RollWorks Ad Review Checklist

Keep these handy hints in mind to ensure your ads pass our review process smoothly

We want to make sure the ads we serve are brand safe and adhere to our advertising policies. Similarly, the websites and landing pages that audiences are directed to must adhere to these same requirements - this ensures a great experience for your customers and will give your brand credibility. Before you submit your ads for approval, make sure you've checked off the following:

- Your landing page has a privacy policy. See RollWorks' Privacy Policy as an example.
- Your landing page contains sufficient information for about your main business offering OR links back to your main website where a site visitor can learn more about your business.
- You are featuring your logo or company name on all ad sizes. Your banner ads must contain the brand name or logo of the company being advertised. The brand name/logo should also be found on the landing page.
- The destination URL declared and the final landing page URL is the same, in order to ensure a safe and positive experience for your target audience (e.g., no redirecting URLs)
- Your destination URL has been published - no "coming soon" landing pages or links to pages that are blank or under construction
- Your landing page is easy to understand, with correct spelling and grammar
- Your landing page does not feature pop up banners that disable a user from navigating the website
- Your landing page does not interfere with a site visitor's ability to navigate away from the page.
- Your landing page does not require a download of a product in order to view the content of the page
- Your landing page does not feature offensive language or profanities
- Your landing page does not feature prohibited content (eg. images of alcohol, drugs or nudity)

For more guidelines on your website and landing pages, please visit our Help Center.

RollWorks