

Ad quality standards

Effective Date: 28 Mar 2018

We constantly strive to deliver the best service quality for all our users, publishers, advertisers and end-users alike. Most of the following rules are based on the AcceptableAds criteria, but some are stronger. Therefore, please read carefully this whole document.

By registering within Resove, you accept to follow the rules listed in this quality standard in its entirety.

Resove may, in its sole discretion, decide if any of the rule has been unattended, and take appropriate actions.

1. Placement

Websites

In web pages with a well-defined Primary Content, that is, content directly related or expanding the central topic of the page, ads must not disrupt the user's natural reading flow. Ads must be placed on top, side or below the Primary Content.

In web pages without a well-defined Primary Content, as forms, confirmation pages, or error pages, ads must never obscure, or interfere with, the expected function of the page.

Applications

Ads in desktop applications, mobile apps, and other types of software, must not disrupt the final user expected interaction flow of any use case. E.g. fullscreen ads after the end-users' request, or ads placed on top, side or bottom of the application are OK, pop-ups in the middle of an action are not.

2. Distinction

Resove ensures that every delivered Ad is clearly marked as such. You must not obscure, cover, or in any way hide, such marks.

3. Size

Resove gives you the possibility to choose between many different sizes, but you must ensure that, depending on the placement, for any ad:

- Above the Primary Content, the height must be <200px
- On the side of the Primary Content, the width must be <350px.

- Below the primary content, the height must be <400px.

Ads must always leave sufficient space for the Primary Content on the common screen size of 1366x768 for desktop, 360x640 for mobile devices and 768x1024 for tablets.

All ads that are placed above the fold (the portion of the webpage visible in the browser window when the page first loads under the common screen size) must not occupy in total more than 15 percent of the visible portion of the web page. If placed below the fold, ads must not occupy in total more than 25 percent of the visible portion of the webpage.

4. Questionable content

We give you the possibility to post and/or accept “questionable” ads or properties.

It is your responsibility to ensure that (1) your account settings, or service settings, reflect your decision to accept or refuse such ads, or service on such properties, and (2) any ad or property containing questionable content is marked as such within our Services.

Questionable ads may include: (1) inappropriate language, (2) advertising of inappropriate products, (3) advertising of services or products that may be illegal in your jurisdiction, as (a) alcohol, (b) cigarettes or smoking products, (c) porn, or (d) firearms.

Resove may, in its sole discretion, decide to remove any ad at any moment, even if marked as questionable.

5. Changes to this policy

From time to time, we may change this standard. For example, as we update and improve our services, new features may require modifications to the quality standards.

As per Terms of Service, after posting a revised version that includes a Substantial Change, we will provide reasonable advance notice.

6. Contact us

If you have any questions about this policy, please feel free to contact us at info@resove.com