

Welcome

The YeahJamaica.com Creative Acceptance Policy is designed to ensure consistently high standards of advertising across all Yeah Jamaica media properties and platforms which include YeahJamaica.com Yeah, Jamaica Mobile Smartphone, and Yeah Jamaica Tablet. Consistently high editorial standards align with YeahJamaica's brand identity and provide a backdrop for quality advertisers and users. Based on this broad charter and a rapidly changing ecosystem, stakeholder engagement across Yeah Jamaica drives focus on industry, publisher, and brand alignment; resulting in policy definition that ensures a fluid and dynamic approach to high-quality advertising standards worldwide.

Policy Overview

The YeahJamaica.com Creative Acceptance Policy (CAP) applies to advertisements on all Yeah Jamaica platforms, Publishers, and markets. At any time and for any reason in its sole discretion, Yeah Jamaica reserves the right to (i.) refuse any advertising/advertisers; (ii) make exceptions to this policy on a case-by-case basis; and (iii) make changes or add to this policy.

YEAHJAMAICA.COM Home Page

The YeahJamaica.com Home Page requires additional approval to optimize for quality ads serving on this premium portal page. The YeahJamaica.com Home Page review begins with the sales and account team, must align with CAP. The required final approval sign-off applies to display ads on the YeahJamaica.com homepage placement and to all display ads on the YeahJamaica.com Homepage including the 300x250, 300x600, 300 x120 expanding rich media units and image text links. Some display ads may require unique guidelines based on format or technology, for example, image text links. Please refer to the guidelines for more detail.

Immediate Removal Criteria

The following section lists CAP violations that will result in an ad's immediate removal from the network; all other CAP violations not listed below require a 24 hour SLA to resolve prior to removal. Removal criteria are global unless called out as specific to the US or another country.

YeahJamaica – means the company/entity/website offering the advertising space for sale.

Client – means the company/entity/business/person buying or seeking the advertising space.

Signed form – is the form that Yeah Jamaica and the client will fill-out.

Landing page –is the page that the user will be directed to when they click the ad

All publishers/sites

Global restrictions on all publishers/sites:

- Broken or blank creative

- Causing degradation of site performance (ex: excessive animation, file weights)
- Misleading or sensationalized messaging, content or images
- Illegal materials or content
- Inappropriate content (ex. language, violence, adult, nudity, racy, etc.)
- Non-compliance with restricted advertising category guidelines (dating, pharmaceuticals, weight loss, health, and beauty, etc.)
- Prohibited advertiser categories (ex: casual dating, illegal gambling, adult, etc.) CITS Limited Creative Acceptance Policy November 18, 2016
- Malware, privacy and security violations
- Global and publisher competitive and low-quality exclusions (CE)
- Nonuser-initiated audio (initiated on click and must have integrated audio controls)
- Pop-ups or any ad or landing pages that spawn them
- Multiple CAP violations

CAP Policy Updates

For routine guideline updates, advertisers have thirty (30) business days from the update announcement to prepare for policy changes and make revisions to creative that's already live on site. Emergency amendments: From time to time, executive stakeholders may mandate a change to the network via a temporary policy amendment. The timeframe and the scope of changes will be outlined and communicated by the CAP team to all stakeholders. Under these circumstances, every effort is made to mitigate any unnecessary business interruption.

Policy Owner: CITS Limited Display CAP Team

Style & Design Guidelines

Animation

- No animation in excess of 30 seconds or that exceeds creative file specs. (ex. maximum of 30 seconds for cycling of sequences/ looping/ repeat animation)- see the individual creative product specs.
- No attention-grabbing mechanisms and/or animation with the sole purpose of distracting the user via repetitive, rapid flashing, strobing or blinking tactics or that has the potential to significantly distract users from the editorial content or user experience.

Audio

- Audio experiences within the standard and rich media ad units are allowed, as long as they are user-initiated where the user is in control and invokes the audio on click, content adheres to all content guidelines and is appropriate for all YeahJamaica.com audiences.
 - Use of audio on advertiser landing pages that link from display ads (not attached to videos using streaming pre-roll ads): Use of audio must be user initiated.

- Streaming pre-roll ads which are served within a sound, site and motion environment such as Windows Media or a streaming content session, can (and should have) non-user initiated audio, as this delivery of the ad matches the delivery and expectations of the user experience.

Ad Functionality

- Use of the following is **strictly prohibited**:
 - Functionality that is not predictive or does not display an expected experience/outcome.
 - Any element designed to generate a click without relevant information or content at the destination.
 - Functionality such as inactive “close” icons within the ad or on the landing page that does not trigger expected behavior. Dynamic user experiences within an ad must resolve to an expected, appropriate result on the landing page.
 - ♣ Examples include, if a user is able to select a specific state (such as Washington) from a dropdown list in an ad, the landing page experience must reflect the user’s choice (e.g. such as mortgage rates specific to Washington State), static images of radio buttons, underlined text that appears to be a hyperlink but not actionable, or inactive selection boxes or dropdowns.
 - Appear to make the ad page look broken or as if something is not working or what is considered to be normal on a web page.
 - Impact performance: General impact on performance, reliability, and quality of the user’s computing experience (e.g., slow computer performance, reduced productivity, corruption of the operating system, or other issues).
 - Require users to enter personal information (i.e. name, email address, phone number, TRN, Date of Birth etc) in order to view information in the advertisement or landing page.
 - ♣ This does not apply to non-personal information such as Postal codes or a user’s city/region for ad targeting purposes.

Adherence to Editorial Guidelines

- Ads may not use logos, graphics, typography or other content or elements designed to blend in with or look like site content. Ads cannot appear to be part of the site/section UI and imitate the look, feel or functionality.
 - This does not apply to native advertising which is designed to have a similar look and feel to the content surrounding it.
 - ♣ The advertiser must be clearly identified in the creative. 8
 - ♣ Editorial content on the corresponding landing page must be identified as paid advertising.
 - ♣ Native advertising must comply with other sections of CAP

Advertorial / Blogs / News Site Ads

- With the exception of pre-approved native ads implementations, advertisements and landing pages that may be considered faux blogs, articles, press releases, false product reviews or that simulate editorial or content sites are not acceptable.
- Advertorial ads with text or images that are utilized to make a user believe that they are viewing editorial/news coverage are prohibited (examples: Breaking News, Shocking discovery, Special Report, Consumer News, Consumer Alerts, etc.).

Borders

- Ads with a similar color as the background of the site must have a border or otherwise be distinct as advertisements (see the individual product creative specs for details).

Creative Rich Media & Technical Specs

- All ads must adhere to individual product and rich media creative and technical specs.

General Ad Text Guidelines

- Capitalization
 - Ads must use proper, grammatically correct capitalization.
 - Ads may not use excessive or random capitalization, such as BIG SALE or Amazon.
 - Acronyms may be capitalized.
- Grammar, sentence structure, and spelling
 - Spelling and grammar in the advertisement title and ad text must be correct unless the incorrect grammar is part of the corporate or product branding.
 - Ads cannot include excessive repetition (such as "free, free, free").
 - Use of numbers or letters in place of words (Back 2 School Sale; Gr8 Deals 4 U) is prohibited unless part of a brand name, such as Toys 'R Us.
- Punctuation
 - Ads must include logical, correct punctuation.
 - Cannot contain repeated and unnecessary punctuation, such as "Is someone looking for you?!?"
 - Ad titles may not contain exclamation points.
 - Exclamation points cannot be used in the title of an advertisement.
- Symbols
 - The use of all symbols, numbers or letters must Ads must adhere to the true meaning of the symbol and cannot contain repeated and unnecessary symbols.
 - Symbols may be used if the symbol is part of the product or brand name, paired with a dollar amount (e.g. "Save \$50 today") or if the # symbol is used for comparative phrases (e.g. "Voted the #1"). 9

- Icons in ads (ex: bullets, arrows, markers, radio buttons) cannot distract users or that make the ad appear cluttered
- Numbers – Prices & Percentages
 - Only one price or % allowed per product. This includes discounts and price reductions, such as 25% 50% off! or \$99.99 \$89.99 \$79.99!
- Use of fonts – font variety
 - The use of multiple fonts in an ad should be limited to no more than three and should be consistent throughout the creative (i.e. one font per ad text category – heading, call to action, body).
 - Use of uncommon fonts or multiple font colors for the sole purpose of drawing attention / distracting the user, (such as No One Beats Our Deals! or Independence Day Sale), is prohibited.
 - The font type guidelines above do not apply to corporate or product branding/logos, fonts within creative images, or legal/required disclosure text within the ad.
- Use of fonts – font size
 - Depending on location, certain publishers may require adherence to specific font size guidelines, in order to safeguard the user experience. See creative specifications for additional details.
- No interfering background; clean text required
- No drop shadow or glow in advertisement text

General Creative Imagery Guidelines

- The imagery within the ad must be high quality / high definition.
 - Use of non-high definition, pixilated, distorted or unclear designs/ logos/ images are not allowed.
- Images must be relevant to the product or offering within the ad.
- Product and Price Images: In ads with multiple product offerings, images must be consistent with quality, theme, and relevance to each other.
 - Acceptable imagery examples include Florists showing images of multiple bouquets; retailers showing images relevant to the theme of the campaign (i.e. beach wear images in a summer Sale ad or multiple images of clothing from a specific designer).
 - Unacceptable use of product/price imagery would include presenting a bracelet, shoes, tablets and bed sheets within one ad.

Graphical Content Ads

- Graphical content ads (tiered/stacked ads): Nonbrand marketers promoting separate products/services or companies in a tiered/stacked format that may or may not include different landing pages and points of purchase, within the same ad unit are not allowed. In this example, Courts would still be allowed to run an ad promoting multiple products

offered, assuming there is a consistent theme and product offering, at their retail store or online. This restriction only applies to standard banner ads, not to native ads that are approved by the publisher to have stacked content.

Personalization Ad Techniques

- Ads cannot include “personalization” or personalized ad messaging and image techniques (including headshots) that give the user the impression that they will interact specifically with the person(s) highlighted within the campaign; includes the use of stacked, rotated, scrolling or layered images of multiple individuals (including headshots) representing their product. This restriction only applies to standard banner ads, not to native ads that are approved by the publisher to have stacked content.

Relevance and Design

- Advertising must deliver a relevant, positive and expected experience for consumers seeking products, services, and content. Ads must be relevant to the product or service being offered on the landing page; offers depicted in an ad must be visible/available on the click-through landing page of the ad.

Disallowed Ad Copy & Image Content

We may not accept ads containing or relating to certain ad copy content; this applies to the ad creative as well as the landing page. This content includes, but is not limited to the areas listed below.

YeahJamaica.com reserves the right to reject or remove any ad in its sole discretion at any time

YeahJamaica.com/CITS Limited Competitive Claims

- YeahJamaica.com/CITS Limited global exclusion competitors are prohibited from advertising on YeahJamaica.com/CITS Limited owned and operated sites.
- Content or images that infringe and/or contradict any key YeahJamaica.com/CITS Limited strategy or initiative are not allowed.
- If your ad contains competitive claims,

Cross-Media Campaigns

- Advertisements which are part of a cross-media campaign are allowed when:
 - Advertisements which are featured on major broadcast stations (example US stations: ABC, CBS, NBC and FOX only), provide a level of predictability, familiarity and have a consistent expectation of these brands, to all viewers.

Hate Speech & Demographic Targeting

- Advertising that facilitates or promotes hate speech is not allowed, whether directed at an individual or a group. This includes any content and targeting, indirectly or directly, which is

intended to degrade, intimidate or incite violence or prejudicial action against a group of people based on their race, gender, ethnicity, national origin, religion, sexual orientation, disability or other differentiating factors.

Misleading Messaging, Content or Images

- YeahJamaica.com/CITS Limited global exclusion competitors are prohibited from advertising on YeahJamaica.com/CITS Limited owned and operated sites. Internal Cannot be misleading, include unsubstantiated claims or endorsements, have the potential to be interpreted as misleading use sensationalized text, include messaging/content that is not predictable to the product/service being promoted and must adhere to requirements.
 - Attention-grabbing mechanisms including the use of gimmicky or sensationalized text and imagery are not allowed. Examples include, “use this 1 weird tip”, “1 way...”. “kill stomach fat”, “don’t buy car insurance”, “your auto insurer hates this”, “use this breakthrough...”, etc.
 - It is not acceptable for an advertiser to give the appearance of knowing privileged or confidential information about the user similar to the following, “Your credit score is...”
 - Advertisers may be asked to provide third-party substantiation to support certain claims

Nudity

- Any sexually suggestive images of children/teenagers/adults (male or female) are not allowed.
- Images focusing on or show genitals, buttocks, and female nipples are not allowed.
- Advertisements for underwear and lingerie are not allowed. 11
- Images that fall into this category must be contextually relevant and related to the product being promoted (for example, a woman in a bikini advertising a water park is allowed, but a woman in a bikini advertising a car is not).

Offensive Advertising

- Potentially offensive graphics or language that facilitates, promotes, or uses offensive, distasteful, apply scare tactics, vulgar, gross, obscene, inappropriate language, profanity, contains scary, threatening or sexually suggestive text, images or situations (includes cartoons or animations).

Suffering & Violence

- Advertising is not allowed that advocates, glorifies or promotes rape, torture, cannibalism, human suffering or death, self-harm, violence against animals or graphics or violent images, such as images showing blood or dismemberment.

Prohibited Advertising Categories

As part of our commitment to provide the highest quality experience, we may not accept ads containing or relating to certain products or services. These products and services are listed below; YeahJamaica.com/CITS Limited also reserves the right to reject or remove any ad in its sole discretion at any time.

Adult Content

- Humor, imagery, text, video or audio that is not appropriate for non-adults and includes:
- Illegal, non-consensual, denigrating, obscene, or violent activity, including bestiality, brutality, torture, death, illegal drug use, cruelty, prostitution, pedophilia, rape, incest, extreme or shocking sex, child pornography, stripper/strip clubs, escorts, or content that relates to persons who are, or are suggested to be, under the legal age permitted in applicable jurisdictions are strictly prohibited.
- Nudity:
 - Any sexually suggestive images of children/teenagers/adults (male or female) are not allowed.
 - Images focusing on or show genitals, buttocks, and female nipples are not allowed.
 - Advertisements for underwear and lingerie are not allowed.

Background Searches / Arrest Records

- Advertising for services that provide either background checks, arrest records, access or removal of mug shots and/or criminal backgrounds is prohibited.

Contests, Pyramid Schemes or Chain Letters

- Ponzi schemes, pyramid schemes, or other legally questionable business opportunities, particularly if:
 - Returns on investment rely solely on adding participants to the scheme.
 - The user must pay a subscription fee or buy a specific product to join, and the value proposition of doing so is defined
- Chain letters or offerings that imply that non-participation might result in loss or bad fortune.
- Employment on income: Content that facilitates and/or promotes any “employment on income” opportunity which requires payment.

Data Aggregators & Resellers

- Data resellers: Advertising that is intended as a mechanism to gather and re-sell personal information is prohibited.
- Data aggregators: Advertising intended to drive paid search conversions, including but not limited to CPC/CPA, are prohibited.

Dating, Personals, and Relationships

- Prohibited

Deceptive Products & Services

- Advertising is not allowed for products and services whose purpose is to enable search users to bypass or deceive a public system, regulation, procedure or individual. This type of advertising includes:
 - Essay-writing services and prewritten essays.
 - Fake IDs: Identification that is designed to disguise the accurate age, name, or other characteristics of the holder.
 - Fake diplomas and education transcripts: Advertisements from institutions that provide fake education transcripts or diplomas or that promote web-based, unaccredited colleges that offer degrees.
 - Bypassing copyright protection: Products or services that circumvent copyright protection or products that have disabled copyright protection.
 - Evading traffic tickets: Any device or service that is designed to evade speed enforcement laws, including, but not limited to laser jammers, license plate sprays, and license plate covers.
 - Hacking & cracking: Sites that provide information or services to evade or bypass security systems of any kind or illegally access or tamper with software, servers, or websites.
 - Paid to click: Sites that offer to compensate users for clicking on ads or offers, or performing web searches.
 - Cable descrambling equipment: Advertising that promotes devices for descrambling cable or satellite signals.
 - Beating drug tests: Products that facilitate or promote ways to "beat" a drug test

Drugs and Related Paraphernalia

- Advertising that facilitates the distribution, use, or cultivation of illegal substances, substances of questionable legality, or substances whose primary purpose is for recreational mind alteration.
- Advertising that facilitates the distribution of drug paraphernalia, which is defined as any legitimate equipment, product, or material that is modified for making, using, or concealing recreational drugs.
- Marijuana, including medicinal marijuana, Salvia divinorum or Salvinorin A, or any substance or material containing Salvia divinorum or Salvinorin A.

Firearms and weapons

- Guns, ammunition, paintball guns, bb guns, knives, brass, plastic, metal knuckles or weapons of any kind.
- Note: Video games may include weapon imagery, so long as it is not depicted in the act of killing humans or causing dismemberment is allowed but must follow the violence guidelines below

Fireworks and Explosives

- Advertising that facilitates the sale of fireworks, explosives, hazardous materials, or pyrotechnic devices is not allowed.

Freeware & Shareware

- Content that facilitates and/or promotes, whether directly or indirectly, the sale or use of software whose purpose is to collect demographic and usage information from a user's computer without the user's express consent.

YeahJamaica.com/CITS Limited Competitors (CE)

- Direct promotion:
 - Advertising directly from the companies on the YeahJamaica.com/CITS Limited global competitive exclusions (CE) list is prohibited.
- Third party promotion:
 - Competitive devices: Third party and manufacturer promotion of competing devices are allowed. The inclusion of the competitor brand/logo or OS is accepted when included as part of the competitive product promotion, offered directly by a third party and device manufacturers.

Penny Auctions and Stocks

- Penny auctions, also known as bidding fee auctions, are not allowed.
- Penny stock advertising is prohibited.

Psychics, Tarot Readings, Fortune Tellers

- Advertising for psychics, tarot or fortune telling is prohibited

Religious Content

- Advertising focused on religion, including religious connotations or content that exploits sensitive religious issues are prohibited.

Sensitive Advertising

- YeahJamaica.com/CITS Limited reserves the right to remove or limit advertising permanently or for a period of time in response to a sensitive tragedy, disaster, death or high profile news event, particularly if advertising:
 - May appear to exploit events for commercial gain
 - Might be considered inappropriate, especially given certain events or circumstances

Sexual Enhancement Products

- Testosterone boosters and sexual enhancement products, including but not limited to increasing sex drive or endurance, are prohibited.

Solicitation of Funds

- Advertising is not allowed to solicit money or perform fundraising activities.

Spy Cams or Surveillance Equipment

- For non-legitimate use (i.e. any illegal surveillance; purposefully spying whether for pleasure or any other reason) is prohibited; only advertising that clearly promotes and/or suggests legitimate usage of such equipment is allowed.

Suffering, Violence & Exploitation

- Including but not limited to advocating, glorification of, promotion or facilitation of any exploitation, human trafficking, rape, torture, cannibalism, killing, suffering or death, mutilation or self-mutilation, suicide or graphics or violent images. This includes business models that exploit socio-economic differences and/or cruelty to animals. For example, includes (but is not limited to) “international dating,” or dating for economic advantage (i.e. mail-order spouses).

Tobacco Products

- Sale or use of cigarettes, cigars, smokeless tobacco, cigarette papers, or blunt wraps, or any other preparation of tobacco, or any other instrument or paraphernalia that is designed for the smoking or ingestion of tobacco, products prepared from tobacco, or any controlled substance is prohibited.
- Advertising for electronic cigarettes, including the cartridges and liquid nicotine solutions that are used in such devices, is not allowed even if marketed as a smoking cessation product.
- Advertising is generally allowed for products that are clearly intended for smoking cessation
- Additional country restrictions:
 - United Kingdom: Tobacco and prescription-only medicinal products on the YEAHJAMAICA.COM Video Player channel / any YEAHJAMAICA.COM VOD service are prohibited.

Restricted Advertising Categories

- As part of our commitment to provide the highest quality experience, we may restrict or modulate the serving of ads containing or relating to certain products or services. These products and services are listed below; YeahJamaica.com also reserves the right to reject or remove any ad in its sole discretion at any time.
- Alcohol
- Advertising must comply with applicable legislation and other standard industry and regulatory requirements for the advertising of alcohol to the public, including health warnings and minimum age requirement disclaimers.
- Advertising must not glorify or incite the consumption of alcohol.
- All advertising must contain proper health warnings and responsible drinking messaging, such as “drink responsibly”, “do not drink and drive” etc. either in the ad copy or landing page.
- Targeting minors are not allowed. Advertising must not be directed toward individuals under the applicable minimum drinking age or served in a context where it is highly likely it will be displayed to such individuals. This includes, but it is not limited to, the use of language, themes, expressions, graphics resources, audio or visual elements that may appeal to underage individuals, or using individuals who are or appear to be underage in promotional content or on the website.
- All required disclaimers, age-gating mechanisms and responsible drinking and health warnings must be present either in the ad copy or the landing page.
- Publisher exception(s):

Beauty & Cosmetics

- Beauty and cosmetic ads that are misleading, promote false, unrealistic or extreme results are prohibited. This includes misleading comparative claims to pharmaceuticals or surgical procedures. Any before and after photographs/comparisons must not be presented in a deceptive manner.
- Claims must be supported by clinical studies, appropriate consumer testing, and/or other scientific evidence.

Controversial Content

- Some ads may be sensitive to the general public and should use care in creative development and placement on the network. YeahJamaica.com/CITS Limited reserves the right to reject or remove any ad in its sole discretion at any time

Credit Report Advisors

- Advertisers who offer ‘credit report’ products & services must comply with all applicable laws, regulations, requirements, and references on the landing page.
- Advertising cannot be misleading, use image/language tactics or functionality intended solely to drive conversions and must comply with all CAP design and style guidelines.

Dating / Personals

- Dating and personals should be targeted to 18+ and are not allowed on any site or section designed for or targeted to children and should not provide the intent for sexual encounters, where the ad or website content features graphic images from the landing page, or the language is graphic or explicit in nature. The creative focus should include common interests, mutuality and/or complementary characteristics, as well as promoting friendship, commitment, relationships, couples or love. The following rules apply:
 - Casual dating ads are strictly prohibited without exception (Global); casual dating may include but is not limited to, an emphasis focused (directly or indirectly) on one night stands, hook-ups, and sexual encounters or that promotes infidelity or casual sex.
 - The use of techniques (including chat style windows) that give the user the impression that they will interact specifically with the person(s) highlighted within the campaign is not allowed.
 - No focus on marketing or meeting specific groups or individuals.
 - Feature a casual and natural body position and/or facial expression (smile not desirous, seductive or sexual). Creative should downplay the physical attributes of subjects.
 - No sexual innuendo (combination of text and image).
 - ♣ Text must be in line with the “Focus” principles above (e.g., “Relationships”).
 - ♣ Ambiance, atmosphere, setting: Should support a casual environment suitable for being in public ... no beds, foreplay-like or sexual activity.
 - ♣ Ads cannot include “personalization” or personalized ad messaging and image
 - ♣ Guidelines above apply to images of animals and cartoons depictions such as manga. Manga is a genre of comics popular in Asian countries (animated version referred to as anime).
- Publisher exceptions:
 - All dating ads, regardless of content or quality are prohibited in Jamaica

Entertainment: Gaming, Television and Movie Promotion

- No blood spatter or excessive blood, cruelty, violence, glorification of crimes, depictions of people or creatures on fire and/or showing actions that result in bodily harm or fatalities.
- Content that shows guns pointed at the audience is not allowed.
- Entertainment advertising must adhere to all CAP requirements including YeahJamaica.com/CITS Limited’s adult content and nudity policy.
- Must include required ratings and disclosures

- Movies: All movie trailers must be Green Band and include required disclosures. Red band trailers are prohibited. Disclosure example, in the US, all movie promotion must include an MPAA rating or a disclosure that rating has not been assigned.

Finance

- Advertisers who promote financial products and services must ensure they comply with all applicable local laws and regulatory requirements.

Gambling and Lotteries

- YeahJamaica.com/CITS Limited's policy on gambling advertising differs by country and region. As an advertiser, it is your responsibility to ensure compliance with all applicable local and national regulations. YeahJamaica.com/CITS Limited reserves the right to refuse an ad or to make exceptions to the policy even if an ad complies with the guidelines.
- Responsible gaming requirements: Advertising must not misrepresent or glorify the benefits of gambling, or encourage people to play beyond their means.
 - Advertising may not imply or suggest that gambling is a viable alternative to employment or financial investments, a way to recover from financial losses or that skills may affect the outcome of a game of chances.
 - Information on the odds of winning and prize amounts must be described accurately and must not be misrepresented. Advertisers may not present winning as the most probable outcome of the game, nor misrepresent a person's chance of winning a prize.
- Targeting minors are not allowed. Advertising must not be directed toward individuals under the applicable minimum age to participate in online gambling or served in a context where it is highly likely it will be displayed to such individuals. This includes, but it is not limited to, the use of language, themes, expressions, graphics resources, audio or visual elements that may appeal to underage individuals, or using individuals who are or appear to be underage in promotional content or on the website.
- Ads that are acceptable under one country's policy guidelines might not be acceptable under another. If you advertise in two or more countries, you will need to make any changes necessary to comply with all of the policy guidelines.
- **Offline gambling:** Advertising for sites promoting offline gambling, establishments or events in accordance with local, state and federal laws and regulations are acceptable but must not (1) glamorize gambling, (2) falsely or unfairly raise hopes and expectations of winning or (3) link to online gambling sites.
- Geo-targeting and age targeting 18+ is required.
- Gambling ads will only be allowed in MAX via AMAN.
 - Proof of eligibility/license is required.
 - Online gambling sites include:

- ♣ Sites that accept wagers or require payment in exchange for the chance to win prizes, as well as sites that offer both information and links related primarily to the promotion of online gambling.
- ♣ Any content that facilitates, promotes or is affiliated in any way with online gambling or wagering of any type.
- ♣ Websites that contain links that direct site visitors to prohibited gambling content, regardless of the location of the links or whether the offer originates in a geographic region where gambling is legal. In other words, it must be impossible for a site visitor to navigate from your website to any prohibited gambling or wagering content.
- ♣ Educational, “learn to play”, “practice” and other free simulation sites, including .net sites that are affiliated with an online gambling site.
- ♣ Games of chance, gaming & casino games and spread betting.

Healthcare: Pharmaceuticals (prescription and OTC) and Health-related Products & Services

- Advertisers promoting health care service, health or wellness products, and weight loss/dietary products or supplements must ensure that they comply with all applicable regulatory guidelines and local laws.
- Advertisers for pharmaceuticals must comply with all applicable regulatory guidelines and local laws, including maintaining up-to-date certification for the markets in which they advertise, as applicable.

Pharmaceuticals

- Specific targeting required:
 - As a general practice, all pharmaceutical ads should be targeted to the applicable audience with the following additional restrictions required:
 - ♣ Anti-depressants: 18+
 - ♣ Erectile dysfunction:
 - Men 35+
 - ♣ Female contraceptives: Women 18+
- **Prescription drugs/manufacturers:**
 - Allowed with the following restrictions:
 - ♣ Non-branded pharmaceutical advertising is not allowed. This includes, but is not limited to:
 - Non-branded Pharmaceutical advertisers who are promoting informational data about a product or drug.
 - Non-branded Pharmaceutical advertisers who mention the drug brand name but do not mention the disease or condition (brand building "reminder" ads).

Online Pharmacies:

- Advertisements for online pharmacies are restricted based on applicable laws, without exception.
- Require advertisers who sell or facilitate the sale of prescription drugs online to have up-to-date certification in the markets to which they advertise.
- Different guidelines or restrictions might apply to websites in countries or regions worldwide. In those cases, advertisers must comply with all applicable laws regulations and other requirements and reference the requirements on the landing page.

Non-prescription medications, over the counter (OTC), and health supplements

- YeahJamaica.com/CITS Limited restricts advertising for any supplement where there is a reason to believe that the product could present significant health risks to a user. For example, advertising is not allowed for the following products:
 - Ephedra, ephedrine products, and Ephedra-based or Ma Huang supplements
 - Herbal supplements that mimic the effect of illegal substances
 - Non-approved HIV home test kits
 - Health claims must be supported by clinical studies, appropriate consumer testing, and/or other scientific evidence.
 - Direct or indirect references or comparisons between over-the-counter drugs and prescription medications must be clinically documented.
 - Must clearly advise consumers to follow label directions (“Use as directed”)
 - Over-the-counter medications can only promote occasional use and treatment of minor to moderate conditions.
- Claims and demonstrations must be consistent with the product’s indications, directions, and warnings. This includes prohibiting references to food or use of images that the user cannot clearly associate are related to the product.
- Depictions of product ingestion are generally unacceptable

Weight Loss Products and Services:

- Ads must disclose that weight loss is achieved as part of healthy reduced-calorie diet and exercise program.
- All weight loss claims must be supported by valid and reliable scientific evidence. Studies must provide strong evidence that the advertised product, as part of a diet and exercise program, resulted in weight loss above and beyond weight loss caused by diet and exercise alone. Study subjects should be representative of the targeted audience.
- Documented “before and after” representations will be approved on a case-by-case basis and must be accompanied by a producer’s affidavit.
- Advertising for weight control may not be directed to children.

- Advertising including mentions of specific weight loss amounts or the rate of weight loss consumers can expect must comply with the following:
 - Rates of weight loss advertised must not exceed 2 lbs. a week for a month or more without diet and exercise or 3 lbs. per week for more than 4 weeks. Mentions of specific weight loss amounts must be accompanied by a disclosure of the amount of time it took to lose the weight (e.g. "I lost 4 pounds in two weeks"). 23
 - When a featured consumer lost weight at a faster rate than a typical consumer can expect, the typical results consumers can expect to achieve must also be disclosed (e.g. "Typical clients/consumers lose 1-2 pounds per week on average"). Typical results must also be disclosed when an ad refers to the rate of weight loss (e.g. "Lose weight quickly").
 - Weight loss ads containing testimonials must be accompanied by a testimonial affidavit from each featured consumer. If a specific amount of weight loss is mentioned, the affidavit must include the amount of weight loss and the length of time it took to achieve the loss.

Personal Hygiene

- All personal hygiene products must be gender and age-targeted with stringent standards of taste required. Graphic messaging, images, audio or video depictions of products, their use, or references to specific areas of the anatomy are not acceptable.
- Targeted to 18+: Applies to the following products and services of a personal nature including, but not limited to, douche products, feminine deodorants, pregnancy tests, undergarments, and other products that require sensitivity in the presentation.
- Targeted to 13+: Applies to tampons and sanitary napkins.
- Prophylactics, contraceptives, personal lubricants and sexual aides/toys are prohibited
- Sexual enhancers: testosterone boosters, sexual enhancers, including but not limited to, increasing sex drive or endurance are prohibited

Pay Day Loans, Short Term Financing Loans

- Short term loan advertisers, such as payday loans or cash advances, are allowed as long as the advertisers comply with all applicable laws, regulations and other requirements.

Political

- Disclaimer: YeahJamaica.com/CITS Limited does not make judgments on an advertiser's opinions, and we accept issue advertisements that express divergent points of view. We do, however, reserve the right to require substantiation of factual claims made by an advertiser. Advertisements generally will be accepted if there is a basis for the claims and such claims fall within the bounds of reasonable debate.
- Political Ads and Advocacy

- Must comply with all applicable laws, including without limitation all General election laws.
- The incendiary language on political or religious issues: Ads or landing pages cannot include ridicule, derision, hate, or otherwise inappropriate language, or use texts or rituals of religion to ridicule or shock.
- Where legally required, must clearly identify who paid for the communication and which candidate and/or political organization authorized the advertising.
- Cannot give the appearance that YeahJamaica.com/CITS Limited supports or favors any particular candidate, party, or political agenda.
- YeahJamaica.com/CITS Limited reserves the right to take into consideration its broader content and business commitments, including the multiplicity of candidates or issue positions in a particular context, the program disruption that will be caused by political advertising and the amount of time already sold.
- Compliance with other sections of the policy. Ex: a Political ad with a gun or cigarettes may violate other provisions and may be rejected accordingly.
- Non-political advertising
 - Cannot exploit sensitive political or religious issues for commercial gain or promote extreme political or extreme religious agendas or any known associations with hate, criminal, or terrorist activities. This includes:
 - ♣ Prohibited: Commercial advertising that exploits political agendas or uses “hot button” political issues or names of prominent politicians for commercial non authorized political campaign use. For example, an ad may not refer to immigration policy of the current Administration to deliver a travel ad. But a candidate may attack his/her opponent on the basis of his/her stand on immigration reforms.
- Fundraising

Public Service Announcements (PSAs) and Awareness Campaigns

- PSAs and other such Awareness campaigns (for example health, education) are generally allowed, as long as the subject matter and creative content meet all CAP guidelines, with special attention to our sensitive advertising policy.

Software Download Products / Services (Freeware & Shareware)

- Advertising is not allowed that installs, copies, or automatically downloads programs, without the search user’s express prior consent.
- Advertising for technical support of another company’s products or services, or that provides paid services that promise to fix or improve that company’s products are not allowed.
- Any advertising that offers software updates, codec, extensions, or downloads that promise to speed up or improve computer performance will not be allowed.

- Advertisements that promote legitimate software download must adhere to:
 - Advance Information - Clear notice to the user about the download and the software, such as the time it takes to download, complete and accurate information on what the software does, and how to remove the software.
 - Privacy: If the download process requires the user to provide Personally Identifiable Information (PII), the following requirements apply:
 - Clear presentation of how the information collected is being used.
 - No information collected can be shared with a third party without an explicit opt-out.

Subscription Services

- Must include the price of the service and the billing interval (such as per week or per month) in your ad text.
- Provide a prominent opt-in checkbox or other clear mechanism indicating that the user knowingly accepts the price and subscription service. This is required to be on the first page of your site on which users enter personal data, and the user should not be able to proceed without opting in.

Sweepstakes /Contests / Free Gift Offers (“Prize Promotions”)

- Prize Promotions may be promoted if the program does not constitute an illegal lottery and otherwise complies with all applicable laws regulations and other requirements. Such programs include, but are not limited to, random drawings, trivia contests, word games, spelling bees, essay contests, free gift offer/loyalty programs, and photography contests. Program advertising must clearly and conspicuously disclose the material terms and conditions for participation, and must not be false, deceptive or misleading.

Tattoos and Body Piercings

- Depictions of excessive tattoos and body piercings are prohibited.
- The promotion of tattoos, body branding, body piercing, tongue-splitting, or other methods of legal body modification, must be targeted to 18+

Legal, Privacy & Security Legal

Illegal Activity, Questionable or Defamatory Content

- Areas of questionable legality: YeahJamaica.com/CITS Limited reserves the right to refuse to advertise for certain content, products, and services if the legality or regulatory status of the item is unclear or contains claims that appear unquestionably false.
- Defamatory and unlawful content: No illegal content or activity is allowed. Advertisers must comply with all applicable laws regulations and other requirements. Specifically, in the US, it is the advertisers’ responsibility to ensure compliance with all applicable local, state and

federal regulations. YeahJamaica.com/CITS Limited reserves the right to refuse an ad or to make exceptions to the policy even if an ad complies with the guidelines.

Intellectual Property Rights

- No infringements or misappropriations of YeahJamaica.com/CITS Limited or third party intellectual property rights are allowed in advertisements or on landing pages/websites.
- Advertiser's use of a third party logo or intellectual property is included at their own risk. While YeahJamaica.com/CITS Limited assumes the inclusion of any intellectual property, logo, graphic, artwork, audio, film, celebrity or person is properly licensed for use by the advertiser, ad creative must be submitted by Advertiser with all necessary rights, licenses, consents and clearances for its intended use.
- Use of 3rd party logos or intellectual property including but not limited to 3rd Party technology (plug-ins, sharing features, etc.) must comply with the terms and conditions of that 3rd Party.

Targeting Children / Minors

- Advertisers must comply with all applicable laws regulations and other requirements

Promotion of Third Party Products and Services

- Advertisers offering services or otherwise promoting a third party product may not claim affiliation with the owner or manufacturer of the product when no such relationship exists.
- Advertisers may not state or imply that they are the owner of a product or service when this is not the case, and must disclose when the product or service may also be available somewhere else (by the owner for example).
- Advertisers must be accurate when describing their relationship with the owner of a product or service (for example if they are authorized distributors).
- Brands, logos etc. may not be used deceptively, either in ad copy or website, in a way that tends to suggest that the site, product or service is owned, managed, promoted or endorsed by the owner of the product or service, unless a qualified relationship exists (parent-affiliate, certified partners, authorized resellers etc.).
 - Certified partners and resellers must comply with the requirements of the certification program, including brand usage guidelines, and may not misuse their certification credentials for the purpose of misrepresenting affiliation or endorsement, or otherwise conveying legitimacy to their sites and offers for deceptive purposes.
- Advertisers may not use misleading display or destination URLs or domains.
- All sites must provide access to contact information, such as a valid phone number, email, contact form or mailing address.

- Advertisers must not claim to provide a service that can only be provided by the actual owner of the products or service advertised. For example, a third party may not claim to be able to reset email passwords.
- The fulfillment of the original customer's request, as advertised in ad copy, must not be made conditional to the provision or purchase of other products or services. Other products or services may be promoted on the website, but they must be clearly identified as such, and it must be easy for the user to decline them.
- All disclosures and statements required by this policy must be made available in close proximity to the offer and must be clear, conspicuous and legible.

Privacy Flash

Cookies & LSOs

- Companies must not include LSOs in their creative submitted to YeahJamaica.com/CITS Limited where such LSOs are used to collect information for online advertising purposes. LSOs may continue to be used for settings management purposes (such as user preferences and age verification).

Privacy and PII(Personally Identifiable Information)

- Cookies may not be set on the YEAHJAMAICA.COM/YeahJamaica.com/CITS Limited network except by parties with a third party ad serving agreement and in compliance with CAP
- Privacy Guidelines specific to Personally Identifiable Information (PII):
 - No YEAHJAMAICA.COM/ CITS Limited user PII data will be passed to a third party for targeting purpose(s).
 - No YEAHJAMAICA.COM/ CITS Limited user PII data can be scraped and used within any advertising experience on or off YEAHJAMAICA.COM/CITS Limited.
 - Advertiser/Agency cannot scrape end-user PII data. PII data input opportunities can be presented to users within advertising experiences only after user action (i.e. click). Non-user initiated ad experiences (i.e. an Over the Page ad) and/or user initiated mouse-over ad experiences. (i.e. expandable banner ads) cannot request PII input without using explicit action (i.e. Click). The name of the company collecting the personal information must be clearly and prominently identified within the ad unit. 30
- Landing page requirements:
 - When PII is collected on the landing page, advertisers must include a link to a privacy policy that is applicable to the request for PII.
 - A user must initiate the input option for PII data and explicitly submit any PII data by their own voluntary choice to YeahJamaica.com/CITS Limited or a third party vendor or advertiser responsible for the advertising experience.
 - Advertisers must state the purpose of the information being collected.

- Advertisers who collect PII must be in compliance with the CAN-SPAM Act (the U.S. only). International laws apply accordingly for all international markets as applicable.

Security

Conversion or Tracking Tags – Data Usage

- YeahJamaica.com/CITS Limited allows the use of conversion or tracking tags (including Web beacons, conversion tags, tracking tags, 1x1 pixel gifs action tags, spotlight tags, etc.) in creative and on landing pages, as long as the Advertiser/Agency and other third parties comply with the policy below. Any use of conversion or tracking tags outside of the policy must be approved in writing by YeahJamaica.com/CITS Limited. Advertiser/Agency and third parties are responsible for ensuring any third party with whom they engage also complies with this policy. Any use or disclosure outside of this policy must be approved by YeahJamaica.com/CITS Limited.
- Not allowed (Note: For purposes of this section, these terms have the following meanings):
 - “Site Data” means any data that is (a) preexisting YeahJamaica.com/CITS Limited data used by YeahJamaica.com/CITS Limited in the delivery of an ad; (b) gathered by YeahJamaica.com/CITS Limited during delivery of an ad or allows identification of YeahJamaica.com/CITS Limited, including YeahJamaica.com/CITS Limited sites, brand, content, context or users; or (c) entered by user on the YeahJamaica.com/CITS Limited Site (except personally identifiable information collected from a user by YeahJamaica.com/CITS Limited during delivery of an Ad where YeahJamaica.com/CITS Limited expressly discloses to user that the information is being collected on behalf of Advertiser).
 - “Performance Data” is data regarding a campaign gathered during delivery of an Ad (e.g., number of impressions, interactions, and header information), but excluding Site Data or IO Details.
 - “IO Details” are details set forth in an IO but only when expressly associated with the applicable party, including, but not limited to, Ad pricing information, Ad description, Ad placement and Ad targeting information.
 - Site Data may not be used by an Advertiser, Agency or third parties to ‘Repurpose’ user segments.
 - Modification of allowed tags or appending of additional tags or tracking technologies to allowed tags is not allowed without express permission from YeahJamaica.com/CITS Limited.
 - Tracking tags may not be used as follows:
 - Discover or disclose a “blind site”. This is any site on the YeahJamaica.com/CITS Limited network not disclosed by YeahJamaica.com/CITS Limited.

- Reconcile billing or third-party reporting except as specifically permitted by YeahJamaica.com/CITS Limited.
- Collector discloses personally identifiable information (PII). For additional detail, refer to the section on Privacy.
- Allowed with restrictions
 - Data collected by allowed tracking tags may be used as follows:
 - 'Performance Data'. This policy does not place restrictions on the use of performance data, provided it is not tied to any Site Data or IO details.
 - 'Site Data' may be used only to report campaign performance for the advertiser identified in the IO; for example, to validate campaign performance (e.g. conversions) as detailed in the IO, unless such campaign is purchased on a blind basis.
 - May be used for frequency management purposes limited to the advertiser-specified in the IO.
 - May be used for ad creative rotation for the Advertiser specified in the IO
 - Advertisers may utilize the text "YEAHJAMAICA.COM, CITS Limited" or page group names in the URL for tracking purposes when not part of a domain name (.com) as described above.
- Required Privacy Policy Disclosures:
 - When Advertiser/Agency inserts an action tag on a landing page or within the ad itself
 - Advertiser/Agency is responsible for disclosing the collection, use, and sharing of data via the tag in Advertiser/Agency's privacy policy or other prominent location where end users may encounter such tags
 - Tracking by third parties that provide services to Agency/Advertisers (such as tracking responses and conversion) is permitted, provided the third party in question clearly discloses its collection and use of such data in their privacy policy statement on their website.

Malware and Security

- YeahJamaica.com/CITS Limited Ads or landing pages cannot promote or contain viruses, worms, corrupted files, cracks or other material that is intended to or may damage or render inoperable software, hardware or security measures of YeahJamaica.com/CITS Limited, any user of YeahJamaica.com and/or the YeahJamaica.com/CITS Limited network of services, or any third party.
- Performance Impact: General impact on performance, reliability, and quality of the user's computing experience (e.g., slow computer performance, reduced productivity, corruption of the operating system, or other issues) cannot be impacted.

- Security impact: Cannot have a negative impact on the security of the user's computer or attempt to circumvent or disable security, including but not limited to evidence of malicious behaviors

Software and Downloads

- Advertisers should strive to ensure a positive download experience to end users, including clearly identifying the software that is being installed, its source, articulating the effects on the user's browser settings, operating system etc., and allowing easy uninstall.
- Freeware & Shareware
 - Content that facilitates and/or promotes, whether directly or indirectly, the sale or use of software whose purpose is to collect demographic and usage information from a user's computer without the user's express consent is strictly prohibited. Includes:
 - ♣ Performs hidden activities: Sneaks into a user's system and performs activities hidden to the user.
 - ♣ Privacy: Issues in collecting, using, and communicating the user's personal information and behaviors without explicit consent.
 - ♣ Security: Negative impact on the security of the user's computer or attempts to circumvent or disable security, including but not limited to evidence of malicious behaviors.
 - ♣ Performance Impact: General impact on performance, reliability, and quality of the user's computing experience (e.g., slow computer performance, reduced productivity, corruption of the operating system, or other issues).
- Disallowed behaviors
 - Software must not include viruses, malware, spyware (including recording actions performed on the user's device such as keystroke logging), or self-installing programs, must not perform activities that are hidden to the user, and must not be designed to circumvent or impair spam filters.
 - Downloads must not alter, reconfigure or disable existing software installed on the user's device without clear disclosure to users before install.
 - Dialing a phone number, or connecting remotely to another device or system is not allowed.
 - Alerts or other technologies must not attempt to mislead users into believing something is wrong with their device that needs fixing when this is not the case (i.e. scareware).
 - Software should be available on the website as advertised in ad copy.
 - ♣ If the ad copy promotes "latest version, free" of a download, users must be able to download the latest version of the software from the website at no cost, and without the need to download any additional software (either for payment or free).

- Advertisers must not require a signup or cellular phone number as a condition of a free download.
- Cloaking behaviors or technology is not allowed.
- The software may not replace or add to the web page by injecting content from a source with which the site owner does not have an affiliation.
- Disclosures
 - All relevant information must be disclosed to end users before install, including but not limited to:
 - ♣ Origin and scope of the download, including where the download originates if it originates from a different domain.
 - ♣ All software that is included in the download
 - ♣ Actions and effects that the software will have on the user's device and settings, including changes to the search providers, autocomplete, homepages, local file systems and other configurations and user's settings
 - ♣ Alteration of existing software on the user's device
 - ♣ Any variations from the official software
 - ♣ Software uninstalls information.
 - ♣ All disclosures and statements required by this policy must be made available in close proximity to the offer and must be clear, conspicuous and legible.
- Uninstall functionality
 - Any software download must include an uninstall function in the Programs and Features or Add/Remove Programs control panel, in the start menu or the operating system's default removal method.
 - ♣ The uninstall process must not be difficult, confusing or made conditional to payments, subscriptions, other downloads etc.
 - ♣ The uninstall process must be complete and permanent for each software download. No traces of the specific uninstalled software can remain on the user's device.
- Bundling functionality
 - In addition to the above:
 - All software that is included in the download must be disclosed
 - Advertisers must not alter advertised software or bundles (for example by injecting code into the bundle).
 - End users must be presented an option to easily decline each individual software within the bundle.
 - Installer and bundles must not crash or freeze programs or the device.
 - Chained bundlers (bundle within a bundle) are not allowed.
 - Undisclosed files that are unnecessary or unrelated to the software being installed must not be delivered.

- Changes to user's device and settings, including changes to the search providers, homepages, local file systems and other configurations and user's settings should generally be easily reversible without negative impact.
- The bundle must contain offers.

Responsibility

- The **Client** agrees to indemnify and save harmless **Yeah Jamaica** and /or its agents from any liability, loss, and expense of any nature arising out of the display of any graphics, text, display, and illustrations supplied by the **Client**
- If the client is providing their own image file, then they must provide a file with the size as stated on the signed form. The client is responsible to make sure the image file is in vector format or able to adjust without stretching when that ad is viewed on screens or all sizes. If clicking on the Ad should redirect the audience to a landing page, then the client must supply that URL.
- The Client agrees to pay in full the price stated on the signed form for the advertisement to Yeah Jamaica. All advertisement will end at 12:01 am the day after the end date.

Term Guarantee

- YeahJamaica guarantees that the advertising space specified in this agreement will be available for the length of time (start date to end date as noted on the front of this agreement) stated on the signed form.

ONLINE SUBSCRIPTION ADVERTISING – (Example Real Estate Listings, Auto Listing, Job Listing, Retail Products etc)

Yeah Jamaica Responsibility

YeahJamaica is responsible for providing a platform/website for the client to advertising their product. We are responsible to keep our website up and running 24/7 so that viewers can see our clients' products available for sale. We are responsible to provide a tool for clients to upload their product/service and publish in real time.

Client Responsibility

The clients are responsible for taking a photo of their product upload and submit product information using a tool that will be provided by Yeah Jamaica.

The Client agrees to pay in full the price stated on the signed form for the advertisement to Yeah Jamaica.

