

# Ad Exchanges policies

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# Advertising Policies (add missing exchanges)

The table displays exchange policies regarding grey area business - alcohol, betting, tobacco and other. However, before checking exchange policies it is mandatory to first check country laws. **If the country doesn't allow advertising of these products, exchange laws will follow the country laws and it is not possible to do any workarounds.**

	Alcohol advertising	Betting advertising	Tobacco advertising	Pharmacy advertising	Weed advertising	Political advertising	More information
<b>Ad Colony (BS)</b>	Yes	Yes	Yes	N/A	N/A		<a href="https://www.adcolony.com/privacy-policy/">https://www.adcolony.com/privacy-policy/</a>
<b>AdForm (BS)</b>	Yes. Adform's prior written consent has to be obtained.	Yes. Adform's prior written consent has to be obtained.	No	Yes. Adform's prior written consent has to be obtained.	No		<a href="https://site.adform.com/policies/policies-and-guidelines/ad-quality-policies/">https://site.adform.com/policies/policies-and-guidelines/ad-quality-policies/</a>
<b>Admatic</b>							
<b>AdMedia (BS)</b>	Yes	Yes	Yes	Yes	Yes		Confirmation has been received via email
<b>Admixer (BS)</b>	No	Yes	No	N/A	No		

<b>Admix</b>	Yes, but only with a written agreement.	Yes, but only with a written agreement.	Yes, but only with a written agreement.	N/A	N/A		<a href="https://admixplay.com/terms-and-conditions/">https://admixplay.com/terms-and-conditions/</a>
<b>Adthink (BS)</b>	N/A	No	N/A	N/A	N/A		<a href="http://www.advertstream.com/cg/CGU-ADACCESS-MEDIA-BUYERS-2016-1.0.pdf">http://www.advertstream.com/cg/CGU-ADACCESS-MEDIA-BUYERS-2016-1.0.pdf</a>
<b>Adyoulike (BS)</b>	Yes	Yes	N/A	Yes	N/A		
<b>AlgoriX</b>	N/A	N/A	N/A	N/A	N/A		<a href="https://www.algorix.co/terms-of-service/">https://www.algorix.co/terms-of-service/</a>
<b>Automattic &amp; Tumblr (WordPress) (BS)</b>	N/A	N/A	N/A	N/A	N/A		<a href="https://wordpress.com/automattic-ads-tos/#:~:text=Age%20Restrictions.,years%20of%20age%20or%20older.">https://wordpress.com/automattic-ads-tos/#:~:text=Age%20Restrictions.,years%20of%20age%20or%20older.</a>
<b>Beachfront (BS)</b>	Yes, but only with Beachfront written consent.	No	Yes, but only with Beachfront written consent.	Yes, but only with Beachfront written consent.	Yes, but only with Beachfront written consent.		<a href="https://www.beachfront.com/legal/policies">https://www.beachfront.com/legal/policies</a>

<b>Chocolate (BS)</b>	N/A	N/A	N/A	N/A	N/A		<a href="https://chocolateplatform.com/chocolate-marketplace-advertiser-and-inventory-policy/">https://chocolateplatform.com/chocolate-marketplace-advertiser-and-inventory-policy/</a>
<b>ConnectAd (BS)</b>	Yes	Yes	N/A	N/A	N/A		<a href="https://www.connectadrealtime.com/terms">https://www.connectadrealtime.com/terms</a>
<b>DoubleClick</b>	Most of the time No, but check <b>more information</b> if the country is eligible to advertise	Most of the time No, but check <b>more information</b> if the country is eligible to advertise	N/A	Most of the time No, but check <b>more information</b> if the country is eligible to advertise	N/A		<a href="https://support.google.com/authorizedbuyers/answer/6364996?hl=enhttps://support.google.com/adspolicy/answer/6008942?visit_id=637449362257628609-2815846781&amp;rd=1">https://support.google.com/authorizedbuyers/answer/6364996?hl=enhttps://support.google.com/adspolicy/answer/6008942?visit_id=637449362257628609-2815846781&amp;rd=1</a>

<b>Fyber Marketplace</b>	Yes, but has to ensure that content complies with all applicable laws, rules, and regulations of the country and jurisdiction in which the content is made available.	Yes, but has to ensure that content complies with all applicable laws, rules, and regulations of the country and jurisdiction in which the content is made available.	Yes, but has to ensure that content complies with all applicable laws, rules, and regulations of the country and jurisdiction in which the content is made available.	N/A	No		<a href="https://www.fyber.com/demand-content-guidelines/">https://www.fyber.com/demand-content-guidelines/</a>
<b>Gamma</b>	Yes, through PMPs.	Yes, through PMPs.	Yes, through PMPs.	Yes, through PMPs.	Yes, through PMPs.		
<b>Geniee</b>	No	No	No	No	No		<a href="https://geniee.co.jp/doc/pdf/en/rule.pdf">https://geniee.co.jp/doc/pdf/en/rule.pdf</a>
<b>GumGum (BS)</b>	Yes	Yes	Yes	N/A	No		<a href="https://gumgum.com/terms-and-policies/publisher-terms">https://gumgum.com/terms-and-policies/publisher-terms</a>
<b>Improve Digital (BS)</b>	Yes	Yes	N/A	N/A	No		<a href="https://www.improvedigital.com/main/wp-content/uploads/2019/06/Seller_Creative-Enforcement_Ad_Quality_Policy_Improve_Digital.pdf">https://www.improvedigital.com/main/wp-content/uploads/2019/06/Seller_Creative-Enforcement_Ad_Quality_Policy_Improve_Digital.pdf</a>

<b>InMobi Exchange (BS)</b>	Yes, as per specific country law and regulations.	Yes, as per specific country law and regulations.	Yes, as per specific country law and regulations.	Yes	Yes, as per specific country law and regulations.		<a href="https://www.inmobi.com/content-guidelines-advertisers/">https://www.inmobi.com/content-guidelines-advertisers/</a>
<b>LoopMe</b>	Yes, LoopMe allows content related to alcohol, provided that such content does not: target individuals below the legal drinking age in the respective jurisdiction where such content is displayed.	Yes, Content pertaining to Gambling is prohibited, however, Content relating to State-run lotteries is acceptable provided that they comply with applicable laws and regulations in relevant jurisdictions .	Yes, Any content which promotes smoking paraphernalia, e-cigarettes, vaping, tobacco, cigars, tobacco pipes, rolling papers, smokeless tobacco must be expressly approved in writing by LoopMe.	Yes, Content has to be approved by LoopMe.	Yes, Cannabis and CBD related content must comply with the individual State and/or Country restrictions relating to cannabis and CBD.		<a href="https://legal.loopme.com/#loopme-policies">https://legal.loopme.com/#loopme-policies</a>
<b>MGID (BS)</b>	Yes, through PMPs	Yes, through PMPs	N/A	N/A	N/A		<a href="https://www.mgid.com/services/terms-and-conditions?country=other%20countries">https://www.mgid.com/services/terms-and-conditions?country=other%20countries</a>

<b>Mopub</b>	Yes, but the ads must not target minors or encourage, suggest, or entice underage drinking; Not use characters, sports-persons, celebrities, or images/icons appealing to minors; Not use minors or pregnant women as models in advertising.	Yes, Twitter prohibits the promotion of gambling content, except for campaigns targeting specified countries where it is allowed with restrictions as explained below.	No	Yes, but restricted; restrictions are based on the specific product or service being promoted, as well as the country that the campaign is targeting.	No		<a href="https://www.mopub.com/en/legal/demand-side-policy">https://www.mopub.com/en/legal/demand-side-policy</a>
<b>myTarget (BS)</b>	No	No	No	Yes, need a written agreement	No		<a href="https://target.my.com/help/advertisers/moderation/en">https://target.my.com/help/advertisers/moderation/en</a>
<b>OpenX</b>	Yes	Yes	No	N/A	No		<a href="https://www.openx.com/legal/ad-exchange-demand-policies/">https://www.openx.com/legal/ad-exchange-demand-policies/</a>

<b>Outbrain (BS)</b>	Yes, but only in countries that allow sales and advertisement of alcohol.	Yes, allowed when targeting the United Kingdom and the United States, where certain forms of gambling, such as online casinos, sports betting, and fantasy sports, are accepted. The following services or promotions are accepted: Apps promoting free games (such as "social casinos"); Physical casinos (as destinations); State-run lotteries.	No	No	No		<a href="https://www.outbrain.com/advertisers/guidelines/">https://www.outbrain.com/advertisers/guidelines/</a>
<b>POKKT (BS)</b>	N/A	No	N/A	N/A	N/A		<a href="https://www.pokkt.com/terms">https://www.pokkt.com/terms</a>

<b>Pubmatic (BS)</b>	Yes, but restricted. Some types of alcohol-related ads are allowed if they don't target minors, target end-users in only those countries that are explicitly allowed to show such ads, and fall into the following categories, beer, wine, sake, spirits or hard alcohol, Champagne, fortified wine, non-alcoholic beer, non-alcoholic wine, and non-alcoholic distilled spirits.	Yes, but restricted. Gambling ads are allowed if they target jurisdictions where the type of gambling advertised is legal; have a landing page or contain language required by law, such as a landing page that displays information about responsible gambling; and shall never target minors.	Yes, but restricted on the publisher level.	Yes, but restricted. The promotion of pharmaceutical manufacturers is allowed to the extent permissible by applicable law, rule, or regulation in the jurisdiction(s) where such advertising is targeted.	N/A		<a href="https://pubmatic.com/legal/faq-policy/">https://pubmatic.com/legal/faq-policy/</a>
<b>Verve (BS)</b>	No	Yes	N/A	N/A	N/A		<a href="https://pubnative.net/prohibited-content/">https://pubnative.net/prohibited-content/</a>
<b>Pulsepoint (BS)</b>	No	No	No	N/A	N/A		<a href="https://pulsepoint.com/legal/platform-privacy-policy">https://pulsepoint.com/legal/platform-privacy-policy</a>

<b>Reklamstore (BS)</b>	No	No	No	No	N/A		<a href="https://www.reklamstore.com/terms-and-conditions">https://www.reklamstore.com/terms-and-conditions</a>
<b>Magnite (Rubicon)</b>	Yes	Yes	Yes	No	Yes, Cannabis ads will be evaluated on a case-by-case basis. You are responsible for ensuring that any cannabis ads comply with all applicable laws, including that the content, location, and intended audience of the ad complies		<a href="https://rubiconproject.com/terms-conditions/rubicon-project-ad-quality-guidelines/">https://rubiconproject.com/terms-conditions/rubicon-project-ad-quality-guidelines/</a>
<b>SelectMedia (BS)</b>	No	No	No	N/A	N/A		<a href="https://www.selectmedia.asia/advertiser-quality-guidelines/">https://www.selectmedia.asia/advertiser-quality-guidelines/</a>

<p><b>Smaato (BS)</b></p>	<p>Yes, but restricted; Wine, beer/coctails; Ads comply with all applicable laws, rules, and regulations of the country and jurisdiction in which the Ads are served.</p>	<p>Yes, but restricted; If the real currency is involved or if there is the ability to cash out; Ads comply with all applicable laws, rules, and regulations of the country and jurisdiction in which the Ads are served.</p>	<p>No</p>	<p>Yes, but restricted; Ads comply with all applicable laws, rules, and regulations of the country and jurisdiction in which the Ads are served.</p>	<p>No</p>		<p><a href="https://www.smaato.com/demand-policies/">https://www.smaato.com/demand-policies/</a></p>
<p><b>Equativ (BS)</b></p>	<p>Yes</p>	<p>Yes</p>	<p>Yes</p>	<p>Yes</p>	<p>Yes</p>		<p><a href="https://smartadserver.com/wp-content/uploads/2017/10/20170606_Brand_Safety_Policy.pdf">https://smartadserver.com/wp-content/uploads/2017/10/20170606_Brand_Safety_Policy.pdf</a></p>

<b>SpotX (BS)</b>	No	No	No	No	No	<a href="https://www.spotx.tv/resources/advertising-policy/#:~:text=Without%20limiting%20the%20foregoing%2C%20Buyer,or%20otherwise)%2C%20will%20not%20introduce">https://www.spotx.tv/resources/advertising-policy/#:~:text=Without%20limiting%20the%20foregoing%2C%20Buyer,or%20otherwise)%2C%20will%20not%20introduce</a>
<b>Taboola (BS)</b>	Yes, through PMPs.	Yes, through PMPs.	No	Yes, but restricted; Campaigns must: Ensure content/product complies with all applicable regulatory guidelines and local laws if promoting health care services, health or wellness products, and weight loss/dietary products or supplements.	Yes, has to be approved first.	<a href="https://help.taboola.com/hc/en-us/articles/15000220793-Restricted-Content-Products-and-Services">https://help.taboola.com/hc/en-us/articles/15000220793-Restricted-Content-Products-and-Services</a>

<b>Teads (BS)</b>	Yes, any advertisements for alcoholic products must comply with local laws, regulations, and codes within the territory where the ad or campaign will be displayed. Advertisements in this category shall include specific and limited targeting restrictions.	Yes, examples of gambling include internet bingo, online casinos, offline casinos, and sports betting. Advertisements promoting free games or applications shall be allowed.	No	N/A	Yes, but only in the USA		<a href="https://www.teads.com/ad-policies/">https://www.teads.com/ad-policies/</a>
<b>Third Presence (BS)</b>	Yes, through PMPs	Yes, through PMPs	Yes, through PMPs	N/A	N/A		<a href="https://thirdpresence.com/terms-and-conditions/">https://thirdpresence.com/terms-and-conditions/</a>
<b>TripleLift (BS)</b>	Yes, through PMPs	Yes, through PMPs	N/A	N/A	No		<a href="https://triplelift.com/creative_ad_policies/#:~:text=Ads%20must%20not%20contain%20deceptive,to%20non-functional%20landing%20pages.">https://triplelift.com/creative_ad_policies/#:~:text=Ads must not contain deceptive,to non-functional landing pages.</a>

<b>Unity (BS)</b>	Yes, but restricted; Some types of alcohol-related ads are allowed if the advertiser meets certain requirements; please contact your account manager for more information.	Yes, but restricted; Some types of gambling-related ads are allowed if the advertiser meets certain requirements; please contact your account manager for more information.	No	Yes, but restricted; Some types of ads are allowed if the advertiser meets certain requirements; please contact your account manager for more information.	No		<a href="https://unity3d.com/legal/advertising-content-policy#:~:text=Advertising Content Policy,Platform without Unity's explicit permission.">https://unity3d.com/legal/advertising-content-policy#:~:text=Advertising Content Policy,Platform without Unity's explicit permission.</a>
<b>UnrulyX (BS)</b>	Yes	Yes	N/A	N/A	N/A		<a href="https://unruly.co/legal/advertiser-terms-conditions/">https://unruly.co/legal/advertiser-terms-conditions/</a>
<b>Xandr (AppNexus) (BS)</b>	N/A	Yes, but restricted; Xandr allows gambling content, but with geographic and other restrictions.	N/A	N/A	No		<a href="https://docs.xandr.com/bundle/service-policies/page/policies-for-buying.html">https://docs.xandr.com/bundle/service-policies/page/policies-for-buying.html</a>

<b>Yieldmo (BS)</b>	Yes, but restricted; Alcohol from established brands or services aimed at adults over 21, on certain properties.	Yes, but restricted; Gambling ads not in violation of local laws.	No	Yes, but restricted; Pharmaceuticals, including prescription, over-the-counter, medical services, and contraception.	Yes, but restricted; Cannabis ads in allowed areas are marketed appropriately.		<a href="https://www.yieldmo.com/adpolicy/">https://www.yieldmo.com/adpolicy/</a>
<b>Viber</b>	No	Yes, but restricted; Possible through PD/PG. However, ads should be approved by Viber first.	No	N/A	N/A	Not allowed	<a href="https://www.viber.com/en/terms/viber-advertising-policy/#:~:text=EDITORIALCONTENTPOLICIES&amp;text=TheAdcontentmustbe,beofhigheditorialquality.">https://www.viber.com/en/terms/viber-advertising-policy/#:~:text=EDITORIALCONTENTPOLICIES&amp;text=TheAdcontentmustbe,beofhigheditorialquality.</a>
<b>Admix (in-game)</b>	No	No	No	N/A	No		<a href="https://admixplay.com/terms-and-conditions/">https://admixplay.com/terms-and-conditions/</a>
<b>Anzu (in-game)</b>	Yes, through PMPs	Yes, through PMPs	Yes, through PMPs	N/A	N/A		
<b>Primis</b>	Yes, through PMPs	Yes, through PMPs	Yes, through PMPs	Yes	No		
<b>SpotX</b>	No	No	No	N/A	No		

# Covid Policies

# / CORONA CONTENT ADVERTISING/

It was really important of us to understand the possibilities and limitations of advertising for corona related products as the demand is growing.

## Corona Related Content



Face masks



Hand sanitizer



Artificially inflated prices that limit or prohibit access to other essential items

## Limitations

Some Exchanges are taking concrete measures when reacting to the current situation. Sadly they are limiting their traffic for Covid-19 related content.

## Restrictions Based On Exchanges

### OpenX

Allows Publishers to limit the advertising.

*"Generally, we discourage it as many publishers have requested they not see ads related to the crisis"*

### Double-Click

Fully bans all advertising related with Corona.

*"Content that potentially capitalizes on or lacks reasonable sensitivity towards"*

### BidSwitch

Fully allows the advertising. No regulations were mentioned.

*"Yes, it is allowed to advertise them through BidSwitch"*

### Rubicon

In general, allows the advertising with some limitations.

*"the advertiser is allowed through our marketplace. Blocks might be applied if publishers request it"*