Taboola's advertising policies are designed to help you be successful with your campaigns by ensuring your ads follow applicable laws and that your ads promote a positive experience for viewers.

**LANDING PAGE**

- Include promotional information, product, company and contact details
- Creating a false sense of urgency is not permitted (for example auto-updating countdown timers)
- The use of excessive violence or suggestive content or imagery is not permitted
- Page should function properly, with working and correctly labelled hyperlinks and navigational bars
- Videos
  - Are user initiated audio only
  - Includes a mute button/sound toggle, pause, rewind, and fast forward options that are visible to user
  - Includes a hyperlink to the transcript on the video page for videos over one minute in length and contact info for the end product company on the video page

This is a non-exhaustive documentation for reference purposes only. For further information, please consult [Policy - Taboola Advertiser Help Center page](https://www.taboola.com/policy).
Landing Page

- Giving the false impression that users are viewing a news site or anything that is not promotional in nature is not permitted (for example, a disclosure “Advertorial” or equivalent should be written in prominent lettering at the top of the page)