

Creative Acceptance

The advertisements are stored and served by Amazon at the request and under the sole responsibility of advertisers. Amazon is only acting as a hosting provider for the storage and display of the advertisements and, as a consequence, Amazon has no editorial power over the content of the advertisements nor any general duty of monitoring the content of advertisements.

The advertisers are therefore responsible for delivering advertisements which are compliant with any applicable laws, rules and regulation for meeting standard criteria.

Because we prioritize our customers' experience on our site, we set a high bar for our advertising efforts. Our philosophy is that relevant, timely and appropriately-targeted advertising can actually enhance the shopping environment on Amazon. Therefore, rich media and display advertising displayed by Amazon must comply with Amazon's Advertising Creative Policy.

For high-level best practices of display advertisements that link within Amazon with a focus on usage of the Amazon brand, please refer to the [Amazon Brand Usage Guidelines \(PDF\)](#).

For requirements for using Amazon Customer Reviews in your advertising creative, please refer to the [Amazon Customer Reviews Usage Guidelines \(PDF\)](#).

Amazon requires that advertisers and their agency partners review their advertising creative with these guidelines in mind before sending to Amazon. Given that the Amazon Home Page is a key vehicle for Amazon's global brand message; our Home Page policies are more restrictive to ensure the highest quality customer experience for the broadest possible audience. If you have any questions about whether your advertising creative is appropriate for our site, please contact your account team for guidance.

The content of all advertisements must be appropriate for general audience and must comply with all laws, rules and regulations that apply to the advertiser, the content of all advertisements and any location where the advertisements may appear. Please contact your account team with questions or for more information.

General Creative Guidelines

- A high creative bar for messaging, copy, imagery and animation for all advertisements.
- Creative must incorporate advertiser's trademark.
- Creative may not use Amazon logos or trademarks or mention or refer to Amazon, its site, or its brand in any manner without Amazon's prior consent.
- Creative must not mimic Amazon content and must be visually distinct by featuring a clearly visible 1-pixel border or a high contrast background colour that clearly distinguishes the ad from the content.
- The advertisement must be clearly identifiable as an advertisement.
- All audio must be user initiated on click. When audio is switched on, a 'Mute' button is required.
- The use of rollovers to initiate audio, video or to expand or collapse advert units is not allowed.
- Creative must contain a clear/strong call to action and messaging on associated landing pages must correspond with the call to action of the advertisement and not mislead the user.

- Non-specific calls to action (i.e., "Click here") are not allowed. Specific calls are acceptable. Example of acceptable call to action would be 'click here for more information', 'watch video', etc.
- The creative cannot appear to be a cutout with a dotted line.
- Amazon does not allow ads with "fake winner" copy or fake functionality such as HTML Drop Downs or Search Forms
- Creative that is designed with the intention to distract rather than engage, and include, but are not limited to the following behaviours: loud, clashing colours, poor resolution images and fonts, intrusive, high-annoyance design elements such as flashing, high contrast transitions, or excessive animation, (e.g. pulsating, flashing, blinking, colour to white) is not allowed.

Animation and Video Guidelines

Our focus on delivering great advertising experiences led to the creation of a unique set of guidelines for animation and video. Video adverts must always display the appropriate video rating and be suitable for children under the age of 12. Please contact your account team with questions or for more information.

Flash Animation for Standard IAB Units

- There is a 15 second maximum on animation length.
- Initial animation can loop a maximum of 3 times.
- All audio must be user initiated on click. When audio is switched on, a 'Mute' button is required.
- Motion graphics will be treated as 'video-like' and must comply with the guidelines for auto play and video-like animation advertisements if they contain the following elements:
 - Creative auto plays animation
 - Creative that utilises continuous motion sequences with people, human behaviours (hands or fingers waving), animated characters or realistic objects (cars, appliances, etc.) for more than 3 seconds

Video for Standard IAB Units

Auto play video and video-like animation advertisements

- Available for entertainment (Theatrical, DVD, Video Games and TV) advertisers only.
- Auto play frequency cap: 1 viewing per 24 hours per campaign.
- There is a 15 second maximum on video stream length for auto play.
- All audio must be user initiated on click. When audio is switched on, a 'Mute' button is required.
- Play/Pause and Stop buttons are required.
- Looping/replays must be user initiated on click.

User initiated video advertisement

- The user's click on the advertisement can activate progressive download streaming.
- There is a 30 second maximum on video stream length.
- Play/Pause, Stop, and Mute buttons are required.
- There is a 30 second maximum on audio served in conjunction with a video stream.

Restricted/Regulated Advert Content

Special Offers, Competition and Prize Draws: Advertising containing special offers, competition or prize draws may or may not be allowed based on applicable laws. Amazon may also have additional requirements. Please contact your account team for guidance. In any case:

- Advertising for special offers, competition and prize draws must indicate that terms and conditions apply.
- The landing page must prominently present the offer being advertised. Example: If the advertisement offers 50% off, then the landing page must feature the products that are 50% off.
- Special offers, in particular promotional sales, must clearly and accurately describe any benefit advertised as being part of the offer and the duration of the offer.

Specific Area Restrictions: Advertisements for some products/areas are restricted based on applicable laws and Amazon may have additional requirements. Please contact your account team for guidance. For example, advertisements for the following should be prohibited/restricted/reviewed carefully by advertisers in accordance with applicable laws:

Prohibited Category:

- Alcohol and alcohol-related content
- Animal and Animals Products
- Camping Equipment which may be construed as “arms” under applicable laws
- Weapons
- Cash, currency coins and cash equivalent products
- Chemicals mentioned in Schedule 1 to the Chemical Weapons Convention of U.N. 1993
- Controversial maps and literature wherein Indian boundaries are not correctly depicted
- Products or services that are delivered via a download to the user's computer unless explicitly authorized by Amazon in advance.
- Drugs & Drug Paraphernalia
- Gambling & Lottery
- Pre Natal gender determination product
- Hazardous & Dangerous items
- Human Parts & burial Artifacts
- Infant milk substitutes, feeding bottles or infant bottles or infant foods
- Insecticides
- Offensive Products
- Prize chit and money circulation schemes
- Professional service providers such as lawyers and pharmacists
- Postage Meters & Stamps
- Stolen Property & Lock Picking Devices
- Surveillance Equipment
- Tobacco & Tobacco-Related Products
- Warranties & Services
- Items not intended for distribution within India
- Used Items
- Services such as installation, travel reservations, website subscriptions, online gambling or financial advice unless explicitly authorized by Amazon in advance.

Restrictive Categories which requires review:

- Automotive
- Books and media products
- Clothing
- Cosmetic products & Skin/ Hair care
- Health products
- Electronics
- Food products, Beverage, supplements and mineral water
- Jewelry & precious Gems
- Medical Devices & Accessories
- Financial products and financing
- Credit card applications
- Package travel tours
- Real Estate
- Toys and educational products for children
- Telecommunication

Advertisers should check any restriction on their product's advertisements. The categories stated above are for information purposes only and Amazon reserves the right to make judgments in its sole discretion about whether or not an advertisement is appropriate.

Unacceptable Advert Content

As part of our commitment to provide the highest quality customer experience, it is our policy not to display adverts containing or relating to certain products or services or content. These products or services or content include, but are not limited to, those listed below.

- Religious or spiritual services and related content
- Political - political party related and/or issue related
- Content that is directed at children due to the nature of the product, messaging, imagery or targeting
- Loyalty/Affinity/Rewards and related content
- Foul, vulgar or obscene language, scatological references, or content that features nudity or excessive violence including blood, guts, and guns
- Indecent representation of women, bare skin or provocative imagery such as partial nudity, blatantly sexual prurient poses or models in lingerie, underwear or swimsuits
- Weapons, including guns, gun parts, kits, mace, blank powder and ammunition
- Content that is emotionally exploitative, controversial or that uses negative depictions of humans or animals (e.g. images of actual or implied abuse or mistreatment)
- Deceptive, false or misleading content
- Drugs and cosmetics using reports or tests or analysis of the laboratories
- Competitive products or services or ancillary content that features competitive products or services to the product being advertised
- Content relating to any food which gives a guarantee of the efficacy that is not based on an adequate or scientific justification or which contravenes the provisions of this law or rules and regulations.
- Content that promotes any illegal or dangerous activity, including false document services, counterfeit designer goods, cable descramblers, fireworks, websites that promote hacking or evading law enforcement

- Pornography, escort services, products claiming to enhance sex, and other "adult" sexual content
- Illicit drugs, drug paraphernalia or products to beat drug tests or magical remedies
- Gambling or gambling paraphernalia, including online gambling, poker, or bingo
- Tobacco or tobacco related products
- Pay-per-call services
- Depictions of excessive tattoos and body piercing
- Medical research solicitations
- Acupuncture and related content
- Psychics and related content
- Content that is obscene, defamatory, libelous, illegal, invasive of another's privacy
- Hate speech - inciting or advocating violence or racial intolerance, grossly indecent or is scurrilous or intended for black mail.
- Content in relation to any transaction or protection, any quantity or dimension otherwise than in accordance with the standard unit of weight, measure or numeration.
- Improper use of emblems specified by the Government of India and National Flag.
- Content that is threatening, abusive, harassing, or that advocate or discriminate against a protected group, whether based on race, colour, national origin, religion, disability, sex, sexual orientation, disability, age or any similar or other category
- Content or technology that infringes, encourages, or enables the infringement of the intellectual property or personal rights of others
- Medical products available by prescription and/or able to be reimbursed under health insurance
- Content related to pre-conception and pre-natal determination of sex
- Formula for infants
- Professional service providers such as doctors and advocates
- Bulk marketing and bulk marketing tools, including tools that enable spam e-mails.
- Solicitation of funds except as permitted under the applicable laws.

Amazon Ad Platform

All Amazon Ad Platform campaigns must also include a privacy link within the creative that allows users an opportunity to opt out of personalized ads displayed by Amazon. The link must meet the following specifications:

- Text: Privacy
- Font: Arial
- Size: 9pt
- URL: <http://www.amazon.in/gp/dra/info>

The advertiser or agency may modify the creative to include the privacy link, or may request that Amazon complete the modification.