

ADVERTISING RESTRICTIONS

The following list contains examples of forbidden or restricted categories, product/services, and advertising. This list provides basic guidelines for unacceptable advertising but may not be all inclusive. Final determination for any restricted advertising is at the discretion of the Publisher (Finer Points Magazine).

FORBIDDEN OR RESTRICTED CATEGORIES

1. Adult Content

- a.** Sexually explicit content, published for the purposes of entertainment, including (but not limited to) photographs and text depicting or describing legal sexual acts between consenting adults. Advertising is also not permitted for the promotion of child pornography, any sexually suggestive content involving children, or other non-consensual material. This includes teen pornography or other pornography that describes models that might be underage.

2. Aids to Pass Drug Tests

- a.** Advertisements for drug-cleansing shakes, urine-test additives, and related items are prohibited.

3. Alcohol

- a.** Advertising for any kind of alcohol is not allowed.

4. Anti-Group Content & Violence

- a.** Advertisements may not promote violence or advocate against a group based on race, color, national origin, religion, disability, sex, age, veteran status, or sexual orientation/gender identity.
- b.** Advertising text advocating against any organization or person (public, private, or protected) is not permitted.
 - i.** Stating disagreement with or campaigning against a candidate for public office, a political party, or public administration is generally permissible.

5. Bombs/Guns/Ammunition

- a.** Content offering genuine or replica guns, bombs, ammunition, or other offensive weapons for sale.
- b.** Content glorifying the use of or offering technical information on guns, bombs, ammunition, or other deadly devices

6. Copyrighted Works

- a.** Copyrights are important business assets in which the copyright holder maintains exclusive rights. Advertising is not permitted to promote the copying or distribution of copyrighted content without the consent of the copyright holder.

7. Counterfeit Designer Goods

- a. Advertising is not permitted for products that are replicas or imitations of designer goods.

8. Drugs & Drug Paraphernalia

- a. Advertisements for illegal drugs and drug accessories, including herbal drugs such as salvia and magic mushrooms, are prohibited.

9. Dumping or Illegal Product sales

- a. Advertising promoting products or sales that could be determined “product dumping”

10. Fake Documents

- a. Advertising is not permitted for the promotion of fake documents such as fake IDs, passports, or social security cards. Advertising is also not permitted for the promotion of services that allow people to hire others to take standardized tests for them.

11. Gambling

- a. Advertisements may not promote sports bets, memberships or enrollment in online gambling sites, or any related content.

12. Hacking and Cracking

- a. Advertising is not permitted for the promotion of hacking or cracking instructions or equipment to illegally access or tamper with software, servers, or websites; sites or products that enable illegal access of cell phones and other communication or content-delivery systems/devices; copied or backed-up versions of software, CDs, or DVDs not intended for personal use; products or services that circumvent digital rights management technologies or technical protection measures for copyrighted works, etc.

13. Hate Content, Obscenity and Indecency

- a. Content articulating views intended to cause or incite hatred of any race, religion, creed, class, or ethnic group.
- b. Content articulating views calculated to cause offense to or incite hatred of any individual or group.
- c. Content explicitly glorifying or delivering for the purposes of entertainment scenes or descriptions of non-consensual pain, suffering, death, torture, or ill-treatment of humans or animals.
- d. Content that is unlawful by reason of obscenity or indecency under prevailing legislation (such as the Obscene Publications Act 1959 and the Protection of Children Act 1978).

14. Miracle Cures

- a. Advertising is not permitted for the promotion of miracle cures, such as 'Cure cancer overnight!'

15. Other Languages

- a. Content where any portion of the text appears in a language other than English.

16. Political Content

- a.** Advertising whose editorial content is predominantly aimed at furthering the cause of any political party, organized campaign, or informal pressure group. This does not include editorial or other comments and discussion on current affairs or news.

17. Prostitution

- a.** Advertising is not permitted for the promotion of prostitution.

18. Scams/Phishing for Personal Information

- a.** Advertising is not permitted for information or devices used to collect sensitive personal information or money with fake forms or false claims.

19. Tobacco and Cigarettes

- a.** Advertising is not permitted for tobacco or tobacco-related products.

20. Traffic Devices

- a.** Advertising is not permitted for radar jammers, license plate covers, traffic signal changers, and related products.