



**Version:** 1.0\_091207

**Document Name:** Express Advertising Ad Specs

### **Summary:**

Below is a list of where ads can be placed, what is allowed and the specs for ads within the Express Advertising Network.

### **Express Advertising Placement and Specs:**

#### **Banner Ads:**

Locations: At the top of all of the Express Channel categories

Image Types: GIF, JPEG

Small: 112 x 20 <2k

Medium: 167 x 30 <2k

Large: 215 x 34 <3k

Alternative Text: Optional

Animation Allowed: No

Post Click Options:

- Click to Call
- Click to Purchase
- Click to URL (must be mobile appropriate content)

#### **Text Ads:**

Locations: At the top of all of the Express Channel categories

Limited to two lines of 40 characters

Post Click Options:

- Click to Call
- Click to Purchase
- Click to URL (must be mobile appropriate content)

#### **Paid Search Results:**

Locations: Within the Express 411 Yellow Pages Search feature

Business Name: 25 characters

Phone Number (can include extension)

Business Address (street, city, ST, zip)

Post Click Options:

- Click to Call

#### **Sponsorship:**

Locations: Channel, Editorial and Partner Applications

Contact Express Advertising team for more information regarding amiable program details:

[advertising@handmark.com](mailto:advertising@handmark.com)

#### **Mobile Storefront:**

Locations: Within Express Extras and possible Handmark managed Web and Mobile stores

Contact Express Advertising team for more information regarding amiable program details:

[advertising@handmark.com](mailto:advertising@handmark.com)



### **Express Advertising Policies:**

All advertising must adhere to the Handmark (and those of our mobile partners) standards as outlined, which Handmark may change from time to time. Handmark reserves the right to require review and approval of all advertisements prior to such advertisements running within a Handmark publication. At Handmark's request, Advertiser shall terminate advertisements if Handmark, in its sole discretion, determines the customer experience is negatively impacted due to advertising. This may include a drop in page views and/or distinct visitors to the Advertiser provided local content in two or more consecutive months or increase in number of complaints received by Customer Care. Notwithstanding the foregoing provisions, in the event Handmark pre-approves an advertisement and subsequently terminates the advertisement, Handmark will allow Advertiser to replace the terminated advertisement with a different Handmark approved ad until such time as the advertiser has received the agreed upon ad impressions.

### **GENERAL**

All advertising shall be legal, ethical, culturally sensitive and adhere to the best principles, practices and standards in advertising. All Express advertising will respect the guidelines set forth by our partners as outlined below.

### **ADVERTISING PROHIBITED OR SUBJECT TO REVIEW**

Handmark reserves the right to review all advertising and to accept, reject or require editing of any advertisement or promotional message for any reason whatsoever. All advertisements must comply with the applicable laws, rules and regulations of the United States. Without limiting the generality of the foregoing, certain categories of advertisements will not be accepted without Handmark's prior consent, which consent may be withheld by Handmark for any reason whatsoever.

The following contains a listing of specific categories of advertisements that are subject to review before inclusion on Handmark's publication, regardless of the content format or type, or are prohibited. The attached list is not intended to be comprehensive and is provided only as summary guidance with respect to Handmark's advertising policies and practices. Handmark reserves the right to modify this summary at any time.

#### 900-Number advertising

- All 900-Number advertisements for sports scores, gambling-related enterprises, sexually explicit and oriented lines, credit repair, psychic lines, and lines aimed at children, personals, and fund raising are prohibited.
- Advertisements for all other 900 Number services are subject to review.

Advertisements for telecommunication companies or other Handmark competitors

Any advertisement or sponsorship of content by a communication service or provider, including but not limited to: Sprint, AT&T, Verizon, T-Mobile, Cingular, SBC, ALLTEL Leap Wireless etc are prohibited.

Any advertisement or sponsorship of content by a mobile virtual network operators (AMP'd, Disney Mobile, ESPN Mobile, Virgin Mobile) are prohibited.

Advertisements for mobile handset OEMs are prohibited

Advertisements for mobile premium content applications that are not approved by or sold by Handmark (off-deck applications)

#### Alcoholic beverages

- Any advertisements promoting excessive consumption of alcoholic beverages are prohibited
- Beer/wine, hard liquor (distilled spirits) and mixers for alcoholic beverages (e.g., margarita mix) advertisements are prohibited



#### Breast enhancement products, sexual devices or aids

- Advertisements for all sexual equipment or other implements or tools are prohibited.
- Advertisements promoting herbal supplements and over the counter or prescription medications in these categories are subject to review reviewed under the Vitamin, Nutritional or Meal Substitute Ingestible category.

#### Condoms and contraceptives

- All advertisements for condoms and other non-prescription contraceptives are prohibited.
- All advertisements for prescribed contraceptives are subject to review.

#### Controversial issues

- Advertisements relating to matters having an impact on society or institutions as to which segments of the community have opposing positions (e.g., abortion, prayer in schools, right to bear arms, legalization of marijuana and/or other recreational drugs) are subject to review.
- Mere references to a societal problem are not precluded; advertisements may not directly take a position thereon.

#### Dating Services

- Dating services are subject to review.

#### Firearms, Ammunition, and Fireworks

- Firearms, ammunition and Fireworks advertisements are prohibited.

#### Gambling, including lotteries.

- Advertisements for games of chance that involve placing money in hopes of receiving significantly higher monetary gain in return are prohibited.
- Advertisements for organizations that operate legal, (not Internet or wireless) gambling casinos are subject to review.

#### Get-rich-quick schemes, pyramid schemes and work at home advertisements

- No advertisements will be accepted for any multi-level marketing companies or for any advertiser that is not registered with the Better Business Bureau (BBB).
- Advertiser or Content Publisher is responsible for confirming the nature of the business and whether it has BBB registration.

#### Hypnosis, Psychics and Pseudo-sciences

- Hypnosis, psychics and pseudo-sciences advertisements are prohibited.

#### Movie Trailers

- Movie trailers for NC-17 films are prohibited.
- Movie trailers for R-Rated films can be shown at any time if trailers are approved for a PG-13 audience.
- Movie trailers for R-Rated films are restricted to 2 a.m. - 6 a.m. time of day if trailers are approved for R-rated audience.

#### Offensive Language

- Offensive language (hate speech, profanity, ethnic/racial/gender based slurs) in advertisements is prohibited.

#### Personal care products

- All advertisements must be in good taste and not be overly graphic.



- Personal products include catamenial devices, douche products, pregnancy test kits, personal non-prescription medications (including laxatives, binders, menses-related and hemorrhoid products), undergarments and incontinence products.
- See also Endorsements, Testimonials or Doctor Approval

Public service announcements are subject to review

Religious Organizations and related issues

- Solicitation of membership in a church or religious denomination is prohibited.
- References to God, Jesus or specific deities are prohibited.

Advertisements of a sexual nature

- Advertisements of a sexual nature including or advertisements which insinuate or suggest sexual activities and advertisements which include nudity or scantily dressed persons, are prohibited.

Tobacco Advertisements

- Tobacco advertisements (and advertisements for related products) are prohibited.

Uses of Handmark, Pocket Express or Handmark.com

- Use of brand names or logos without prior approval from Handmark's marketing and legal departments are prohibited.

Violent or illegal activities or behavior

- Advertisements may not promote or encourage the commission of a violent or illegal activity.
- Advertisements may not provide instruction in the commission of crime, use of weapons or the avoidance of detection.

Vitamin, nutritional, weight loss, weight control or meal substitute ingestible

- Advertisements cannot imply that the product can replace or be equated to a balanced food diet
- Advertisements may not make unsubstantiated health claims (such as relief of specific illnesses or symptoms, cosmetic benefits, physical or mental enhancement, or energy or mood enhancement)
- Claims of efficacy based on doses that exceed the recommended Daily Value are prohibited.
- Unless a nutritional supplement has been evaluated by the FDA, advertisements for the nutritional supplement must contain a visual statement as follows: "this product has not been evaluated by the FDA and is not intended to treat, cure or prevent any disease."
- See also Endorsements, Testimonials or Doctor Approval

False or Misleading Advertising

- Any advertisements which could be considered false or misleading, this includes: false functionality (advertisements designed with fake buttons to trick consumer into clicking)
- Any advertisements that make viewer believe it is not an ad but programming or content is prohibited.

End User Opt-in:

- Advertising is not allowed without End User's express prior consent.

## **MMA CODE OF CONDUCT**

Choice:

Consumers must opt-in to all mobile messaging programs. Consumers may opt-in to a program by sending a text message, calling a voice response unit, registering on a website, or through some other legitimate paper-based method; they opt-in for a specific program only. Choice doesn't carry forward unless the consumer is part of a brand loyalty program whose opt-in registration clearly provides for on-going communications. Even



then, the consumer's desire to participate must be validated at the beginning of a new messaging program. Segmentation-based marketing (by interests, demographics, etc.) and location-based marketing is prohibited unless the consumer clearly opted-in to receive the campaigns by giving personally identifiable information that is verifiable with their identity.

#### Control:

Consumers must also be allowed to easily terminate -- opt-out -- their participation in an ongoing mobile messaging program through channels identical to those through which they can opt-in to a given program. Programs with multiple message strings must provide an opt-out option for each message.

#### Customization:

As mobile messaging campaigns are most effective when appropriately targeted, consumers could be asked to provide demographic, preferences and other information. All "follow on" communications targeted at an existing opt-in universe should be encouraged to use this data to optimize message volumes, redemption rates, and return-on-investment -- plus restrict communications to those categories specifically requested by the consumer.

#### Consideration:

The consumer must receive and/or be offered something of value to them in return for receiving the communication. Value may be delivered in the form of product and service enhancements, reminders, sweepstakes, contests, information, entertainment, discounts or location-based services

#### Constraint:

The marketer, content provider, or aggregator must provide a global "throttling mechanism" capable of managing the number of messages received by an individual consumer. The purpose of the throttle is to effectively manage and limit mobile messaging programs to a reasonable number of programs, defaulted to a maximum of 2 new campaigns per week (One campaign may have one initial opted-in communication followed by several two-way communications initiated by the consumer as part of that one campaign; i.e. a trivia game). Consumers will have the option to override the throttle through an additional Opt-in available through the standard channels.

#### Confidentiality:

Align with TRUSTe with specific provisions on not renting, selling or sharing personal information about consumers participating in programs delivered through its platform with other people or nonaffiliated companies except to provide the products and services requested. Aggregated, non-personal, non-individual information might be shared collectively with partners for research purposes only. All customers should be subjected to the terms and conditions of a privacy policy that meets TRUSTe's example.

MMA Advertising and Promotions Best Practices

When promoting programs, content providers should ensure that their advertising clearly outlines all term and conditions associated with the offer and adheres to all state and federal direct marketing, advertising, privacy and consumer protection laws and regulations.

#### Terms & Conditions

- All advertising and promotional material clearly indicates whether the service is a subscription.
- All material terms and conditions of the program are clearly communicated with the offer.
- If T&Cs materially change the offer then they must be highlighted and presented at front of offer.
- Pre checked terms and conditions are not permissible. Consumer must indicate their acknowledgment of T&Cs by manual selection of the terms and conditions.
- Service availability, on a carrier-by-carrier basis, should also be fully disclosed.



All advertising, promotional material (including affiliate marketing sites, pop-up advertisements, etc.) and program Help messages clearly display the opt-out information.

Program advertising or its placement should not be deceptive about the functionality, features, or content of the underlying program.

At a minimum, the following must be disclosed in all advertising:

- Length of subscription term and billing interval is specified/disclosed to customer.
- Notice that the charge will be billed on the customer's wireless phone bill or deducted from their prepaid balance.
- Where applicable, the term "other charges may apply" should be included in program promotion.
- Reference to complete T&Cs, where applicable. If the content provider offers multiple services, separate T&Cs per service should be provided instead of generic T&Cs that cover all offered services.
- Substitutes for programs not available on some carriers must be clearly and conspicuously indicated to the subscriber prior to their enrollment in the substitute program.

Use of 'Free' and 'Bonus' Terminology

- The FTC defines the use of 'Free' in its 'FTC Guide Concerning Use of the Word 'Free' and Similar Representations. The FTC defines 'Free' as:
  - (Excerpt) The public understands that, except in the case of introductory offers in connection with the sale of a product or service, an offer of 'Free' merchandise or service is based upon a regular price for the merchandise or service which must be purchased by consumers in order to avail themselves of that which is represented to be 'Free'. In other words, when the purchaser is told that an article is 'Free' to him if another article is purchased, the word 'Free' indicates that he is paying nothing for that article and no more than the regular price for the other. Thus, a purchaser has a right to believe that the merchant will not directly and immediately recover, in whole or in part, the cost of the free merchandise or service by marking up the price of the article which must be purchased, by the substitution of inferior merchandise or service, or otherwise.
- The program is not promoted as 'Free' when premium fees are associated with the program that the subscriber will pay with a reasonable level of participation in the program.
- If there are obligations associated with the term 'Free', the full commercial offer should be disclosed in the same manner at point of offer as the 'Free' promotion. The entire offer must be presented in same place (i.e. banner ad, top of ad, etc)
- 'Bonus' or 'Complementary' are acceptable alternative terms to the word 'free'.

Marketing to Children

MMA Consumer Best Practices call for all participants in the ecosystem to manage relationships with children responsibly including:

- The offering of programs that engage children in the promotion/consumption of digital content of any type imposes important ethical obligations, responsibility, and sensitivity that all industry participants are expected to uphold
- All industry participants are expected to comply with all applicable laws dealing with children and marketing, including COPPA and regulations regarding age restrictions for particular products.
- All industry participants are expected to ensure that all programs are marketed in a manner that complies with existing media specific rules regarding children, such as day-part restrictions
- All industry participants are expected to work actively to ensure their activities and their businesses are consistent with and supportive of the principles listed in this section.
- In some cases, content providers may need to modify the advertising language of the program if children are the target market to ensure that such advertising is not inappropriate, deceptive, or misleading to children.