

FindEdition Advertising Policies

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Introduction and Scope

These Advertising Policies govern every advertiser, agency, managed campaign, house promotion, affiliate promotion, and sponsored content placement delivered through the FindEdition advertising platform. They apply to self-service campaigns, managed campaigns, creative assets, destination URLs, tracking parameters, landing pages, and related advertiser communications. FindEdition operates a first-party advertising system across public modules including news and publishing, technology, movies, series, anime, mobiles, autos, recipes, jobs, questions, services, tools, and approved public AI overview pages. Private AI chat, private helpdesk tickets, account security, billing dashboards, and authenticated workspaces are excluded from advertising inventory. By submitting an advertiser application, uploading a creative, funding a wallet, or launching a campaign, you agree to comply with these Policies, the FindEdition Terms of Service, Privacy Policy, and Cookie Policy. FindEdition may update these Policies; material changes are versioned, dated, and may require advertiser acknowledgment before continued delivery.

Advertiser Eligibility

Only verified businesses, organizations, or individuals with a legitimate commercial or institutional purpose may advertise on FindEdition. Advertisers must provide accurate legal or trading names, a working business website or destination, a reachable business email address, and truthful industry classification. Shell companies created solely to evade review, identity misrepresentation, and applications from previously banned entities are prohibited. Agencies may act for clients only when the beneficial advertiser identity remains disclosed to FindEdition upon request. Approval of an advertiser account does not guarantee approval of every campaign or creative. FindEdition may require additional documentation for restricted industries, high-risk destinations, or unusual budget patterns.

Account Verification

Advertiser accounts remain pending until Super Admin or authorized Advertising Operations staff complete review. Verification may include website inspection, industry assessment, destination quality checks, and confirmation that contact details are reachable. FindEdition may request changes before approval. Pending advertisers can view application status but cannot activate paid delivery. Suspended accounts lose campaign activation rights until reinstatement. Closed accounts may not create new campaigns without a new application. Verification records are retained for audit and fraud prevention.

Accurate Business Identity

Advertisers must maintain accurate business identity across applications, creatives, destination pages, and billing records. Misleading brand names, spoofed FindEdition branding, impersonation of unrelated companies, and fake “official support” claims are prohibited. Creatives and landing pages must clearly identify the promoting entity. If ownership or brand control changes, advertisers must update FindEdition promptly. Inaccurate identity is grounds for immediate suspension and creative rejection.

Campaign Review Process

Every campaign submitted through the FindEdition campaign builder enters a pending review state before delivery. Reviewers evaluate objective, budget, schedule, targeting, placements, creatives, destination quality, and policy fit. Campaigns may be approved, rejected, or returned with changes requested. Approval is discretionary and does not

create a performance guarantee. Review timelines are operational targets, not contractual SLAs, and may vary with volume, industry risk, and creative complexity. Resubmitted campaigns after changes requested are reviewed again in full.

Creative Review Standards

Creatives must be clear, truthful, accessible, and compatible with FindEdition layouts. Image assets must use allowed MIME types, pass dimension and file-size checks, and include meaningful alt text. Raw HTML, JavaScript, event handlers, unsafe iframes, and executable uploads from advertisers are never accepted. Text overlays must remain readable. Animations must not flash in a way that risks accessibility harm. FindEdition house templates may be used only when selected or approved for a campaign; house templates are not automatically substituted into paid advertiser campaigns without configuration. Creatives that mimic system dialogs, download prompts, or FindEdition navigation controls are rejected.

Destination and Landing Page Requirements

Destination URLs must use HTTPS where required, resolve without malware, and match the offer represented in the creative. Open redirects, cloaked destinations, rotating final URLs designed to evade review, and pages that automatically download software are prohibited. Landing pages must disclose material terms for subscriptions, trials, and paid services. Broken destinations, parked domains, and pages that contradict the ad claim will fail review or be suspended after approval if discovered. Tracking parameters are allowed only when they do not inject unsafe scripts or break destination integrity.

Prohibited Products and Services

FindEdition prohibits advertising for illegal products and services; malware, spyware, ransomware, and phishing kits; counterfeit goods; deceptive get-rich-quick schemes; hate, harassment, and discrimination; sexual content involving minors in any form; non-consensual intimate imagery; and any offer that facilitates fraud or identity theft. Advertisers may not promote tools designed primarily to evade platform security, scrape private data, or abuse FindEdition accounts. Attempts to advertise prohibited inventory through coded language or intermediary landing pages remain prohibited.

Restricted Products and Services

Certain categories require additional review or may be limited to managed campaigns. Restricted categories include financial products that are not clearly disclosed, health claims that require substantiation, alcohol where legally permitted and age-gated, gambling or games of chance where local law allows and FindEdition has explicitly enabled the category, and political or public-issue advertising where additional disclosures apply. Restricted does not mean automatically approved. FindEdition may decline restricted inventory even after documentation is provided when user-experience or legal risk remains high.

Misleading or Deceptive Claims

Ads must not contain false, exaggerated, or unsubstantiated claims about performance, income, health outcomes, government affiliation, or FindEdition endorsement. "Guaranteed results," fabricated testimonials, fake scarcity timers that reset deceptively, and before/after claims without support are prohibited. Comparative claims must be fair and verifiable. FindEdition does not guarantee advertiser clicks, impressions, conversions, or revenue, and advertisers may not imply otherwise in creatives or landing pages.

Financial and Investment Advertising

Financial and investment advertising must be transparent about risks, fees, and eligibility. Ads that promise risk-free returns, guaranteed profits, or secret trading systems are prohibited. Crypto, binary options, and high-risk instruments may be restricted or declined. Advertisers must comply with applicable financial marketing rules in each targeted region. FindEdition may require disclosures on both creative and destination.

Health and Medical Claims

Health and medical advertising must avoid unapproved disease-cure claims, dangerous self-treatment advice, and misleading “miracle” language. Prescription drug advertising is restricted or prohibited according to jurisdiction. Supplements and wellness products must not imply unproven medical outcomes. FindEdition may request substantiation and reject campaigns that place users at medical risk.

Political and Public-Issue Advertising

Where political or public-issue advertising is accepted, advertisers must disclose the paying entity, avoid deepfake deception, and comply with election and transparency laws. FindEdition may require managed review, geographic limits, or temporary pauses around sensitive events. Undisclosed coordinated inauthentic campaigns are prohibited. Editorial independence of FindEdition publishing content is not for sale through political ads.

Adult and Sensitive Content

Sexually explicit advertising, pornography, and sexually suggestive creatives intended for adult entertainment are prohibited on FindEdition public inventory. Ads that sexualize minors, or that use non-consensual imagery, are strictly prohibited and may be reported to authorities. Sensitive topics such as tragedy exploitation, graphic violence, and shock content are not allowed in advertising creatives or destinations linked from FindEdition ads.

Gambling and Games of Chance

Gambling, casino, sports betting, and games of chance advertising is prohibited by default. If FindEdition later enables a jurisdiction-specific gambling program, advertisers must hold valid licenses, implement age gates, and accept managed-only delivery. Unlicensed gambling promotions remain prohibited. Social casino creatives that imply real-money winnings without clear disclosure are not allowed.

Alcohol, Tobacco, Nicotine and Controlled Substances

Alcohol advertising, where permitted, requires age-appropriate targeting and responsible messaging. Tobacco, nicotine products, vaping, and controlled substances are prohibited unless a future jurisdiction-specific program is explicitly enabled by FindEdition Super Admin policy. Ads must not glamorize underage use. Illegal drug sales and prescription diversion are prohibited.

Weapons, Explosives and Dangerous Products

Advertising for firearms, ammunition, explosives, and instructions for constructing weapons is prohibited. Dangerous products that pose clear physical harm without lawful retail context are prohibited. FindEdition may reject adjacent categories that normalize illegal weapon acquisition.

Malware, Phishing and Unsafe Software

Ads and destinations must not distribute malware, ransomware, unwanted software, fake antivirus, credential harvesting forms, or phishing pages that imitate FindEdition, banks, or other brands. Drive-by downloads and deceptive “update required” patterns are prohibited. FindEdition may suspend campaigns immediately upon

security signals and retain forensic records.

Intellectual Property and Trademark Rights

Advertisers must own or have rights to all creative assets, trademarks, music, and copy used in campaigns. Unauthorized use of FindEdition marks, logos, or UI patterns is prohibited. Copyright complaints may result in creative removal and account review. Repeat infringement can lead to permanent advertiser closure.

Privacy and Data Collection

Advertisers must not use FindEdition ads to collect sensitive personal data unlawfully. Destinations must present appropriate privacy notices. FindEdition does not sell private user account data to advertisers. Advertisers may not attempt to reverse-engineer FindEdition users from delivery tokens, analytics exports, or support channels. Data processing for advertising must respect regional privacy laws and FindEdition consent signals.

Cookies, Consent and Personalized Advertising

FindEdition uses a consent management experience for personalized advertising and analytics categories where required. External advertising network scripts remain disabled unless Super Admin enables them and consent requirements are met. First-party and house promotions may follow configured contextual rules. Users may withdraw consent according to the Cookie Policy. Advertisers must not circumvent consent gating or fingerprint users to recreate personalization after denial.

Children and Age-Restricted Audiences

Advertising directed to children, or that collects data from children in violation of applicable law, is prohibited. Age-restricted products must not target minors. FindEdition may apply additional inventory exclusions around child-oriented content surfaces when identified.

Native Advertising and Disclosure

Native ads, sponsored cards, and in-feed units must remain distinguishable from organic FindEdition content. Clear disclosures such as "Advertisement," "Sponsored," or equivalent labels are required. Disclosures must be visible without requiring user interaction. Hiding sponsorship or mimicking editorial bylines is prohibited and may result in immediate suspension.

Sponsored Content and Editorial Independence

Sponsored content campaigns are reviewed for disclosure, destination quality, and conflict with FindEdition editorial independence. Paying for advertising does not purchase favorable editorial coverage, search ranking, or review outcomes. Editors and writers are not required to endorse advertiser products. Sponsored pieces must not be presented as independent journalism.

Affiliate Advertising and Disclosure

Affiliate campaigns, when enabled, must disclose commercial relationships where required by law and FindEdition policy. Affiliate links must lead to legitimate merchant destinations. Cookie stuffing, forced redirects, and undisclosed affiliate injection into FindEdition pages are prohibited. Affiliate inventory remains Super Admin gated until credentials and policy controls are verified.

Ad Placement and User Experience Standards

Ads must not obstruct primary navigation, media controls, compare actions, apply buttons, vote controls, recipe steps, tool workflows, or checkout flows. FindEdition places inventory only at approved layout boundaries. Advertisers may not request placements that create accidental clicks or deceptive proximity to high-intent controls. Excessive density, sticky units without policy approval, and pop-up overlays remain restricted or future-disabled.

Accidental Click Prevention

Creatives and placements must minimize accidental clicks. Full-slot invisible click catchers, tiny close targets on sticky units, and creatives that look like site UI are prohibited. FindEdition may invalidate clicks that fail viewability, token, or IVT checks and exclude them from billing.

Creative Technical Requirements

Supported creatives include image display, responsive display, native cards, and approved sponsored formats. Files must match declared dimensions, pass MIME and content checks, and respect size limits published in Creative Specifications. Retina assets should preserve aspect ratio without stretching. Missing alt text, broken images, and destinations that fail HTTPS checks can block approval. Platform creative library templates are versioned and must still pass advertiser-specific review when customized.

Performance and Delivery Disclaimer

FindEdition does not guarantee impressions, clicks, conversions, viewability rates, or revenue. Delivery depends on inventory, targeting, competition, creative quality, budget, consent, and policy enforcement. Forecasts, if provided, are estimates only. Audience metrics shown publicly are verified analytics or marked “Available on request.” Advertisers should not rely on unpublished or invented traffic claims.

Invalid Traffic and Fraud

FindEdition monitors invalid traffic including bots, crawlers, headless automation, repeated refresh abuse, duplicate tokens, tampered tokens, hidden or zero-size slots, and impossible engagement patterns. Invalid events are excluded from billable metrics and may generate fraud records. Advertisers must not buy or incentivize artificial traffic to FindEdition placements.

Self-Clicks and Internal Testing

Advertisers, their employees, and agencies must not click their own ads to inflate metrics. Internal FindEdition staff testing, preview modes, and admin traffic are excluded from billing where detected. Preview renders must not record billable impressions or clicks. Repeated self-click patterns can trigger suspension.

Billing, Wallet and Payment Terms

Paid campaigns may require wallet funds, prepaid balances, or approved billing arrangements. Charges use configured billing models such as CPM, CPC, fixed sponsorship, or other enabled models. Taxes may apply according to configuration and jurisdiction. Invoices are issued from real payment records. Advertisers are responsible for payment method validity and timely funding. Failure to fund may pause delivery when budgets or reservations are exhausted.

Refunds, Credits and Adjustments

Refund requests are reviewed by Finance or authorized staff. Approved refunds update wallet ledgers and invoice states according to policy. Provider refunds are marked completed only when a real provider action succeeds or

when status truthfully indicates approved pending manual execution if no provider is configured. FindEdition does not simulate completed provider refunds. Credits for invalid traffic may be issued after investigation. Abuse of refund requests may be refused.

Campaign Pausing, Suspension and Termination

Advertisers may pause eligible campaigns subject to system rules. FindEdition may pause, suspend, or terminate campaigns for policy violations, security risk, non-payment, or legal requirements. Suspended advertisers lose activation rights until resolved. Termination does not erase audit logs or invoicing obligations already incurred for valid billable events.

Policy Enforcement

Enforcement actions include creative rejection, campaign rejection, forced pause, advertiser suspension, fund holds where lawful, and permanent closure. FindEdition prioritizes user safety and platform integrity. Enforcement decisions consider severity, intent, history, and harm. Emergency suspensions may precede detailed notice when security risk is immediate.

Appeals and Changes Requested

When FindEdition requests changes, advertisers should update creatives, destinations, or targeting and resubmit. Appeals for rejections may be submitted through advertising support channels with evidence. Appeals are reviewed in good faith but are not guaranteed to reverse decisions. Frivolous or abusive appeals may be closed without further review.

Recordkeeping and Audit Logs

FindEdition retains advertiser applications, campaign submissions, creative versions, moderation notes, delivery and billing events, consent records, refund decisions, and related audit logs as needed for security, finance, and legal compliance. Advertisers should retain their own campaign records. Audit data is not public.

Policy Updates

FindEdition may revise these Policies to reflect product changes, legal requirements, or risk controls. Published versions include version identifiers, effective dates, and last-updated dates. Material changes may require acknowledgment before continued advertising. Continued use after the effective date constitutes acceptance when acknowledgment is not separately required.

Contact and Support

Advertising policy questions, managed campaign requests, billing issues, and creative review escalations should use the Advertise Contact workflows or the configured advertising contact email. Do not use private AI chat or unrelated support tickets to bypass advertising review. Provide campaign IDs, creative IDs, and clear descriptions when requesting help.

Effective Date and Version

This Policy version is published for the FindEdition advertising platform and becomes effective on the stated effective date. Prior versions may remain archived for reference. If a conflict exists between a translated summary and this English policy text, the published English version controls unless a jurisdiction-specific addendum states otherwise.