



Policies and Guidelines

These guidelines and policies apply to display advertising campaigns appearing on the Buysight network of sites.

These guidelines and policies are a general statement of Buysight's advertising standards and specifications; comprehensive specifications are available in the Buysight implementation guide. Buysight performs an internal review of all advertising for compliance with the guidelines and policies outlined in this document. However, adherence to these guidelines and policies does not guarantee acceptance of display advertising for insertion on the Buysight network of sites.

These guidelines are not intended as legal advice, nor are they necessarily sufficient to comply with local, state or federal laws.

Terms and Conditions: The Buysight Terms & Conditions, (the "Terms") comprise the AAAA/IAB Standard Terms and Conditions For Internet Advertising For Media Buys One Year Or Less Version 3.0 and an addendum specific to Buysight campaigns. All advertising campaigns on the Buysight network are subject to acceptance of the Terms.

Insertion Order: An Insertion Order is used to specify campaign details and must be approved by both Buysight and the advertiser prior to the start of the campaign.

Advertiser Requirements

1. Buysight develops client specific ad templates for re-marketing campaigns and as a result has specific requirements from the advertiser.
 - a. The advertiser shall provide to Buysight sample product images and logos along with style guidelines and requirements at least three weeks prior to campaign launch.
 - b. Because Buysight ads are dynamic and served in a customized template, the advertiser shall sign-off on the template design at least two weeks prior to the campaign launch date.
2. Re-marketing campaigns require Buysight JavaScript tags be implemented on the client site.
 - a. The JavaScript tags must be deployed at least two weeks prior to the campaign launch date to build a sufficiently large audience for the advertiser's campaign.
 - b. JavaScript related items

- i. The script initiates a call to 1 or more publisher urls (1x1 pixels) to enable an overlap of the advertiser's site visitor with our publisher network.
 - ii. A call to a Comscore url is also triggered to allow for audience measurement and verification.
 - iii. We monitor the performance of publisher calls (1x1 pixels) and disable them when they fail to meet our performance level requirements.
3. Re-marketing campaigns require provision of product catalog and product category feed files in the specified Buysight format. These feed files are used to build dynamic ads.
 - a. Feed files must be made available via ftp either on a Buysight server or the client ftp server.
 - b. Feed files must be updated as frequently as the client's product details change. E.g. price changes, out of stock items etc.
 - c. Buysight checks regularly for updated feed files.
4. Advertiser shall post a privacy policy that:
 - a. Specifies that Advertiser works with third parties that collect non-personally identifiable information by placing cookies on its visitor's browsers and that the information collected by such third parties may be used for targeting Advertisements to such visitors on other sites
 - b. Provides a link to the opt-out mechanism provided by Buysight or the Network Advertising Initiative.

General Ad Guidelines

- Appropriate animation may be incorporated into your ads at either our suggestion, or your request.
- Borders – Ads shall clearly be differentiated from page content through a defined border, a solid contrasting background color or a combination of the two.
- Branding - Ad branding must accurately reflect the advertiser's company.
- Pricing and Price Claims - All price claims made in an ad must be clearly and accurately substantiated on the landing page.
- Re-marketing ads must provide the user with a link to an opt-out page.

Restricted Products and Services

We are committed to providing high quality advertising campaigns and may not accept ads for certain products or services. Unacceptable products and services include, but are not limited to those listed below.

- Adult products and services
- Cigarettes, cigars, smokeless tobacco and other tobacco products
- Products or services that bypass copyright protection
- Counterfeit, fake or bootleg products
- Dating or personals sites
- Recreational drugs or drug paraphernalia ads
- Products and services designed to bypass drug tests
- Firearms, ammunition or fireworks
- Products containing ephedra, ma huang, chitosan or human growth hormones, comfrey, or pyruvate, or other products/elements/ingredients as may be designated by Buysight at any time in its sole discretion.

- Prescription drug ads that state or imply they may be obtained without a prescription
- Products and services of questionable legality
- Ads that, at Buysight's sole discretion, promote low quality products or services
- The following categories of products or services may require additional policy review and approval: Alcohol, promotions/sweepstakes, political, religious, ads that collect data, pharmaceuticals, and other Buysight designated categories.

Unacceptable Images and Content

Certain content may not be accepted and may not be displayed in Buysight generated/served ads. This content includes, but is not limited to that listed below.

- Sexually suggestive text or images
- Defamatory, libelous or threatening images or language
- Potentially offensive graphics or language
- Elements that simulate interactivity or resemble operating system dialogue messages, alerts or functions

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

Publisher Partner Sites

- Buysight serves client campaigns on ad-safe inventory purchased via our partnership with ad networks, exchanges and publishers.
- Our advertising inventory purchases follow the same restrictions as listed above under "Restricted Advertising Content"
- We purchase US only inventory.
- We implement exposure capping for optimal campaign performance.

Advertiser Responsibilities

- Advertisers must ensure that:
 - Advertising complies with all applicable federal, state/provincial and local laws or regulations;
 - The intellectual property rights of third parties are not violated by an advertisement
 - All claims made in an advertisement have been substantiated
 - Users are not being misled or deceived in general, and more specifically into:
 - Downloading software
 - Providing personal information
 - Advertising that includes warranties, guarantees, or other types of assurances to the user comply with all applicable laws.
 - All advertisements comply with Children's Online Privacy Protection (COPPA) and Children's Advertising Review Unit (CARU).

Buysight Rights

- Buysight reserves the right to:
 - Review any advertisement scheduled for insertion

- Request changes to the content of any advertisement scheduled for insertion
- In it's sole discretion, accept, retract, or reject, any advertisement submitted for any reason, and at any time.
- Modify these policies and guidelines at any time without notice.

Implementation Details

Our account management team at the start of the campaign implementation phase provides technical specifications, best practices, and implementation support.