

Y! Network and Linked Partners:

Process:

- Linked advertiser/network uploads creative
- Creatives will automatically go the Y! Network team to review (it is no longer required that advertisers/networks send emails with their creative ID's)
- Creative will be approved/rejected
- Linked partners will see their creative start serving (please abide by the 48 turnaround time)
- Linked partners can reach out with creative ID's to their Y! Network Account Managers if they do not see their creative serving within 48 hours to make sure the creative was not banned. Also if there is an urgent creative that needs to get reviewed ahead of queue, the linked partner can reach out to the Y! Network AM.

Available Ad Sizes

Ad Dimensions	Maximum File Size		
	jpeg, gif	flash	html
300x250	30K	40K	3K
120x160	30K	40K	3K
160x600	30K	40K	3K
728x90	30K	40K	3K
180x150	30K	40K	3K
234x60	25K	35K	3K
240x400	30K	40K	3K
468x60	30K	40K	3K
425x600	30K	40K	3K

Flash Guidelines

- Animation stops after 15 seconds
- Has a backup image
- Creative MUST contain an invisible button that covers the entire ad unit that contains the action script on (release) { getURL(clickTAG); }

HTML

- Code can not exceed 3K
- No more than 2 images
- Form tag in HTML code MUST include "get" in the method
- CGI's referenced in the HTML code MUST BE active

General Content Standards

- White ads must have a distinct border to clearly identify where the page ends, and advertisement begins
- Sponsor of the advertising message must be clearly identified
- Advertiser's landing page must match the offer being made in the advertisement
- An ordinary person must be able to make an informed decision from the offers in the ad
- It is the advertiser's responsibility to ensure that all product claims, warranties, guarantees or other assurances comply with applicable laws & regulations
- Ad unit and landing page must have detailed disclosures as appropriate; in particular, full terms and conditions of the offer must be easily accessible on landing page
- Yahoo! reserves the right to reject any ad on behalf of, or which promotes Yahoo! competitors or products, services or activities contrary to Yahoo!'s competitive position or interests (e.g. ads which disparage the Internet as a medium)
- Yahoo! reserves the right to request additional changes to submitted ads, or reject any ad unit in its sole discretion.

Creative CANNOT:

- Use "bait and switch" tactics, e.g. advertising that promotes an unavailable product or price as a means of luring the user into purchasing a different product.
- Display false functionality - contain graphics that simulate interactivity where no such interactivity exists
- Resemble error messages or Windows/Mac/Unix dialogue boxes
- Prompt a download
- Mimic news headlines in design, tone, third person sentence structure, or topic

SUBJECTIVE CONTENT

- astrology, horoscopes, psychic services or other related services,
 - creative MUST state that the service is for entertainment purposes only
 - creative CANNOT imply that there are scientific groundings to such services and/or promises of wealth or good fortune
- All ringtone/cell phone offers must disclose the details of the service, particularly when the offer requires a subscription
- Ads for promotions (contests, sweepstakes, special offers):
 - Creative CANNOT imply that the promotion is approved or endorsed by any government or quasi-government entity?
 - MUST offer a fair opportunity for all entrants to win
 - Chance based promotions MUST clearly disclose that no purchase is necessary
 - CANNOT claim "everyone wins", or suggest that user was specially selected to receive a prize
 - CANNOT suggest that a payment by the winner is necessary to claim a prize (except for applicable taxes)
 - MAY NOT imply that the mere act of clicking a button is sufficient to win (e.g. "Win a car! Click here!")
- Ads for food products must comply with applicable laws & regulations regarding definitions/restrictions on food-related descriptive words
- The use of the word "Free" in any ad MUST fully comply with all state and federal guidelines, and disclose all material terms and conditions to obtain the free item; in particular, ad units which claim to offer "free gifts" which in fact require the user to sign up for one or more offers, trial subscriptions, etc., must disclose how many offers the user must complete before receiving the gift.
- Weight loss ads:
 - CANNOT depict or be targeted at children or teens
 - CANNOT Suggest that the product alone is effective for weight loss or make any unrealistic claims about the amount of weight that can be expected from the product
 - MUST, where weight loss claims are made or implied, contain a disclaimer such as "results not typical; individual results may vary".

We will not be accepting ads for the following products:

Adult products (films, magazines, websites, toys, etc.), alcohol, drugs, lotteries (other than official state lotteries sponsored by a U.S. state, e.g. Illinois State Lottery), casino services, online casinos, gambling portals, gambling educational sites, tobacco products, political messages, religious messages, degrees for sale or offered by non-accredited universities or programs, firearms, ammunition, fireworks, loan

products which require upfront fees, products/services that claim to repair bad credit, securities (stocks, bonds, notes, warrants, options, etc), insider tips on a particular stock or commodity, products containing ephedra, ma huang, chitosan or human growth hormones, comfrey, or pyruvate; others as may be designated by Yahoo!