



Site Eligibility Requirements for The Arts Ad Network

- The Arts Ad Network favors sites that provide a greater proportion of original content versus links and advertising.
- The site must have an audience of at least 50,000 unique visitors monthly and must provide documentation that it attracts a more affluent audience.

Technology Requirements:

- Rich Media capability
- Sites must have the capability of serving Flash creative
- The Arts Ad Network code cannot be placed in pages that auto refresh, or in an ad rotation program based on time
- The Arts Ad Network code cannot be placed in a pop-up window or anywhere other than the Web page(s) itself
- Auto spawning of browser windows, automatic redirecting of users to advertisers Web sites, or any other activity is strictly prohibited and may result in non-payment
- Presenting the click-to destination of an ad within a frame, pop-up window, or in any manner, which modifies the advertiser's site, is strictly prohibited and may result in non-payment by the advertiser
- The Arts Ad Network ads cannot appear on any Web page for which you are not directly responsible for the content. This includes but is not limited to:
 - Framing the content of pages to which you have provided the search or no-proxy link
 - Free BBS, email, wiki, or chat services, which you provide for your viewers
 - Forum pages that are not moderated
 - Pages/sites for which you provide free hosting, community, or network services

Sales & Marketing:

Site must allow network to:

- Use screenshots of the site
- Use it in proposals & site lists
- Use its logo in marketing and sales collateral
- Sell it in Custom Sponsorships
- Sell it in Site Targeted Opportunities

Site must provide list of blacklisted advertisers.

Ad Placement Requirements

728x90 Leaderboard

- You must place it in a location at the top of the page so that it may be viewed without scrolling in any direction
- The Arts Ad Network Leaderboard code should be above all other advertisements on the page. By joining The Arts Ad Network you agree to give our advertising priority position
- There can only be one insertion of The Arts Ad Network Leaderboard code per page

160x600 Wide Skyscraper

- The Arts Ad Network 160 x 600 Wide Skyscraper banner must appear within the first 400 pixels of the Web page or begin within the first scroll of the screen as viewed at 800 x 600 resolution
- The Arts Ad Network Wide Skyscraper must appear first, and above any other skyscraper advertising on the same page. By joining The Arts Ad Network you agree to give our advertising priority position
- There can only be one insertion of The Arts Ad Network Wide Skyscraper code per page

300x250 Box

- The Arts Ad Network 300x250 Box must appear within the first two scrolls of the screen as viewed at 800 x 600 resolution
- The Arts Ad Network 300x250 Box must appear first, and on top of any other box advertising that may run on the same page. By joining The Arts Ad Network you agree to give our advertising the priority position on each page of your site that carries The Arts Ad Network code
- There can only be one insertion of The Arts Ad Network's 300x250 Box code per page

Content Requirements and Restrictions

- Only sites written in English are eligible
- Well-designed sites, in terms of appearance and usability, will receive top priority in the decision-making process
- Sites that are hosted by free page services (for example, Freetown, Geocities, Tripod) are not accepted. Sites must reside on their own top-level domain
- The site cannot contain any adult content or link to any adult materials, including but not limited to:
 - Explicit/vulgar/obscene language

- Posting or referencing sexually explicit images or other offensive content
 - Promotion of adult services, such as phone sex or escort services
- The site content can not infringe on any personal, intellectual property, or copy rights, including but not limited to:
 - Racial, ethnic, political, or hate mongering
 - Infringe on any material protected by copyright
 - Investment advice, or money-making opportunities not permitted under law
 - Gratuitous displays of violence or profanity
 - Material that defames, abuses, or threatens physical harm
 - Promotion of illegal substances or activities, such as online gambling, how to build a bomb, counterfeit money, etc.
 - Displaying another publisher's content within the frame of your site
- Use of Meta refresh coding or timed rotation of ad banners is not allowed
- Any method to falsely inflate the number of ad views or clicks is expressly forbidden
- In relation to ad banners, auto spawning of browser windows, automatic redirecting of users, pop-up windows, and framing the click-to destination of an ad banner is expressly forbidden
- Arts Ad Network ads cannot appear on any Web pages for which you are not directly responsible for the content. This includes but is not limited to:
 - Framing the content of pages to which you have provided the search or no-proxy link
 - Free BBS, Guestbook, Email, or Chat services which you provide for your viewers
 - Forum pages that are not moderated
 - Pages/sites for which you provide free hosting, community, or network services
- Every new member site is required to post the Arts Ad Network Site Demographic Survey. The data is collected by voluntarily completed surveys, and is strictly anonymous. The data is then shared with you on a monthly basis
- The Arts Ad Network is also in compliance with 1998's Children's Online Privacy Protection Act (COPPA) that prohibits online sites from knowingly making available to minors material that is "harmful to minors."