

**At Rhombus, one of our key values is that our ads are on high-quality, reliable content from premium publishers and marketers alike. We constantly strive to create a wonderful user experience for marketers, publishers, and readers.**

**To do this, we've developed some advertising guidelines to help you understand what can (and cannot) be promoted via Rhombus.**

**Please keep in mind, Rhombus reserves the right to reject or block any content for any reason at our sole discretion, even after post-launch, if we feel that it compromises the safety or quality of the user experience. If you encounter any content that violates our guidelines, or have any questions, don't hesitate to contact us:**

**[campaigns@rhombusads.com](mailto:campaigns@rhombusads.com)**

## **Rhombus Ad Guidelines**

### **Images (Including Cartoons or Animations) Cannot Include:**

- An Influencer's Name, Photo, or Personal/Brand Assets.
- Nudity or sexual imagery
- Weapons
- Drugs or drug paraphernalia
- Imagery that is designed to provoke, offend, or shock
- Circles or Arrows placed to highlight a specific part of the image
- Violence, gore, or dead bodies
- Graphic images of physical deformities or health conditions

- Zoomed in body parts
- Profanity, offensive, or sexually suggestive text

#### Quality & Appearance

- All images must be relevant to the linked content
- Images must be good quality
- Images must be clear, recognizable, and properly oriented
- Photos that have been maliciously altered with Photoshop or other graphic editing softwares will not be permitted
- GIFs are not permitted

#### Misleading Images

- Images cannot employ deceptive practices to entice a user to click. These include:
  - Images that pretend to be a system or site warning
  - Images that use sensational tactics that are not relevant to the source material

#### **The following categories are prohibited:**

##### Adult

- No promotion or sale of adult products
- Content may not be:
  - Overly sexual

- Display excessive amounts of skin, cleavage or focus unnecessarily on body parts

#### **Fake News**

- Sites that seek to intentionally deceive the reader into believing something that is not true

#### **Hate, Violence, or Discrimination**

- Content cannot:
  - Defame an individual, organization, or group of people
  - Exploit or endanger minors
  - Segregate or classify individuals or groups of people by race, religion, ethnicity, sexual origin, color, age, gender identity, family status, disability, or medical condition
  - Include the use or promotion of weapons or explosives
  - State a political point of view

#### **High Risk of Fraud**

- No content that encourages high-risk investments or money-making schemes with the intention of profiting off user participation (i.e. “Get Rich Quick” Schemes)
- No Payday Loans or Cash Advance Loans
- No Penny Stocks
- No non-premium TV/Movie streaming boxes (acceptable brands are Mi/Xiaomi, Apple TV, and Amazon Fire stick).
- Tactical flashlights

- No Penny Auctions

#### **Malware**

- Contains adware, malware, spyware, virus, Trojan Horses, or other features designed to infiltrate or damage computer systems or access personally identifiable user information without explicit user consent

#### **Religion**

- Content cannot advocate for or promote one religion over another

#### **Unsafe Products or Supplements**

- No herbal supplements that mimic the effects of illegal substances
- No weight loss supplements