

# Nyrtive

## POLICIES

# Prohibited Content

- Alcohol
- Dangerous products/services
  - Weapons, ammunition, explosive materials and fireworks
  - Instructions for making explosives or other harmful products
  - Psychoactive substances
  - Tobacco products without a health warning
- Inappropriate content
  - Sex toys
  - Sexual Enhancement
  - Adult merchandises
- Illegal goods
  - Drugs
  - Gambling
  - Pirated/malicious software and content
- Counterfeit goods:  
Any product contain a trademark or logo that is identical to or substantially indistinguishable from the trademark of another.
- Non-government or non FDA-approved pharmaceutical products, supplements and healthcare-related products and services.

# Ad approval criteria

## I. DESTINATION REQUIREMENT

### Ad destination must not contain:

1. Malicious software or links to it
2. Content or links to questionable services: gambling/ multi-level marketing/ pyramid schemes/ earning through via the Internet
3. Offensive / obscene/ “adult only” materials
4. Materials restricted by law
5. Pop-under (pop-up) window which obscures main content of the page
6. Automatic ads download or the opportunity to download pirate copies of copyrighted software, music, videos and content  
(Only watch/listen online services are allowed)
7. Sites imitating major well-known resources (Google, Apple, Facebook, etc.) cannot be advertised.  
Even partial replication of design is not allowed.
8. Exaggerated words/ result guarantee or commitment  
Example: “Lose 15 kg in 1 week”,  
“Get whiter skin in a few days”, etc.

## II. TEASER AD REQUIREMENT

### Headline

#### ***Headline must not consist of:***

- Misleading/ aggressive/ exaggerated words
- Offensive words (in relation to people), such as: “ugly”, “terrible”, “disgusting”, or similar terms
- Slandorous text towards other people/ brands/ company
- Offers for questionable services: gambling/ multi-level marketing/ pyramid schemes/ earning via the Internet
- Unnecessary/ incorrect use of capital letters or punctuation and exclamation marks

✓ Lose 14 Kg! Getting a Perfect Figure is Easy

✗ ♥ Lose 14 Kg!!!!!!Getting a Perfect Figure is Easy♥

✓ Buy Now! Japan Cosmetics Brand Super Sale

✗ >>Buy Now! Japan Cosmetics Brand<< \*\*Super Sale\*\*

- Sensitive words pertaining to;
  - Immorality and illegality
  - Racial & religious discrimination
  - Sexual provocation
  - Social & political discrimination
- Restricted words :“before & after”, “AV” and “18+”/ “adult only” (including any other word implying the same meaning)
- Contact Channels: Line ID / Email/ Telephone Number/ Website Address which is not a logo.

## **Headline specification:**

- Title length: minimum 20 characters and maximum 70 characters
- Body text length: maximum 150 characters
- Language use: Thai/ English with correct spelling
- Several ads with the same title are not allowed
- Consistency of headline text and page content

## **Image**

Thumbnail images must not:

- Violate copyright or contain a third party trademark.
- Contain drugs/ tobacco/ weapons/ alcohol
- Use pictures showing hatred, violence, harassment, racism, religious and political intolerance
- Consist of offensive/ disgusting/ self harm/ shocking/ sexual/ pornographic/ unlawful images
- Use low quality images
- Contain images of underage people in sexualized poses
- Gimmicky use of words, numbers, letters, punctuation and indefinable symbols
- Provide contact channels: Line ID / email/ telephone number/ website address which is not a logo

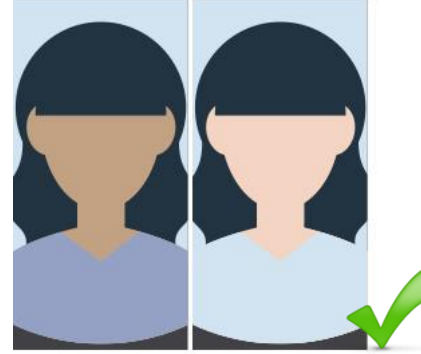
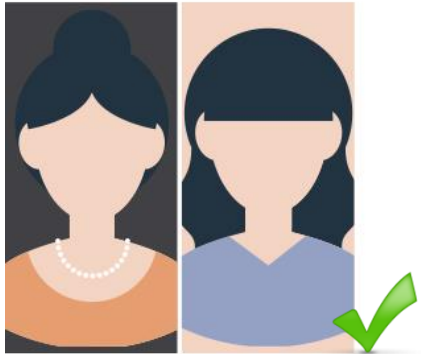
## Image specification:

- Image size: 900x900 pixels; file size: maximum 2MB
- Image format: jpeg/png
- Individual ads that use a photo collage over 2 frames are not allowed
- Images must relate to the page content.
- Image must not contain the following words (including any other word implying the same meaning):
  - “before” and “after”
  - AV
  - 18+ OR “adult only”
- Individual pictures and titles of every teaser ad should be unique.
- For bikini outfit pictures: only the upper half of the body is allowed.
- For workout outfit pictures: the top must not look like a bra, and the waistline of the bottoms must not be much lower than the navel.

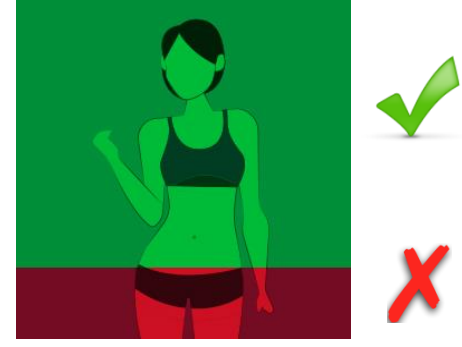
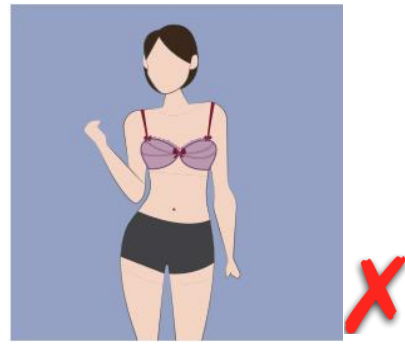
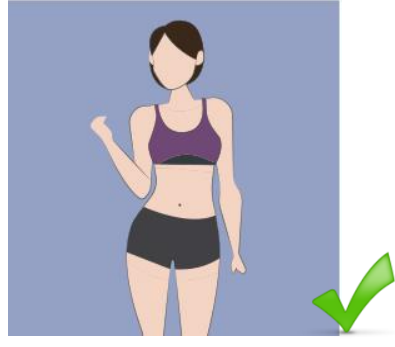
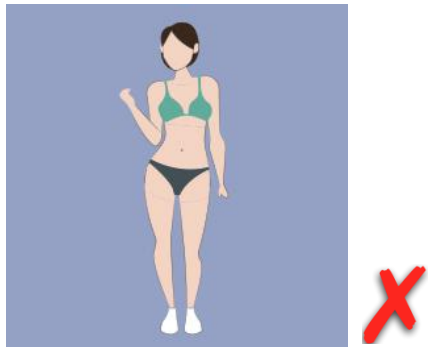
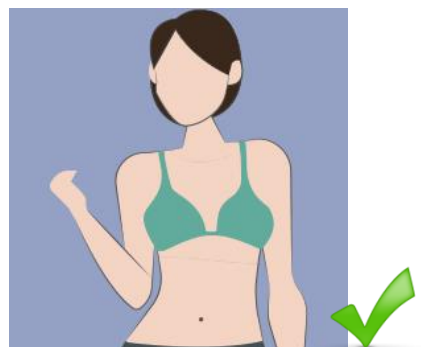
## Example of Image Quality



## Composition guideline



## Criteria on using bikini/ sexy/ workout outfit pictures



Only the upper half of body is allowed for **BIKINI OUTFIT**.

For **WORKOUT OUTFIT**, the top must not look like bra and the waistline of the bottoms must not be much lower than the navel.

### III. BANNER AD REQUIREMENT

#### Banner ad size

300x250, 728x90 or 160x600

#### Images:

Images must not:

- Violate copyright or contain a third party trademark
- Contain drugs/ tobacco/ weapons/ alcohol
- Use pictures showing hatred, violence, harassment, racism, religious and political intolerance.
- Consist of offensive/ disgusting/ self harm/ shocking/ sexual/ pornographic/ unlawful images
- Use low quality images
- Contain images of underage people in sexualized poses.
- Gimmicky use of words, numbers, letters, punctuation and indefinable symbols.
- Provide contact channels: Line ID / mail/ telephone number/ website address which is not a logo.

#### Image specification:

Type and format:

##### Static ad

- File format: JPEG, GIF, PNG
- File size: maximum 150 KB

##### Animated ad

- File format: HTML5 (.html)
- File type: Zip file, which contains index.html, image files, graphic file, etc.
- File size: maximum 500 KB
- Image must relate to page content
- Image must not contain the following words (including any other word implying the same meaning):
  - “before” and “after”
  - AV
  - 18+ OR “adult only”
- Several ads with the same image are not allowed