

RMSi DIRECT™ ADVERTISING GUIDELINES

All advertising placed through RMSi Direct must adhere to these advertising guidelines (the "Advertising Guidelines"). These guidelines are subject to change at any time, and RMSi Direct reserves the right to reject any advertising for any reason at any time.

NOTE: In addition to the guidelines below, all advertising on the Service must comply with the RMSi Direct [Privacy Policy](#) and [Terms of Use](#).

General Guidelines

- Advertiser's landing page must match the offer being made in the advertisement.
- An ordinary person must be able to make an informed decision from the offers in the ad.
- It is the advertiser's responsibility to ensure that all product claims, warranties, guarantees, or other assurances comply with the applicable laws and regulations.
- Ad units and landing pages must have detailed disclosures/disclaimers as appropriate.
- Banners may not "flash" messages which overly distract the user.
- All banners and advertising, when clicked, must launch the linked site in a new browser window.

Ad Content Restrictions

Ads may not contain content that:

- is false, deceptive, misleading, defamatory, libelous, or threatening;
- breaches or infringes any third party's publicity, privacy, or intellectual property rights;
- includes or promotes pornography, racism, hate, illegal drugs or weapons, or any other activity that is illegal or against public policy;
- includes or promotes "spam," Malicious Code, adware, or spyware;
- is prohibited by applicable publishers or ad-serving partners; or
- RMSi Direct considers in good faith to be offensive or otherwise inappropriate.

General Advertising Specs

- Ads should not be designed to blend in with the site (e.g., do not mimic editorial fonts or colors, etc.).
- Ads with a white or transparent background must include a 1 pixel-wide border.
- Sponsor of the advertising message must be clearly identified. RMSi Direct reserves the right to decline any advertising where the sponsor is not clearly identified (e.g., "alert" window ads, false computer messages, etc.).
- RMSi Direct reserves the right to ask for revisions if ads are not in keeping with its standards.

Creative CANNOT

- Use "bait and switch" tactics, e.g. advertising that promotes an unavailable product or price as a means of luring the user into purchasing a different product.
- Display false functionality – contain graphics that simulate interactivity where no such interactivity exists.

- Resemble error messages or Windows/Mac/UNIX dialogue boxes.
- Prompt a download.
- Mimic news headlines in design, tone, third person sentence structure, or topic.

Creative Specs

Display

Dimensions	Max File Size	Max Flash File Size	Accepted File Formats	Max Flash Version	Action Code
128x90 160x600 300x250	40K	50K	SWF,GIF,JPEG, HTML5	11	Click Tag: on (release) {getUrl(clickTag,"_blank");}

Third Party Serving Allowed	Animation	Looping Restrictions	Frames per Second	Additional Info
DoubleClick, Atlas, Media Plex, EyeBlaster (include internal Redirect Tag for DART)	15 secs max	3x	18fps	All Flash banners must be accompanied by a static JPEG or GIF with a maximum file size of 40K. Flash files must open in a new browser upon click. Include a reference for each clickTAG URL and placeholder for cache-busting.

Video

Format Length	Accepted File Formats	Encoded Bit Rate	Aspect Ratio	Frame Rate	Audio Initiation
:15, :30, or :60 seconds	MPEG4, FLV, WMV, MPEG, or MOV (ask if not listed)	Minimum 500Kbps	Videos must have an aspect ratio of 16:9 (e.g. 640x360) or 4:3 (e.g. 640x480)	29.95 fps recommended (min. 24)	User Initiated Only

Max File Size	IAB Standards	Companion Banners	Companion Ad Size	Companion Looping	Companion Max File Size
50MB	VAST 2.0 and VPAID Compliant	SWF, GIF, JPEG (3 rd party tags with tracking pixels; VAST tags w/ companions incorporated)	300x250	3 loops, 15 seconds	GIF/JPEG – 40k SWF – 50k (clickTAG must be programmed in SWF, supply URL)

Effective: May 4, 2016