

## HubPages Advertising Acceptability Guidelines

The following is a list that describes some of the kinds of advertising that HubPages will not accept. (This list is for illustrative purposes and does not include all types of advertising we may find objectionable. HubPages reserves the right to not run any ad it considers objectionable).

- **General**  
Advertisements that contain fraudulent, deceptive or misleading statements or illustrations. Attacks of a personal nature. Advertisements that are overly competitive or that refer abusively to the goods or services of others.
- **Blinking/Jumping Ads**  
Advertisements that excessively blink or "jump around" in the ad space to gain attention are not acceptable.
- **Discrimination**  
Advertisements that fail to comply with the express requirements of US federal and state laws.
- **Offensive to Good Taste**  
Indecent, vulgar, suggestive or other advertising that, in the opinion of HubPages, may be offensive to good taste. This includes pornography.
- **Online Gaming/Gambling**  
Advertisements promoting wagering sites or gambling.
- **Cigarettes**  
Advertisements for tobacco.
- **Contraceptives**  
Advertisements for contraceptives.
- **Dating Services**  
Online dating services.
- **Firearms**  
Advertisements for firearms and ammunition.
- **Liquor**  
Advertisements for liquor are only accepted after review by HubPages and only to run in areas with an audience composition age 21 of 70% or greater.
- **Tobacco**  
Advertisements for cigarettes and other tobacco products.
- **Trick Ads**  
Ads that mimic windows error messages.

## HubPages Online Ad Formats and Technical Specifications

Ad Type	Dimensions	Animation	File Size
<b>Standard Ad Units</b>			
<b>-Leaderboard</b>	728x90	Up to 30 seconds	40k
<b>-Rectangle</b>	300x250	Up to 30 seconds	40k
<b>Doublebill</b>	970x250	Up to 30 seconds	Initial – 60k Secondary – 100k
<b>Push Down</b>	970x418 (expanded); 970x66 (retracted)	7 seconds on auto expanded (30 seconds on re- expand)	60k
<b>Half Page Ad</b>	300x600	Up to 30 seconds	60k
<b>FilmStrip</b>	300x600	Up to 30 seconds	60k
<b>Portrait</b>	300x1050	Up to 30 seconds	80k
<b>Sidekick</b>	850x700	Up to 15 seconds	60k
<b>Slider</b>	950x90	Up to 15 seconds	60k

### Rich Media:

- Interstitials & skins. No floating units
- Rich Media can have 100k secondary load file size
- Expandable units must have visible open/close click button. A minimum of 3 seconds mouse hover is required before the unit expands.

**Audio:** User initiated on click. Must contain visible stop/play and pause or mute functionality.

**Animation:** Looping/Flashing can continue upon load for a period of 15 seconds maximum..

### Video (in Banner):

Max Time: 30 seconds.

Accompanying audio must be user initiated click.

Must contain functioning stop/pause and play, and audio controls.

**Alternate Text:** 30 characters.

**Creative Submission Lead Times:** HubPages requires creative assets 48 hours prior to campaign launch

**HTML:** HTML code cannot exceed 3k; 2 images maximum, total file size of images cannot exceed 20k. Client-side image maps are acceptable and must be provided by the client. CGIs referenced in the HTML code must be active at the time of ad submission for validating/testing the HTML code, and able to handle the traffic load. Ads with CGIs which are not active and/or cannot handle the project traffic will not be accepted.

**Linking URL:** Linking URLs must be domain name based and cannot be the IP address. (i.e., <http://207.123.456.78/>)

## Mobile

Ad Type	Dimensions	Animation	File Size
Mobile Wap	320x50	Static	3k
Mobile Wap	200x200	Static	3k
iPhone App	320x50	Up to 5 seconds	3k
iPhone App – Interstitial	320x50	Up to 6 seconds	150k