

All advertising products must perform acceptably on ex-localauthority.com and adhere to these guidelines. Ex-localauthority.com reserves the right to reject or to suspend any advertising piece that is deemed by us to disrupt site service and/or performance or has negative affect to our users' experience.

The advertising content must be clearly identifiable as an advertisement.

The Advertiser must fulfil the advertised offer as stated in the advertisement.

Advertisements cannot mislead the user. For example, they may not mimic or resemble Windows/Mac/Unix dialog boxes, error messages, or the like.

Advertisements cannot resemble ex-localauthority.com content.

Advertisements cannot collect, or appear to collect, any personally identifiable information from ex-localauthority.com visitors.

Advertisements cannot contain graphics that simulate interactivity without that functionality actually existing.

Ex-localauthority.com, in its sole discretion, reserves the right to reject any advertisement for any reason. Additional specifications that amend or supersede these general guidelines may apply for individual ad products.

Banner and button adverts require a lead-time of two to three business days, upon receipt of the file, for review and implementation. Text boxes require a lead-time of five business days, upon receipt of the files, for review, testing and implementation.

While ex-localauthority.com strives to process ad creative as quickly as possible, this lead time provides the opportunity to identify, address and resolve creative issues before implementation. Lead times may be extended if significant or numerous issues must be resolved before implementation.

Clearly not appropriate to be advertised on ex-localauthority.com are:

- Direct business competitors of ex-localauthority.com.
- Gun advertisements (firearms, bullets, etc.)
- Pornography advertisements (sex sites)
- Potentially slanderous or libellous content
- Bad language, body parts, proxies for bad language
- Illegal drug advertisements
- Gambling advertisements
- Graphic violence