

# AppNexus Creative Standards

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## Platform Policies

AppNexus has foundational policies by which all creative and inventory content must apply. Creatives found in violation of this policy will be removed from the platform, and remain ineligible for both RTB and in-network buying. Repeated violation of these policies may result in a strike against offending members.

For more information, please see our [Policies for Buying](#).

## AppNexus Prohibited Content

Pornography, Nudity, Obscenity, or other "Adult" Content

Hate Speech or Defamatory Language

Sale of, or instructions for creating, guns, bombs, ammunition, or weapons

Displaying fake errors to induce user action, or messaging that implies knowledge of a users computer or operating system

Sale of drugs, illegal pharmaceuticals, or paraphernalia

Charging for government forms and services

Enabling or Permitting Piracy

Misappropriation of Copyright, Trademark, Trade Secret, or Patent

Executes or Downloads Files without User Interaction

Content that intends to, or does, induce user action through misleading appearance or behavior, including, but not limited to, creatives that mimic video players, functional buttons, errors or warnings about viruses, missing codecs, and corrupt disks.

## Creative Standards

Below is a listing of reasons creatives may be rejected during the auditing process. Click the list below or browse the table for details.

- [Creative does not display properly](#)
- [Creative improperly rotates brands](#)
- [Creative does not click-through properly](#)
- [Creative does not contain sufficient brand notification](#)
- [Creative has no assigned landing page](#)
- [Landing page is only accessible from a mobile device](#)
- [Creative does not meet minimum standards](#)

- [Creative displays PSA](#)
- [Auto-refreshing creative](#)
- [Creative/Landing page prompts download](#)
- [Expandable/Skin creative set as banner media type](#)
- [Custom reason](#)

The following chart details reasons why a creative will be rejected for AppNexus inventory. These policies apply to nearly all inventory sources, with some minor exceptions. All creatives should attempt to meet these criteria in order to be approved for any inventory source. AppNexus reserves the right to update our audit policies, and integrate or amend our acceptance criteria at any time.

Feedback Reason	Potential Issues	Troubleshooting Tips
<p><b>Creative does not display properly</b></p>	<ul style="list-style-type: none"> <li>● Creative blanks due to caching issues or batch stalls</li> <li>● Creative was submitted with incorrect tag size</li> <li>● Creative utilizes geo-targeting, impression capping, or similar blocking technology</li> <li>● Creative uses DoubleVerify or Integral Ad Science wrapping without proper macros</li> </ul>	<ul style="list-style-type: none"> <li>● You can test the display of your creative by attaching the AppNexus ID to the end of the following link:<a href="http://ib.adnxs.com/cr?id=">http://ib.adnxs.com/cr?id=</a></li> <li>● Make sure your creative matches the dimensions/tag size you have selected for it</li> </ul> <p>If there is any geo-targeting, or capping, please remove it for audit, or whitelist the following AppNexus audit domains:</p>

	<ul style="list-style-type: none"> <li>• Creative has excess text in Creative Content, which displays outside of iFrame</li> </ul>	<p><a href="http://audit.adnxs.net">http://audit.adnxs.net</a></p> <p><a href="http://ib.adnxs.com">http://ib.adnxs.com</a></p> <ul style="list-style-type: none"> <li>• If you use Integral Ad Science, please ensure the <a href="#">"is_preview" macro</a> has been correctly implemented.</li> <li>• Text or image outside of the iFrame may be the third-party impression tracking pixel improperly being visible. Here is some additional information regarding this on our <a href="#">Creative Troubleshooting</a> and <a href="#">Click Tracking and Cache-Busting Examples</a> pages.</li> </ul>
<p><b>Creative improperly rotates brands</b></p>	<ul style="list-style-type: none"> <li>• Creative displays multiple, different brands</li> </ul>	
<p><b>Creative does not click-through properly</b></p>	<ul style="list-style-type: none"> <li>• Creative does not click through to a landing page</li> <li>• Creative clicks through to a 404-Error, Invalid Page, or other non-branded, non-functioning page</li> </ul>	<ul style="list-style-type: none"> <li>• Please test your creative click through by placing the AppNexus ID after the following link:</li> <li>• <a href="http://ib.adnxs.com/cr?id=">http://ib.adnxs.com/cr?id=</a></li> </ul>

	<ul style="list-style-type: none"> <li>• Creative clicks through in the same window, does not prompt new tab or window to open</li> </ul>	
<p><b>Creative does not contain sufficient brand notification</b></p>	<ul style="list-style-type: none"> <li>• Creative does not meet branding standards (clear logo, brand name, or landing page URL)</li> <li>• Creative branding does not match landing page branding</li> <li>• Creative branding is obfuscated (too small, too faint) to constitute branding</li> </ul>	<ul style="list-style-type: none"> <li>• In order for this creative to pass audit the creative and landing page will need to contain either a brand name, logo, or URL that is identical to both</li> </ul>
<p><b>Creative has no assigned landing page</b></p>	<ul style="list-style-type: none"> <li>• Creative uses a landing page at campaign or line-item level, but no URL is supplied</li> </ul>	
<p><b>Landing page is only accessible from a mobile device</b></p>	<ul style="list-style-type: none"> <li>• Please supply an "Auditable landing page URL"</li> </ul>	

<p><b>Creative does not meet minimum standards</b></p>	<ul style="list-style-type: none"> <li>● Implied offering on creative does not match offer on landing page.</li> <li>● Creative contains no identifiable offer at all</li> <li>● Creative or landing page contains no content</li> </ul>	
<p><b>Creative displays PSA</b></p>	<ul style="list-style-type: none"> <li>● Creative Rotates in PSA as part of A/B Testing</li> <li>● Creative defaults to PSA because of brand safety blocking, geo-targeting, or other capping</li> <li>● Creative uses approved PSA-Enabled Ad Verification, but is not implemented properly.</li> </ul>	<ul style="list-style-type: none"> <li>● In order to submit PSA enabled creatives you will need to use a 3rd party vendor to create a tag. You can find the list of the approved vendors <a href="#">here</a>.</li> </ul>
<p><b>Auto-refreshing creative</b></p>	<ul style="list-style-type: none"> <li>● Creative refreshes itself</li> <li>● Creative causes entire page to refresh</li> </ul>	
<p><b>Creative/Landing page prompts download</b></p>	<ul style="list-style-type: none"> <li>● Creative prompts download or external application automatically or on click</li> <li>● Landing page automatically prompts download or external application automatically or after countdown</li> </ul>	<ul style="list-style-type: none"> <li>● The product advertised on the creative can only be opened within an application (iTunes for example)</li> </ul>

<b>Expandable/Skin creative set as banner media type</b>	<ul style="list-style-type: none"><li>● Creative features expandable or Skin-like behavior, but is not submitted as such.</li><li>● Creative submitted as Expandable/Skin does not properly expand or take-over a page, but functions as a banner.</li></ul>	
<b>Custom reason</b>	<ul style="list-style-type: none"><li>● Audit Management identified prohibited policy (e.g. auto-clicking creatives) not covered in above policies.</li></ul>	