facebook

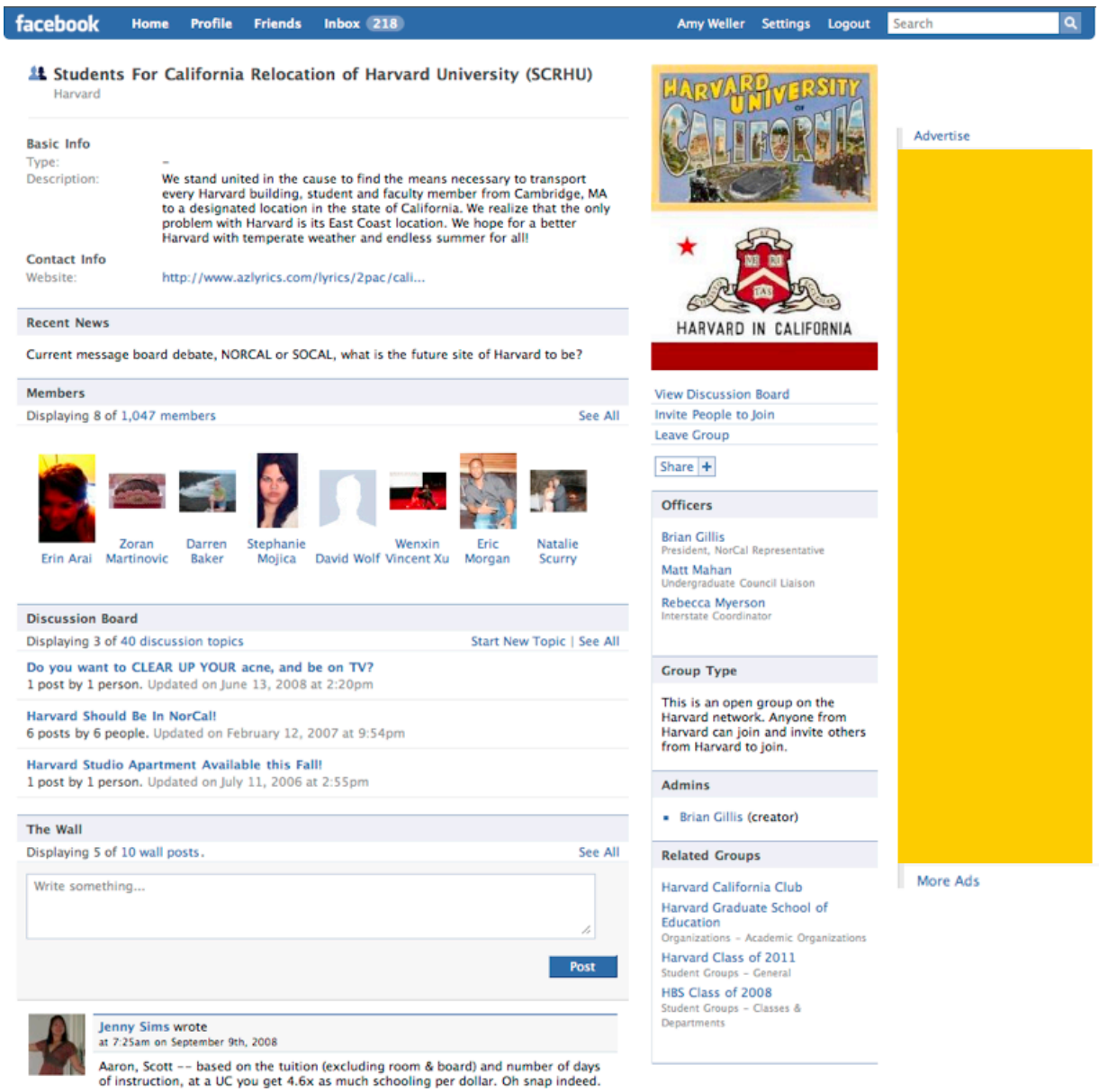
Advertising Production Specs

Standard Skyscraper

Image size: 160 x 600
File size (.gif or .jpg): 30k max
File size (flash): 40k max
Looping: 3x max
Animation: 15 seconds max
Audio: Not permitted

Rich Media Skyscraper

Image size: 160 x 600
Expandable size: 400 x 600 (expand left or right)
Alternate image size: 20k max
Initial download: 40k max
# of panels: 4 max
Weight per panel: 60k



Updated October 2008

Advertising Philosophy

The core of the Facebook brand is our user experience, and this experience is continually reinforced by our product's distinct look & feel, functionality, personality, and utility. Because Facebook strives to make our product useful, everything that exists within the site should conform and contribute to the overall Facebook user experience, including advertising.

Facebook is committed to protecting our user experience by keeping the site clean, uncluttered, and free from intrusive advertising. We believe that we can help transform existing advertising on Facebook into tailored messages to our users, because they are based on how their friends interact and affiliate with the brands, music artists, and businesses they care about.

Facebook provides the following guidelines to help you communicate more effectively with your desired audience. Please note that all advertising placed within Facebook must adhere to these guidelines, and Facebook reserves the right to reject any advertising that we deem contrary to our ad philosophy. These guidelines are also subject to change at any time. Facebook may waive any of these guidelines at its discretion.

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Advertising Guidelines

NOTE: In addition to the guidelines below, all advertising on Facebook must comply with our Privacy Policy and Terms of Use.

1. Accounts

a.) Advertisers are not permitted to manage multiple online advertising accounts.
b.) Advertisers must not programmatically automate the creation of accounts or ads.

2. Landing pages / Destination URLs

a.) Ads that contain a URL or domain in the body must link to that same URL or domain.
b.) All users must be sent to the same landing page when the ad is clicked.
c.) Landing pages that generate a pop-up (including "pop-overs" and "pop-unders") when a user enters or leaves the page are not allowed.
d.) Landing pages cannot use "fake" close behavior (ie. when a user clicks the 'close' icon on the page, the page should close down and no other behavior should result).
e.) Landing pages cannot utilize "mouse trapping" whereby the advertiser does not allow users to use their browser "back button" and traps them on their site and/or presents any other unexpected behavior (for example: navigation to another ad or page).
f.) No ad may require viewers clicking on the ad to submit personal information (phone numbers, physical addresses, email addresses, etc.) on the landing page or in the ad , except to enable an ecommerce transaction and when the ad and landing page clearly indicate that a product is being sold.
g.) A secure server connection (https) must be used when collecting personal information from users.
h.) Ads and landing pages cannot contain Facebook trademarks or logos, or otherwise reference Facebook in the content of the landing page or its URL.

3. Ad copy

a.) Ads must directly relate to the content on the landing page.
b.) Ads must clearly state and represent the company, product, or brand that is being advertised.
c.) Ads may not utilize a user attribute, such as age, gender, or location, unless it is directly relevant to the offer.
d.) Ads may not insult a user.

4. Grammar, sentence structure, spelling, and spacing

a.) Ad text must be grammatically correct and contain proper sentence structure. All ad text must be in complete sentences.
b.) Ads may not include excessive repetition (such as "buy, buy, buy").
c.) Ads must use correct spelling.
d.) Ad text must contain grammatically correct spacing.

5. Capitalization

a.) Ads must use proper, grammatically correct capitalization.
b.) Ads may not include excessive capitalization (such as 'FREE') or incorrect capitalization (such as capitalizing the first letter of every word in a sentence).
c.) The first letter of all proper nouns should be capitalized. Acronyms may be capitalized.
d.) The title of the ad, as well as the first word in each sentence, must begin with a capital letter.

6. Punctuation

a.) Ads must include logical, correct punctuation.
b.) Repeated and unnecessary punctuation (such as 'Buy now!!!') is not permitted.
c.) All complete sentences (including if the ad title is a complete sentence) must end with a single punctuation mark. Ending a sentence with ellipses, dashes, etc is not permitted.
d.) Exclamation points may not be used in the title of any ad.

7. Symbols

a.) The use of all symbols, numbers, or letters must adhere to the true meaning of the symbol.
b.) Repeated and unnecessary symbols are not permitted.

c.) Symbols may not be used:
1. To substitute for letters (e.g. "$ave" instead of "save").
2. To substitute for entire words (e.g. "&" instead of "and" or "$" instead of "cash/dollars/money").
3. As unnecessary abbreviations to shorten character count (e.g. "w/" instead of "with" or "@" instead of "at").

d.) Symbols may be used:
1. If the symbol is part of the product or brand name.
2. If the $ symbol is paired with a dollar amount (e.g. "Save $100 today").
3. If the # symbol is used for comparative phrases (e.g. "Voted the #1 site by NY Times").

8. Language and adult content

a.) Provocative images will not be accepted.
b.) Ads may not contain, facilitate or promote adult content, including nudity, sexual terms and/or images of people in positions or activities that are excessively suggestive or sexual.
c.) Ads may not contain, facilitate or promote offensive, profane, vulgar, obscene, or inappropriate language.
d.) Ads may not contain, facilitate or promote defamatory, libelous, slanderous and/or unlawful content.

9. Prohibited Content

We do not accept advertising referencing, facilitating or promoting the following:
1. Tobacco products
2. Ammunition, firearms, paintball guns, bb guns, or weapons of any kind
3. Gambling, including without limitation any online casino, sports books, bingo, or poker
4. Ringtones
5. Software downloads, freeware, or shareware
6. Scams, illegal activity and/or illegal contests, pyramid schemes, or chain letters
7. Uncertified pharmaceutical products
8. Adult friend finders or dating sites with a sexual emphasis
9. Adult toys, videos, or other adult products
10. Web cams or surveillance equipment
11. Web-based non-accredited colleges that offer degrees
12. Inflammatory religious content
13. Politically religious agendas and/or any known associations with hate, criminal and/or terrorist activities
14. Political content that exploits political agendas or uses "hot button" political issues for commercial use regardless of whether the advertiser has a political agenda
15. Hate speech, whether directed at an individual or a group, and whether based upon the race, sex, creed, national origin, religious affiliation, marital status, sexual orientation or language of such individual or group
16. Content that advocates against any organization, person, or group of people, with the exception of candidates running for public office.
17. Content that depicts a health condition in a derogatory or inflammatory way or misrepresents a health condition in any way.
18. "Get rich quick" and other money making opportunities that offer compensation for little or no investment, including money making schemes positioned as alternatives to part-time or full-time employment.

10. Targeting

a.) Ads for dating sites, services, or related content must follow these targeting criteria: (i) the Relationship Status targeting parameter must be utilized and set to Single, (ii) the Sex targeting parameter must be utilized and a single value of Male or Female must be selected, (iii) the Age targeting parameter must be utilized and the age range selected must start at least 18 years old, (iv) the Interested In targeting parameter must be utilized and a single value of either Men or Women must be selected.
b.) Ads with adult themes, including contraception, sex education, and health conditions must be targeted to individuals at least 18 years old.

11. Facebook references

a.) Ads are not permitted to mention or refer to Facebook, its site or its brand in any manner, including in the title, body, image, or destination URLs.
b.) Ads must not use Facebook logos, trademarks, or site terminology (including Facebook, The Facebook, FacebookHigh, FBook, FB, Poke, The Wall, and other company graphics, logos, designs, or icons).
c.) Facebook site features may not be emulated.

12. Ads for Alcoholic Beverages

a.) Ads must all be targeted to people 21 years old or older in the US, 19 years old or older in Canada, 18 years old or older in the UK, and 21 years old or older everywhere else. All Facebook Pages viewer restrictions must be set at 21+ regardless of the country they are in or targeted to. In the case where a user's age cannot be determined, the ad cannot be displayed to the user in question.

b.) It is recommended that the ad creative contain text that promotes drinking responsibility. Acceptable examples include 'Drink Responsibly' and 'Drink Smart.'

c.) No ad should include content that might appeal to (or mislead) minors by implying that the consumption of alcoholic beverages is fashionable or the accepted course of behavior for those who are underage.

d.) No ad creative promoting alcoholic beverages should include any person under the age of 21 or be suggestive of the presence of minors.

e.) Ads may not portray or promote intoxication. Ads should not induce people to consume alcohol in excess, make references to the intoxicating effects of alcohol, depict activities that encourage excessive consumption or that encourage drinking at a rapid rate, or suggest the strength of the alcoholic beverage being advertised.

f.) Ads may not promote any giveaways as a reward for purchasing the alcoholic product

13. No incentives

a.) No ad may offer incentives to viewers for clicking on the ad, for submitting personal information (cell phone numbers, social security numbers, physical addresses, email addresses, etc.), or for performing any other tasks.

14. Prices, discounts, and free offers

a.) No ad may be deceptive or fraudulent about any offer it makes.

b.) If an ad includes a price, discount, or 'free' offer, the destination URL for the ad must link to a page that clearly and accurately offers the exact deal the ad has displayed.

c.)If an ad includes a price, discount, or 'free' offer, the advertisement must clearly state what action or set of actions is required to qualify for the offer.

15. Copyrights and trademarks

a.) In both ad text and image, you must not include any content that may be deemed as infringing upon the rights of any third party, including copyright, trademark, privacy, publicity or other personal or proprietary right, or that is deceptive or fraudulent.

b.) Advertiser must have intellectual property rights to the creative and be permitted to display such creative as advertising on the Facebook Site.

16. Spam

a.) No ad may contain, facilitate or promote 'spam' or other advertising or marketing content that violates applicable laws, regulations or industry standards.

17. Downloads

a.) No ad is permitted to contain or link, whether directly or indirectly, to a site that contains software downloads, freeware, or shareware.

b.) No ad is permitted to facilitate or promote (or contain a link to a site that facilitates or promotes):

1. Collection of demographic and usage information from a user's computer without the user's express consent.
2. Collection or request of usernames or passwords from any user,
3. Proxying user names or passwords for the purpose of automating logins to the Facebook site,
4. Containing or distributing any software that (i) "sneaks" onto a user's system and performs activities hidden to the user, (ii) may alter, harm, disable or replace any hardware or software installed on user's computer without express permission from the user, (iii) is bundled as a hidden component of other software whether free or for fee, (iv) automatically downloads without Facebook's express prior approval, (v) presents any download dialog boxes without a user's express action, or (vi) may violate or infringe upon the intellectual property rights of any third party, including copyright, trademark, patent or any other proprietary right.

Facebook Banners: General Functionality Guidelines

General Requirements

- Pop-ups and pop-under advertisements are not allowed
- Facebook does not allow ads with flashing, excessive animation, 'fake winner' copy or face functionality such as HTML 'Drop Downs' or 'Search Forms.'
- If using third party tags, include specific trafficking instructions. A contact at the third party is required.
- All impression delivery and billing will be based on Facebook reporting numbers unless otherwise agreed by Facebook and the advertiser in writing.
- If creatives are late for any campaign, Facebook reserves the right to extend the campaign by the number of days the creatives were late in order to reach the contracted impression goals
- No syndicated advertisements provided by a third party syndicator
- Advertiser must have intellectual property rights to the creative and be permitted to display such acreative as advertising on the Facebook site.
- Advertisements may not use Facebook logos or trademarks (including 32665, Facebook, The Facebook, FacebookHigh, FBook, Poke, The Wall, and other company graphics, logos designs, or icons), or mention or refer to Facebook, its site or its brand in any manner.

Expandable Ads

- Roll-over expandables must state "roll over for more content" and the panel must retract when the mouse is removed from the ad. Audio must be initiated upon user "click."
- Click expandables must state "click here for more content" and the panel must retract when the mouse is removed from the ad or when user clicks a second time.
- Facebook prefers that 160 x 600 ads expand to the right and that 728 x 90 ads expand top to bottom.
- Expandable ads may expand to the size specified in the Rich Media Specifications
- Based upon expandable specifications, the max weight allowed on the page at any given time is 100k.
- Lead time for ad delivery to Facebook: 5 business days.

Flash Ads

- Flash is supported, version 8 is recommended.
- All flash creative must be accompanied by a backup GIF.
- In order to properly track clicks for flash ads, please include the Click Command variable within the SWF file you send to Facebook:
  - -Create a new button
  - -Assign a simple action to that button that contains the following code:

```
on (release) {
if (clickTAG.substr(0,5) == "http:") {
getURL(clickTAG, "_blank");
}
}
```

- Lead time to publisher: 3 business days [different for specific types of advertising].
- Animation: maximum of 3 loops, up to 15 seconds.
- Target the Facebook audience by gender or region.

Landing Page

- It must generate a new window and may not remove the user from the Facebook site.
- It cannot launch a pop-up and/or pop-under ad to a user.
- It cannot use "fake" close behavior (i.e. when a user clicks the 'close' icon on the page, the page should close down and no other behavior should result).
- It cannot utilize "mouse trapping" whereby the advertiser does not allow users to use their browser "back button" and traps them on their site and/or present additional/unexpected behavior.
- It cannot contain Facebook trademarks or logos, or otherwise reference Facebook in the content of the landing page or its URL.
- It may not be a page located on the Facebook site.