himself/herself on click.
- Any content by an advertiser that exploits political agendas or uses "hot button" political issues for commercial use (for example: to drive traffic) is not allowed regardless of whether the advertiser has a political agenda or not.
- Any content that facilitates, promotes, or uses profanity is not allowed.
- Religious content promoting politically religious agendas.
- Australian Senior Publications does not allow 3rd party serving of HTML/JavaScript code.
- All advertisements will be reviewed by Australian Senior Publications and are subject to approval Australian Senior Publications before placement on the site.
- Australian Senior Publications reserves the right to preserve the user experience of its sites, and reserves the right to remove any advertisement which, is deemed annoying and/or harmful to our users at any time.
- Australian Senior Publications does not allow advertisements to collect personal identifying information; and cookies may not be set on the Australian Senior Publications network.