

General Guidelines

Creative & Performance Guidelines

- All advertising creative must perform acceptably on Heavy.com and adhere to the guidelines outlined in our ad specification document.
- Heavy reserves the right to preserve the user experience of its sites and reserves the right to remove any advertisement that is deemed excessively intrusive and/or harmful to our users at any time.
- Advertisements cannot mislead the user. For example, Heavy will not accept advertisements that look or act like Windows dialogue boxes or error messages.

Creative Change / Rotation Policies

- Max # of different creative units per placement – 3 per ad size, unlimited if 3rd party-served.
- Max # of creative changes allowed – Once per month, unlimited if 3rd party served.

Deadlines For Creative Submission

- Lead time for IAB units – 3 business days before launch if created by advertiser or 3rd party served.
- Lead time for Rich Media units – 7 business days before launch.
- Lead time for Video Assets – 5 business days before launch.
- All other custom creative – 15 business days before launch, or more depending on advertiser approvals and turnaround time.

Late Submission Policy

- Per the IAB Late Creative provision (in IAB/AAAA Terms and Conditions 2.0), we will run house ads for paid placements until creative is received. The impressions delivered will count towards the contracted goals.