

If you choose to use the Local PagePop 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 Local PagePop Mobile Account Team [Y\\_\] f \[q8LocalPagePop.com](mailto:Y_f[q8LocalPagePop.com)**

### **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

