

## **ABC ADVERTISING GUIDELINES, RESTRICTED CATEGORIES AND CONTENT**

1. Advertiser's advertising environment must be appropriate in the context of the ABC-branded property on which Advertiser's advertising content shall appear. The advertising environment includes the advertising content itself, the specific destination URL and interstitial and buffer or landing pages reached from such content. In addition to the content guidelines listed below, Advertisers must have a privacy policy that is clearly posted either on the landing page from the advertisement or on the Advertiser's home page. If the privacy policy is found only on the home page, there must be a link to the home page from the landing page.
2. Once advertising content has been posted on the ABC-branded property, ABC shall have the right to remove such advertising content from the ABC-branded property if ABC later determines that the advertising content does not meet ABC's standards or comply with ABC's policies.
3. Below are the ABC content guidelines regarding advertising materials.
  - a. Advertising promoting the following shall not appear within or associated with ABC-branded property:
    - Guns (firearms, bullets, etc.).
    - Illegal Drugs (marijuana, etc. and except for anti-drug campaigns approved by ABC).
    - Politics (lobbyists, PAC sites, political parties or campaigns, foreign governments, alternative lifestyles advocacies).
    - Alternative lifestyles advocacies.
    - Religion.
    - Sexually explicit images (any pornography, etc).
    - Sensationalism (killer bees, gossip, aliens, scandal, etc.).
    - Potentially slanderous or libelous content.
    - Offensive language or body parts, including proxies for bad language (e.g., X@#%!).
    - Gambling (excluding state lotteries, sweepstakes and fantasy leagues).
    - Graphic violence (including certain types of game sites).
    - Contraceptives.
    - Tobacco (cigarettes, cigars, pipes, chewing tobacco, etc. and except for anti-smoking campaigns approved by ABC).
    - Liquor other than beer.
    - Death.
    - Misleading language (e.g. using the word "free" in the advertisement to describe a contest or sweepstakes prize).
    - Unsubstantiated, false, or misleading claims.
    - Discrimination based on race, sex, religion, nationality, disability, sexual orientation, or age
    - Illegal activities or any materials that infringe or assist other to infringe on any copyright, trademark or other intellectual property rights.
    - Any advertising content that violates applicable laws, rules or regulation.
    - Images or content that is reasonably determined to be unlawful, harmful, threatening, defamatory, obscene, or harassing.
    - Unauthorized or unapproved use of ABC or an ABC affiliate's creative assets (such as, talent, logos, characters, movie logos, theme park imagery, color scheme, font(s), etc.).

- A copy or parody of current or past ABC or ABC’s affiliate advertising creative (from any media form).
- An implied affiliation or favored status with ABC or an ABC affiliate.
- A direct business competitor of the ABC-branded property, including:

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|----------------------|-------------------|-----------------------|
| ○ AOL                | ○ The Economist   | ○ New York Post       |
| ○ Al Jazeera America | ○ Fox News        | ○ New York Times      |
| ○ Associated Press   | ○ Huffington Post | ○ Politico            |
| ○ BBC                | ○ LA Times        | ○ Reuters             |
| ○ Bloomberg          | ○ MSNBC           | ○ Time                |
| ○ BuzzFeed           | ○ National Review | ○ USA Today           |
| ○ CBS News           | ○ NBC News        | ○ Wall Street Journal |
| ○ Chicago Tribune    | ○ Newsweek        | ○ Washington Post     |
| ○ CNBC               | ○ NY Daily News   |                       |
| ○ CNN                |                   |                       |
| ○ Daily Beast        |                   |                       |

b. Advertising content that may be considered inappropriate by ABC and will be reviewed on a case-by-case basis:

- Involves an advertiser in a category where ABC has previously granted exclusive rights to another party.
- Unreasonable or highly unlikely product or service claims.
- Double entendres.
- Controversial topics (social issues, etc.).

c. The advertising content must be clearly identifiable as an advertisement and may not be disguised as editorial content, as determined by ABC.

- Advertisers must fulfill the advertised offer as stated in the advertisement, including, without limitation, not altering any offer periods, product offers or prices that are stated in the advertisement; unless Advertiser has obtained ABC’s prior approval.

d. Where personal information is solicited on the Advertiser’s landing page:

- Any collection of personal information must be in full compliance with all privacy laws.
- Advertiser must clearly explain to the guest how Advertiser will use the personal information collected.
- Advertiser must provide all guests with an alternate user experience that doesn’t require submitting personal information.

e. Use of ABC assets requires the pre-approval of the applicable ABC sites.