

TSR ADVERTISING GUIDELINES

Quick Notes:

- TSR reserves the right to refuse any advertisement
- Ads must be submitted and approved at least 72 hours in advance
- NET30 is only permitted for select advertisers with packages exceeding \$65,000. Unless approved by the department head.
- All Ads(excluding story post) run for a non-negotiable 72-hour term
- Once an AD is approved by both parties and posted, there will be no reposts or refunds
- All Ads must coincide with FTC disclosure requirements
- TSR does not turn off comments or tag the original owner of the photo/video
- All person(s) within the content must confirm consent with being posting on The Shade Room in association with the advertiser
- All music must be copyright protected
- Posting windows are a courtesy and are non-guaranteed.No posting windows will be offered on weekends or holidays.
- All Ads must be PG/PG13.
- All clients must have 100% ownership of their content and provide documentation upon request

1. Overview

Our advertising policies provide guidance on what types of promotional content are allowed. When advertisers place a request, each submission is reviewed against these guidelines.

Your ads should stick to our brand guidelines and shouldn't suggest that The Shade Room is sponsoring your promotion or is formally affiliated with it.

Note: TSR does not allow personal promotion, Go Fund Me Pages, or YouTube channels.

2. The Ad Review Process

Before Ads appear on any TSR platforms; they must be reviewed, approved, and processed to ensure all Ads coincide with the TSR brand and guidelines. All advertisers must submit their completed advertising request at least 72 hours in advance, though in some cases, approval may take longer.

What Happens After an Ad is Reviewed?

After the ad is reviewed, you'll receive an email informing you the ad is approved. Following approval, you will receive an insertion order and corresponding invoice. Once the invoice is paid, all ads are promoted for a non-negotiable 72-hour term unless there is a preset time restriction by the platform.

3. Prohibited Content

Roommate Standards

All Ads on TSR platforms must not violate the corresponding platform's community guidelines.

The Shade Room is rated PG-13

Images

1. Remove, blur or visibly obstruct nudity or sexually suggestive imagery
2. Remove, obscure, and/or visibly block vulgar language
3. No pics of firearms/weaponry
4. No drug usage and related paraphernalia

Videos:

1. Bleep or remove cursing from videos
2. Blur or visually obstruct nudity or suggestive imagery with friendly emojis or edit out completely

Business Financial Results

We do not post screenshots of business financial results(i.e., Pictures from a Shopify sales).

Be honest about your relationship with The Shade Room

Your Ads must honestly disclose the promotional relationship with The Shade Room, aligning with all Federal Trade Commission regulations.

Respect the rights of others

Your ads can't infringe upon or violate the rights of any third party, including copyright, trademark, or privacy rights.

Disclose your billing practices

If your product results in users being charged on a recurring basis, be transparent in the AD and disclose the terms.

Professional and neatly edited content

Ads should adhere to the highest levels of editorial quality. We don't allow ads with:

- Fuzzy, blurry, or grainy images (try at least 600x900 pixels)
- Images with text that is too small or blurry to read
- Incorrectly oriented images (upside down or sideways)
- Poorly edited images or poorly cropped images
- Overly busy images that are packed with text overlay or have too many font styles and colors
- Images with artificial functionality like play or download buttons, notification icons, search bars, or elements that mimic the features of the corresponding platform
- Improper grammar, incorrect spelling or excessive capitalization and symbols
- Low-quality user-generated content like selfies and screenshots
- Ads with flashing or strobing effects

Counterfeit goods

We don't allow the advertising of:

- Knockoff products
- Brand-name replicas
- Goods wrongfully advertised as authentic brand-name
- Fake documents, such as counterfeit degrees, passports or immigration papers.

No Adult content

- No sexually explicit slang(i.e., d*ck, c*m, p*ssy, etc.)
- Sex toys
- Products in the shape of certain body parts (genitals, butts, or female breasts)
- Adult or pornographic videos, publications, live shows
- Sexual enhancement products
- Services that provide casual sex, international matchmaking or escorts
- Implied sexual activity (clothed or unclothed)
- The objectification of a person in a sexual manner to sell a product or service

We also don't allow:

- Nudity or implied nudity (such as blurred out images and illustrations)
- Implied sexual activity (clothed or unclothed)
- Any focus on certain body parts (genitals, pubic hair, male or female butts, and female breasts)

You can advertise modeled clothing such as bathing suits and lingerie, as long as the products aren't adult-themed or overtly sexual. However, we don't allow any imagery featuring minors in underwear, and we don't allow imagery featuring minors in swimsuits unless accompanied by adults in the image.

Illegal Products or Services

Ads must not constitute, facilitate, or promote illegal products, services, or activities. Ads targeted to minors must not promote products, services, or content that are inappropriate, illegal, or unsafe, or that exploit, mislead or exert undue pressure on the age groups targeted.

Discriminatory Practices

Ads must not discriminate or encourage discrimination against people based on personal attributes such as race, ethnicity, color, national origin, religion, age, sex, sexual orientation, gender identity, family status, disability, medical or genetic condition.

Tobacco

We don't allow the advertising of tobacco products, including but not limited to:

- Cigarettes
- E-cigarettes
- Vapes or vape cartridges
- Chewing tobacco
- Paraphernalia (i.e., pipes, rolling papers, etc.)
- Nicotine products (i.e., nicotine gum or patches)
- Any brands associated with the above products

We also do not allow the advertising of hookahs, hookah bars, cigars, cigar bars, essential oil inhalers, or related products.

Marijuana Products

We don't allow the advertising of:

- The sale or use of illegal or recreational drugs
- Informational material about the use or legalization of illegal or recreational drugs
- Ads including imagery of illegal or recreational drugs
- Accessories associated with drug use including paraphernalia for using, storing or consuming illegal or recreational drugs
- Products containing CBD or similar compounds

Drugs & Drug-Related Products

Ads must not promote the sale or use of illegal, prescription, or recreational drugs.

Unsafe Supplements

Ads must not promote the sale or use of unsafe supplements, as determined by The Shade Room in its sole discretion.

Weapons, Ammunition, or Explosives

Ads must not promote the sale or use of weapons, ammunition, or explosives. This includes ads for weapon modification accessories.

Adult Products or Services

Ads must not promote the sale or use of adult products or services, except for ads for family planning and contraception. Ads for contraceptives must focus on the contraceptive features of the product and not on sexual pleasure or sexual enhancement and must be targeted to people 18 years or older.

Adult or Sexually Suggestive Content

Ads must not contain adult content.

- Nudity or implied nudity
- This includes nudity, depictions of people in explicit or suggestive positions, or activities that are overly suggestive or sexually provocative.
- Excessive visible skin or cleavage, even if not explicitly sexual in nature
- Images focused on individual body parts, such as abs, buttocks or chest, even if not explicitly sexual in nature
- Swimsuit ads where the focus of the ad is not on the bathing suit, but on body parts of the partly clothed model
- Ads that assert or imply the ability to meet someone, connect with them or view content created by them must not be positioned in a sexual way or with an intent to sexualize the person featured in the ad.

Sensational Content

Ads must not contain shocking, sensational, disrespectful, or excessively violent content.

Personal Attributes

Ads must not contain 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.

Controversial Content

Ads must not contain content that exploits controversial political or social issues for commercial purposes.

Non-Functional Landing Page

Ads must not direct people to non-functional landing pages. This includes landing page content that interferes with a person's ability to navigate away from the page.

Surveillance Equipment

Ads may not promote the sale of spy cams, mobile phone trackers, or other hidden surveillance equipment.

Nonexistent Functionality

Ads must not contain images that portray nonexistent functionality. This includes imagery that replicates play buttons, notifications, or checkboxes, as well as ads containing features that do not work, such as multiple-choice options in the ad creative itself.

Personal Health

Ads must not contain "before-and-after" images or images that contain unexpected or unlikely results. Ad content must not imply or attempt to generate negative self-perception in order to promote diet, weight loss, or other health-related products.

Payday Loans, Paycheck Advances, and Bail Bonds

Ads may not promote payday loans, paycheck advances, bail bonds, or any short-term loans intended to cover someone's expenses until their next payday. Short term loan refers to a loan of 90 days or less.

Multilevel Marketing

Ads promoting income opportunities must fully describe the associated product or business model. It can not promote business models offering quick compensation for little investment, including multilevel marketing opportunities.

Penny Auctions

Ads may not promote penny auctions, bidding fee auctions, or other similar business models.

Spyware or Malware

Ads must not contain spyware, malware, or any software that results in an unexpected or deceptive experience. This includes links to sites containing these products.

Unauthorized Streaming Devices

Ads must not promote products or items that facilitate or encourage unauthorized access to digital media.

Circumventing Systems

Ads must not use tactics intended to circumvent our ad review process or other enforcement systems. This includes techniques that attempt to disguise the ad's content or destination page.

4. Restricted Content

Alcohol

Ads that promote or reference alcohol must comply with all applicable local laws, required or established industry codes, guidelines, licenses, and approvals, and include age and country targeting criteria consistent with associated platforms guidelines and applicable local laws.

Real Money Gambling

Ads that promote or facilitate online real money gambling, real money games of skill, or real money lotteries, including online real money casinos, sportsbooks, bingo, or poker, are only allowed at The Shade Room's discretion. Authorized gambling, games of skill, or lottery ads must target people 18 years or older who are in jurisdictions for which permission has been granted.

State Lotteries

Lotteries run by government entities may advertise, provided the ads are targeted in accordance with applicable law in the jurisdiction in which the ads will be served and only target people in the jurisdiction in which the lottery is available.

Online Pharmacies

Ads must not promote the sale of prescription pharmaceuticals. Ads for online and offline pharmacies are only permitted at the discretion of The Shade Room.

Promotion of Over-The-Counter Drugs

Ads that promote over-the-counter medicines must comply with all applicable local laws, required or established industry codes, guidelines, licenses, and approvals, and include age and country targeting criteria consistent with applicable local laws.

Financial and Insurance Products and Services

Ads promoting credit card applications or financial services with accredited institutions must clearly provide sufficient disclosure regarding associated fees, including APR percentages transaction fees, within the ad's landing page. Ads promoting credit cards, loans, or insurance services must be targeted to people 18 years or above. Ads promoting credit cards, loans, or insurance services must not directly request the input of a person's financial information, including credit card information.