

GLOBAL AD POLICY AND GUIDELINES

GENERAL AD POLICY

- Advertising must be compliant with all Reuters technical and creative specifications and adhere to IAB standards.
- Advertising must not be misleading or make fraudulent claims.
- Advertising must comply with all applicable laws, regulations and codes.
- The advertiser must agree to Reuters advertising terms and conditions.
- Reuters may require a disclaimer to distinguish the advertisement from Reuters editorial content and indicate that the advertising is paid for and does not reflect the views of Reuters.
- Reuters reserves the right to reject any advertisement, for any reason whatsoever, at its sole discretion.
- Advertisers must confirm in writing they have the right to use any third party's intellectual property e.g. trademarks, copyright, graphics, etc.
- Reuters trademarks may not be used in any third party advertising without Reuters' prior written consent.

SECTOR-SPECIFIC AD POLICY

- **DISCRIMINATORY**
Reuters does not accept advertising that contains pictures or text advocating prejudice or discrimination against any race, national origin, religion, disability or handicap, gender, age, or sexual orientation.
- **GAMBLING**
Reuters does not accept advertisements for betting, lotteries or gambling unless it is for national or local government-sanctioned lotteries such as state-sponsored lotteries in the United States.
- **TOBACCO**
Reuters does not accept tobacco, tobacco brand or tobacco product advertisements.
- **FIREARMS AND OTHER WEAPONS**
Reuters does not accept firearm/weapons advertisements.
- **RELIGIOUS**
Reuters does not accept advertisements from religious organizations.
- **POLITICAL**
Reuters does not accept any advocacy ads, political party or candidate advertising. Reuters will accept public policy, government & government agency advertising.

CREATIVE GUIDELINES

- All creative are subject to approval on an individual basis.
- Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content).
- Audio creative must be user initiated on click, and its default state must be muted.
- Video creative must include clearly visible play/pause and mute/volume control buttons.
- Expansion/Open behaviors must be user initiated, must collapse/close as soon as the user scrolls off of the creative, must contain a user-defined call-to-action to expand/collapse the advertisement.
- All click through URLs must open into a new browser window.
- No more than 2 tracking pixels can accompany a single creative.
- The third party hosted creative must be SSL compatible.

SUBMISSION LEAD TIMES

- 3 working days prior to campaign launch for standard ad creative
- 5 working days for rich ad creative that clients build and provide by 3rd party tag.
- 2 to 4 weeks for all custom ad creative activities

These policies are provided for general guidance only. Reuters reserves the right to reject any advertisement, for any reason whatsoever. For specific details regarding the application of these guidelines, please contact your regional account manager.