

Affiliate Advertising Guidelines

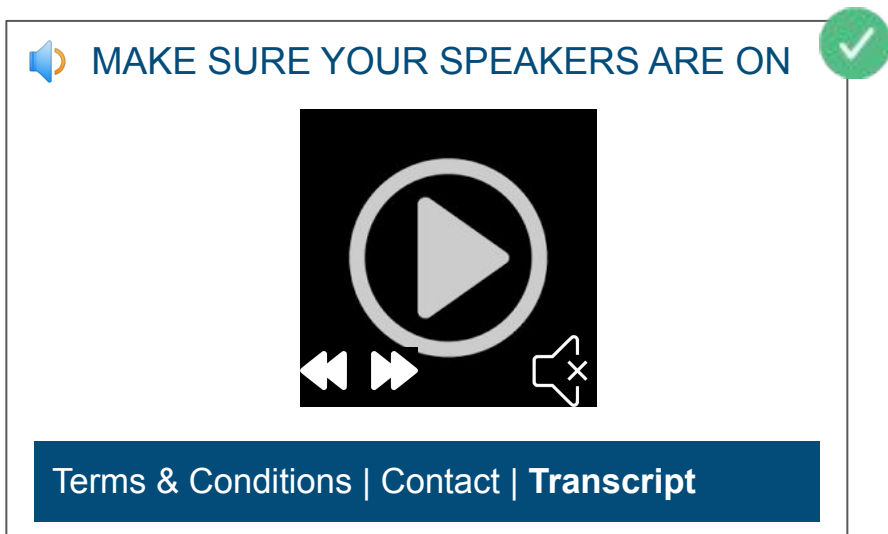
Taboola's advertising policies are designed to help you be successful with your campaigns by ensuring your ads follow applicable laws and that your ads promote a positive experience for viewers

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



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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)

ADVERTORIAL

