

The background of the lower half of the page is a photograph of a large, classical-style building with a prominent dome, likely a state capitol building. The building is reflected in a body of water in the foreground. The entire image is overlaid with a semi-transparent blue filter. The text 'Paid Traffic Policy' is centered over the image in a white, sans-serif font.

Paid Traffic Policy

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The following is a network wide policy which affects all advertisers in the network. This is regarding any paid advertising. Failure on the part of an affiliate to adhere to these terms may result in suspension or termination of your account.

No PPC bidding is allowed from 1st of August 2019 (01/08/2019)

The following rules apply to all advertisers in the network unless stated otherwise.

1. You may not bid on any of our advertiser brand terms, including any variations or misspellings on Google, MSN, Yahoo, or any other network.
2. You may not use our advertiser brand terms, including any variations or misspellings as per #1 above, in sequence with any other keyword (i.e. CrazyBulk Coupons).
3. You may not use our advertiser brand/trademarked terms in your ad title, ad copy, display name or as the display URL.
4. You may not direct link to our advertiser websites from any Pay Per Click ad or use redirects that yield the same result. Customers must be directed to a pre-sale landing page on your website.

If you automate your PPC campaigns, it is your responsibility to exclude our advertiser brand/trademarked terms from your program and we strongly suggest that you add these terms as negative keywords.

We have a strict no-tolerance policy on PPC bidding. If discovered brand bidding on PPC campaigns you will be sent an email asking to remove the ads in question within 24 hours. If the ads are not removed within 24 hours your account will be suspended or terminated, and all commissions associated with the violations will be reversed.

