

# hi5's advertising inventory is available on the Google Display Network.

Using the [Google Display Network](#) (GDN), you can specify hi5 for your ad campaign. In addition, GDN offers you the ability to target your ads on hi5 by both demographics and location too.

## With GDN for hi5 you can:

- Show your message to potential customers right when they're most likely to notice them.
- Control costs by setting your own budget with Google's auction-pricing system.
- See exactly where your ad ran and understand how it's performing.
- Make smart, real-time improvements with insightful reporting tools.

## The following unit sizes are available on hi5 via GDN:

- 728×90
- 300×250
- 160×600

You can target by channel, geography, age, and gender. You can also designate desired frequency capping too. You can even make your own ads with a free [display ad builder](#).

To get started please visit [Google Ad Words](#) and follow the step-by-step guide. If you already have a Google Ad Words account, simply log in and access hi5 site placements within the Display Network of Ad Words.

## Major Brand Advertising Customers

If you are a major consumer brand or advertising agency interested in custom ad integrations or other programs on hi5 please email us at [advertising@hi5.com](mailto:advertising@hi5.com)

## Ad Specs and Guidelines

hi5 has instituted these guidelines to ensure our members see only high quality ads from reputable advertisers.

All advertisements submitted or provided to hi5 must comply with the Advertising Guidelines listed below as modified from time to time (the “Advertising Guidelines”). These Advertising Guidelines are intended to help advertisers create and post clear and effective advertisements that also meet the high standards of quality and integrity expected by users of hi5. These Advertising Guidelines are not exhaustive and are only examples of the applicable requirements and conditions for advertisements on hi5.

hi5.com reserves the right to review all ads prior to acceptance and may request modifications to, reject or delete any advertisement, at any time, at its sole discretion.

### ***General Requirements and Restrictions***

Ads must:

- be related to the content, purpose and theme of the landing page of your hi5 Ad (“Ad Landing Page”);
- comply with applicable laws, regulations, including [FTC guidelines](#) and policies;
- if containing free offers and discounts, disclose within the ad all material terms and conditions relating to the free offer or special discount;
- if referring to local services or products, clearly disclose the advertiser’s location;
- not contain or imply inaccurate affiliation or endorsement, including but not limited to:
  - any affiliation with hi5, for example “hi5 special offer”; and follow proper grammar conventions.

Ads must not:

- be deceptive, misleading, or unfair or promote false or misleading claims or include any information that you know is false or misleading;
- contain deceptive pricing;
- use or constitute “bait and switch” advertising;
- make any claim about a product or service (such as diet suppressant, wrinkle remover, or “guaranteed” results) unless it has been substantiated through research or surveys, and that support is publicly available via a third party link from the ad; or
- use superlatives relating to products or services that may be misleading, confusing or unsubstantiated, such as “most popular band on hi5” (you may use

general terms that a consumer understands is not a scientifically proven fact, but is advertising “puffery” such as “best in the world” or “hardest hitting rock band”).

***Software Downloads and Site Security:***

Ads must not:

- include software downloads, automatic downloads or initiate any download, process or sequence, whether of content or browser add on;
- contain hidden, misleading or harmful functionality; or
- contain any hidden bundled components or otherwise bundle (other than on a clear opt out basis) any feature or functionality with a user approved download, including without limitation software commonly considered or classified as AdWare/Spyware;
- contain or create ActiveX objects or embeds; or
- use any external JavaScript library.

***User Experience / Ad Functionality:***

Ads must not:

- include excessive animation, expandable units or auto play audio or video;
- employ flashing, shaking, rolling, pulsing graphics, etc. (including animated logos);
- block or impede browser functionality from working as intended (e.g., “Back” and “Close” functionality must be fully operational);
- feature false or misleading system messaging, warning messages, dialog boxes or error messages;
- contain false or misleading application, system update, or diagnostic messaging;
- contain false or misleading “Close”, “Minimize”, “Maximize”, or other Windows functionality;
- contain survey or any other form of pop-ups, pop-unders, dialogue boxes (e.g., alerts);
- request or prompt for a user’s hi5 account username or password;
- imply any type of association with hi5 (e.g., hi5 Movies);
- interfere or otherwise interact with any of the content on a user’s profile page;
- change or hide the hi5 top banner or bottom footer on any page;

- contain any type of user tracking or functionality to provide information to users regarding “who viewed your page” or related information about other users;
- contain an invalid Landing Page URL; or
- contain or create SCRIPT tags pointing to external sources (including Google Analytics), CSS, or IFramed content.

***hi5 Logos and Titles:***

Ads must not use:

- trademarks or the corporate logo of hi5 in written format or graphics; or
- the copyrighted materials of, or otherwise mimic or be similar to the look and feel, content, navigation, service messaging or functionality of hi5.

***Trademarks/Publicity Rights:***

Ads must not:

- violate the privacy rights, publicity rights, copyrights, trademark, contract rights or any other rights of any person;
- use another person’s or entity’s trademark, service mark, slogan, logo, brand name, company name or other identifier unless such party grants prior permission or otherwise permitted by law;
- include CELEBRITY ENDORSEMENTS of any kind;
- include a photograph or image of another person without that person’s consent; or
- contain any type of multi-media unless properly licensed for this specific use.

***Advertiser Landing Page:***

Ads must not contain a link to any web page that would violate these Advertising Guidelines.

***Advertising Content***

In addition to the rules and restrictions above, the following is a partial list of guidelines regarding the categories of content, products and services that are illegal or prohibited to post on or through the hi5 Ads.

***Prohibited Adult and Sexual Content:***

Ads must **not contain** or link to nudity, sexually explicit or illegal images or any reference to or link to an adult website;

***Rules Related to Other Sensitive Content:***

Ads must not contain, reference, promote or link to:

- alcohol content targeted to users under ages 21;
- dating content targeted to users under age 18;
- any advertisements for products or services targeted at users under the age at which such services or products can legally be used;
- references to or promotion of online gambling;
- references to or promotion of prostitution;
- references to or promotion of tobacco or tobacco related products;
- promotion of illegal activities or conduct that is abusive, threatening, obscene, defamatory or libelous, or offers or anything of questionable legality;
- hate speech or any content which is patently offensive or otherwise promotes racism, bigotry, hatred, discrimination, violence or physical harm of any kind against any group or individual, or displays defamatory, profane, hateful, or libelous material;
- promotion or glorification of human suffering or death, including without limitation rape, torture, cannibalism or violent images or exploitation in a sexual or violent manner;
- offensive or inappropriate language;
- solicitation of personal information from anyone under 18;
- harassment or content advocating harassment of another person or group;
- references that misrepresent, ridicule or attack an individual or group on the basis of age, color, national origin, race, religion, sex, sexual orientation or disability;
- references to or promotion of firearms or parts for firearms, ammunition, brass knuckles, butterfly knives, fireworks or pyrotechnic devices;
- references to or promotion of recreational drugs, including without limitation aids to passing drug tests;
- references to or ads for U.S. immigration (also known as “green card” applications);
- references to or ads for fake documents, including without limitation identifications, immigration papers and diplomas or credentials;
- promotion of a hi5 competitor;
- promotion of a prohibited service or application for use in connection with hi5, to add functionality to a user’s homepage or the Site;

- references to or promotion of academic aids, including without limitation “test-taking” or paper-writing services;
- references to or promotion of bulk marketing products used for the transmission of “junk mail,” “chain letters,” or unsolicited mass mailing, pyramid schemes, instant messaging, “spimming,” or “spamming;
- references to or promotion of counterfeit or imitation designer goods;
- solicitation of passwords or personal identifying information for unlawful purposes from hi5 users;
- contests or sweepstakes without prior written consent from hi5;
- hidden pages or images;
- promotion of an illegal or unauthorized copy of another person’s copyrighted work, such as providing pirated computer programs or links to them, providing information to circumvent manufacturer-installed copy-protect devices, or providing “pirated” music or links to “pirated” music files;
- references to or promotion of products that promote false or misleading dietary claims;
- references to or promotion of “miracle cures;”
- references to or promotion of drugs, prescription or otherwise;
- solicitation of funds except by U.S. government-registered charitable organizations;
- references to or promotion of traffic devices, including without limitation radar jamming devices, license plate covers and signal changing devices;
- violence from one person towards another person or group, including “hate lists;”
- information that poses or creates a privacy or security risk to any person; or
- furtherance or promotion of any criminal activity or enterprise or the provision of instructional information about illegal activities including, but not limited to making or buying illegal weapons, violating someone’s privacy, or providing or creating computer viruses.