

LA STAGE Alliance Advertising Policies

Things You Should Know

- a) This advertising policy applies to all ads and commercial content served by or purchased through LASTAGEAlliance.com, LASTAGETix.com and any other web properties owned or controlled by LA STAGE Alliance (LASA).
- b) Advertisers are responsible for understanding and complying with all applicable laws and regulations. Failure to comply may result in a variety of consequences, including the cancellation of ads you have placed and termination of your account.
- c) LASA reserves the right to reject, approve or remove any ad for any reason, in our sole discretion, including ads that negatively affect our relationship with our members, patrons, donors or funders, or that promote content, services, or activities contrary to our mission, interests or advertising philosophy.
- d) These policies are subject to change at any time without notice.

Prohibited Content

- 1) Ads must not constitute, facilitate, or promote illegal products, services or activities.
- 2) Ads targeted to, or inclusive of, minors must not promote products, services, or content that are inappropriate, illegal, or unsafe, or that exploit, sexualize, mislead, or exert undue pressure on the age groups targeted.
- 3) Ads must not promote the sale or use of the following:
 - a) Illegal, prescription, or recreational drugs;
 - b) Tobacco products and related paraphernalia;
 - c) Unsafe supplements, as determined by LASA in its sole discretion;
 - d) Weapons, ammunition, or explosives; or
 - e) Adult products or services (except for ads for family planning and contraception).
- 4) All ads must not contain any of the following:

- a) Content that infringes upon or violates the rights of any third party, including copyright, trademark, privacy, publicity, or other personal or proprietary rights.
- b) Adult content. This includes nudity, depictions of people in explicit or suggestive positions, or activities that are overly suggestive or sexually provocative.
- c) Shocking, sensational, disrespectful, or excessively violent content.
- d) Content that asserts or implies personal attributes. This includes direct or indirect assertions or implications about a person's race, ethnic origin, religion, beliefs, age, sexual orientation or practices, gender identity, disability, medical condition (including physical or mental health), financial status, membership in a trade union, criminal record, or name.
- e) Deceptive, false, or misleading content, including deceptive claims, offers, or business practices.
- f) Content that exploits controversial political or social issues for commercial purposes.
- g) Audio or flash animation that plays automatically without a person's interaction or expands after someone clicks on the ad.
- h) Non-functional landing pages. This includes landing pages that interfere with a person's ability to navigate away from the page.
- i) Spyware, malware, or any software that results in an unexpected or deceptive experience. This includes links to sites containing these products.
- j) Bad grammar or punctuation. Symbols, numbers, and letters must be used properly.
- k) Images that portray nonexistent functionality.
- l) Images that contain "before-and-after" images or images that contain unexpected or unlikely results.
- m) Payday loans, paycheck advances or any other short-term loan intended to cover someone's expenses until their next payday.

Restricted Content

1. Alcohol: Ads that promote or reference alcohol must: (i) Comply with all applicable local laws, required or established industry codes, guidelines,

licenses and approvals and (ii) apply age and country targeting criteria consistent with applicable local laws. Note that ads that promote or reference alcohol are prohibited in some countries, including but not limited to: Afghanistan, Brunei, Bangladesh, Egypt, Gambia, Kuwait, Libya, Norway, Pakistan, Russia, Saudi Arabia, Turkey, United Arab Emirates, or Yemen.

2. Dating: Ads for online dating services are not allowed.
3. Online real money gambling/games of skill: Ads that promote or facilitate online real money gambling, real money games of skill or real money lotteries, including online real money casino, sports books, bingo, or poker, are only allowed with prior written permission.
4. State lotteries: Lotteries run by government entities may advertise on LA STAGE Alliance websites, provided the ads are targeted in accordance with applicable law in the jurisdiction in which the ads will be served and only target users in the jurisdiction in which the lottery is available.
5. Online pharmacies: Ads for online and offline pharmacies are only permitted with prior written permission.
6. Supplements: Ads that promote acceptable dietary and herbal supplements may only target users who are at least 18 years of age.