



# **Publisher Guidelines**

[Guidelines For Click.net Feed Partners](#)

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1. Sites professional information must be complete (about us, contact us – inc business, email address and phone number if applicable)
2. 95% of traffic must originate from intended target market, no more than 5% of international traffic.
3. Domain name needs to be at least 60 days old
4. The Affiliate Site (hereafter referenced as “the site”) must contain substantial content other than ads and navigational links. Non-content or minimal-content pages, such as proxy sites or error pages, are not acceptable.
5. The site must have a professional look and feel, be easy to use and navigate, and not contain broken links or missing images.
6. The site’s home page must contain a prominent link to the site’s privacy policy, disclaimer and terms & conditions
7. The site, including the domain name, must not violate any 3rd party trademarks or IP rights.
8. The site must be in the same language as the ad feed.
9. The site’s domain name may not contain misspellings, excessive dashes, or meaningless characters outside of normal branding.
10. The site may not acquire traffic through the use of adware, spyware, or changes made to users’ settings without their explicit and informed consent from Click.net and it’s feed providers
11. The affiliate may not engage in sub-syndication or provide feed data to any other party.
12. The site may not actively encourage users to click on ads
13. The site may not provide incentives, monetary or otherwise, to the user to search without express written consent Click.net and it’s feed providers
14. The site does not feature substantial un-moderated user-generated content.
15. The site has not been rated Red (Serious Risk Issues) by McAfee’s SiteAdvisor program (<http://www.siteadvisor.com/>).
16. Site must not contain any Inappropriate content. Publisher websites should not feature any inappropriate content as defined here:
  - i. Adult content
  - ii. Crime: Violence, civil lawsuits, stolen products, theft, etc.
  - iii. Content related to human suffering or death
  - iv. Copyright or trademark-sensitive issues including P2P or file sharing content
  - v. Firearms, weaponry, ammunition, fireworks or explosives
  - vi. Illegal drugs and drug paraphernalia
  - vii. Propaganda, potentially offensive or controversial content
  - viii. Body parts and bodily fluids
  - ix. Hazardous substances
  - x. Political, religious or charitable organizations, issues or causes
  - xi. Tobacco and tobacco-related issues
  - xii. Hacking, surveillance, interception or descrambling equipment
17. The site may not change user preferences or reset default home pages without the user’s informed consent, resize browser windows, disable back buttons, or otherwise interfere with a user's ability to navigate.
18. The site may not attempt to install software or ActiveX controls without appropriate notice and user consent.
19. The site may not cache sponsored results.
20. The sites may not forward, mask, or cloak URLs or engage in deceptive practices.
  - a) **Cloaking:** Presenting content to a search engine crawler that is materially different from that

presented to a user's browser.

- b) **Masking:** Displaying in the user's address bar a URL different from that of the page being visited.
- c) **Forwarding:** Redirecting users to a different domain or URL.