

FamilyFun.ie GENERAL AD GUIDELINES

- All Ad content must comply with FamilyFun.ie (FF) Guidelines
- FF must approve all advertising content prior to posting on the FamilyFun.ie sites, and with FF's sole discretion.
- Once advertising content has been posted on FF's site, FF shall have the right to remove previously approved advertising content from the FF Site if FF later determines that Advertiser's advertising does not meet FF's standards or comply with FF policies.
- All advertisers must have a privacy policy, no more than (one) 1 click from the linking page to the Ad unit if such link exists.
- User Initiated Audio is allowed. Host initiated sound is not allowed
- Advertiser's advertising environment must be appropriate in the context of the FamilyFun.ie (FF) site on which Advertiser's advertising content shall appear. The advertising environment includes the advertising content itself, the specific destination URL and, if applicable, interstitial and buffer or landing pages reached from such content. In addition to the content guidelines listed below, Advertisers must have a privacy policy that is clearly posted either on the landing page from the advertisement or on the Advertiser's home page. If the privacy policy is found only on the home page, there must be a link to the home page from the landing page.
- Below, without limitation, are the general content guidelines regarding advertising materials for the FamilyFun.ie Site; provided, however, nothing contained herein shall limit FamilyFun.ie's right to reject any advertisement at any time.
 - Advertising content that is deemed by FF to be inappropriate for the FF site
 - Potentially slanderous or libelous content
 - Vulgar language, proxies for vulgar language
 - Gambling (excluding national and Euro lotteries, sweepstakes)
 - Misleading language (e.g. using the word "free" in the advertisement to describe a contest or prize)
 - Unsubstantiated, false, or misleading claims
 - Any advertising content that violates applicable laws, rules or regulations
 - Alcohol of any kind
 - Death: Funeral homes

- Ads for movies with an older than 12A rating
- Any prescription drugs or dietary supplements
- Political campaigns
- Involving a direct business competitor of the FF site
- Unreasonable or highly unlikely product or service claims
- Advertisers must fulfill the advertised offer as stated in the advertisement, including without limitation, not altering any offer periods, product offers or prices that are stated in the advertisement.
- The Standard Terms And Conditions For Internet Advertising in Ireland apply