

If you choose to use the ConsultTV Location Based Advertising (LBA) Platform, you are required to adhere to the following policies. [Twitter's Ads Policies](#) may also apply.

## PROHIBITED CONTENT

Advertisers *must not* serve ads that promote the following content.

- [Adult sexual content](#): IAB25-3 (Pornography)
- [Copyrighted materials](#): IAB26-4 (Copyright Infringement)
- [Counterfeit goods](#): IAB26-4 (Copyright Infringement)
- [Drugs and drug paraphernalia](#): IAB26-1 (Illegal Content)
- [Endangered species products](#): IAB26-1 (Illegal Content)
- [Hate content, sensitive topics and violence](#): IAB25-5 (Hate Content), IAB25-2 (Extreme Graphic/Explicit Violence)
- [Illegal products and services](#): IAB26-1 (Illegal Content)
- Incentivized clicks and downloads: IAB25-7 (Incentivized)\*
- Misleading or deceptive claims: IAB26-1 (Illegal Content)
- [Spyware and illegal hacking](#): IAB26-3 (Spyware/Malware)
- [Tobacco and tobacco accessories](#): IAB9-9 (includes: Electronic Cigarettes)
- [Unauthorized ticket sales](#): IAB26-1 (Illegal Content)
- [Weapons and weapons accessories](#): IAB26-1 (Illegal Content)

## RESTRICTED CONTENT

Advertisers may run advertisements that contain the following content, or that promote the following categories of products and services, only as permitted under Twitter's ads policies in selected markets.

- Alcohol content:
  - IAB8-5 (Cocktails/Beer), IAB8-18 (Wine)
- Financial services:
  - IAB13-1 (Beginning Investing), IAB13-2 (Credit/Debt & Loans), IAB13-4 (Financial Planning), IAB13-5 (Hedge Fund), IAB13-6 (Insurance), IAB13-7 (Investing), IAB13-8 (Mutual Funds), IAB13-9 (Options), IAB13-10 (Retirement Planning), IAB13-11 (Stocks)
- Gambling content:

- IAB9-7 (Card Games)
- Lotteries content:
- IAB3-7 (Government)
- Health and pharmaceutical products and services:
- IAB7-5 (Alternative Medicine)
- Political campaigning:
- IAB11-4 (Politics)

**Prior to running campaigns in any of the above categories, please contact your  
ConsultTV Mobile Account Team [Y\\_\\_f\[q8@Consult.tv](mailto:Y__f[q8@Consult.tv)**

### **PROHIBITED CONTENT FOR MINORS**

Advertisers may not use the Local PagePop LBA platform to target or re-target to users under the **age of 13**, nor to websites or apps directed to users under the **age of 13**.

Advertisers may not use the Local PagePop LBA platform to knowingly market or advertise the following products or services to users under the **age of 18**:

- Alcoholic beverages
- Weapons, ammunition, or weapons training/certification
- Aerosol paint or etching cream capable of defacing property
- Tobacco or tobacco accessories, any controlled substance or paraphernalia, or any substance/material containing Salvia divinorum or Salvinorin A
- Projectile, BB, or pellet guns/devices
- Fireworks
- Tanning in an ultraviolet tanning device
- Dietary supplement products
- Lotteries
- Body branding such as tattooing, body piercing, or permanent cosmetics
- Electronic cigarettes
- Sexual content