

Acceptable Ads

11PX REGULAR UPPERCASE > BOLD

COLUMN WIDTHS AND MARGINS UNLESS OTHERWISE STATED

- WHAT ARE ACCEPTABLE ADS? ▾
- SOLUTIONS ▸
- PUBLISHERS
- AD NETWORKS
- ADVERTISERS
- AD-TECH SUPPLIERS
- USERS ▾
- COMMITTEE ▾
- RESEARCH ▾

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ENGLISH ▾

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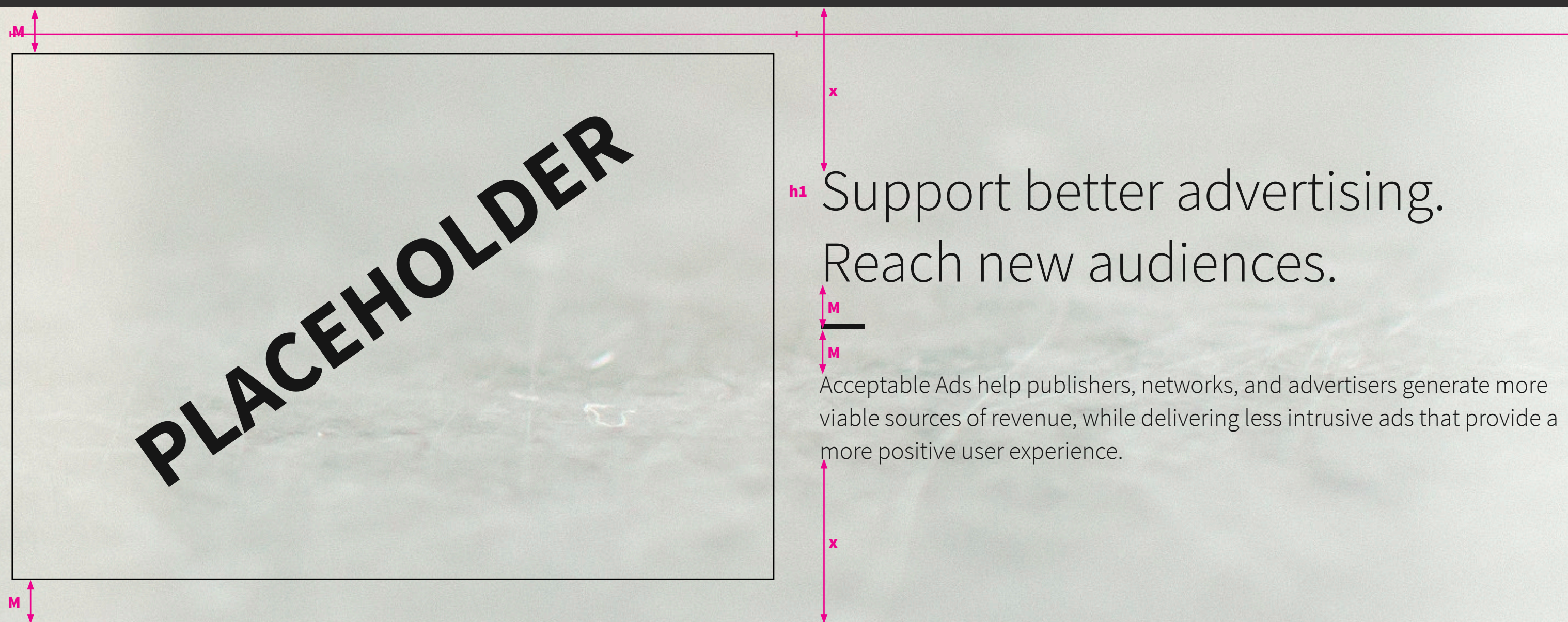
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20%

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WHAT ARE ACCEPTABLE ADS?

Acceptable Ads must comply with specific criteria to be shown to Adblock Plus users:

01 PLACEMENT

Ads must not disrupt the user's natural reading flow.

LEARN MORE

02 DISTINCTION

Ads should always be recognizable as ads and distinguishable from all other content.

LEARN MORE

03 SIZE

Individual ad size requirements depend on the placement of the ad.

LEARN MORE

WHO BENEFITS FROM ACCEPTABLE ADS?

20%	20%	20%	20%	20%
PUBLISHERS	AD NETWORKS	ADVERTISERS	AD-TECH SUPPLIERS	USERS
Increase your revenue	Monitize your audience	Extend your reach	Sacle your demand	Support the free Web
LEARN MORE	LEARN MORE	LEARN MORE	LEARN MORE	LEARN MORE
GET WHITELISTED	GET WHITELISTED	GET WHITELISTED	GET WHITELISTED	GET WHITELISTED

FIND ACCEPTABLE ADS ON

- [Adblock Plus for Desktop Browsers](#)
- [Adblock Browser for iOS and Android](#)
- [Adblock Plus for Safari for iOS](#)
- [AdBlock products](#)
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h1 What are Acceptable Ads?

As click-through rates continue to decline, many online advertisements have regrettably become obnoxious and obtrusive and annoying in a desperate effort to be heard. In turn, hundreds of millions of consumers have responded by installing adblockers, which further depresses clickthrough rates. The vicious cycle worsens.

We want to reverse the cycle. After all, nobody wants obtrusive blinking ads and content-obscuring rollovers running amok on their computers and mobile phones. So we have a good compromise; we call it "Acceptable Ads."



h2 TREATING PEOPLE WITH RESPECT IS THE BEST WAY TO EARN THEIR ATTENTION.

14 px bold SETH GODIN

Separator: width 10; height 2

h2 ACCEPTABLE ADS ARE...

Acceptable Ads must comply with specific criteria to be shown to Adblock Plus users:

- 01 not annoying.
- 02 do not disrupt or distort the page content we're trying to read.
- 03 transparent with us about being an ad.
- 04 effective without shouting at us.
- 05 are appropriate to the site that we are on.

We believe that advertisers, their ad agencies, online ad networks and publishers should come together and support these guidelines for Acceptable Ads. Together we can make the Internet a better place for everyone.

[VIEW THE CRITERIA](#)



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General Criteria

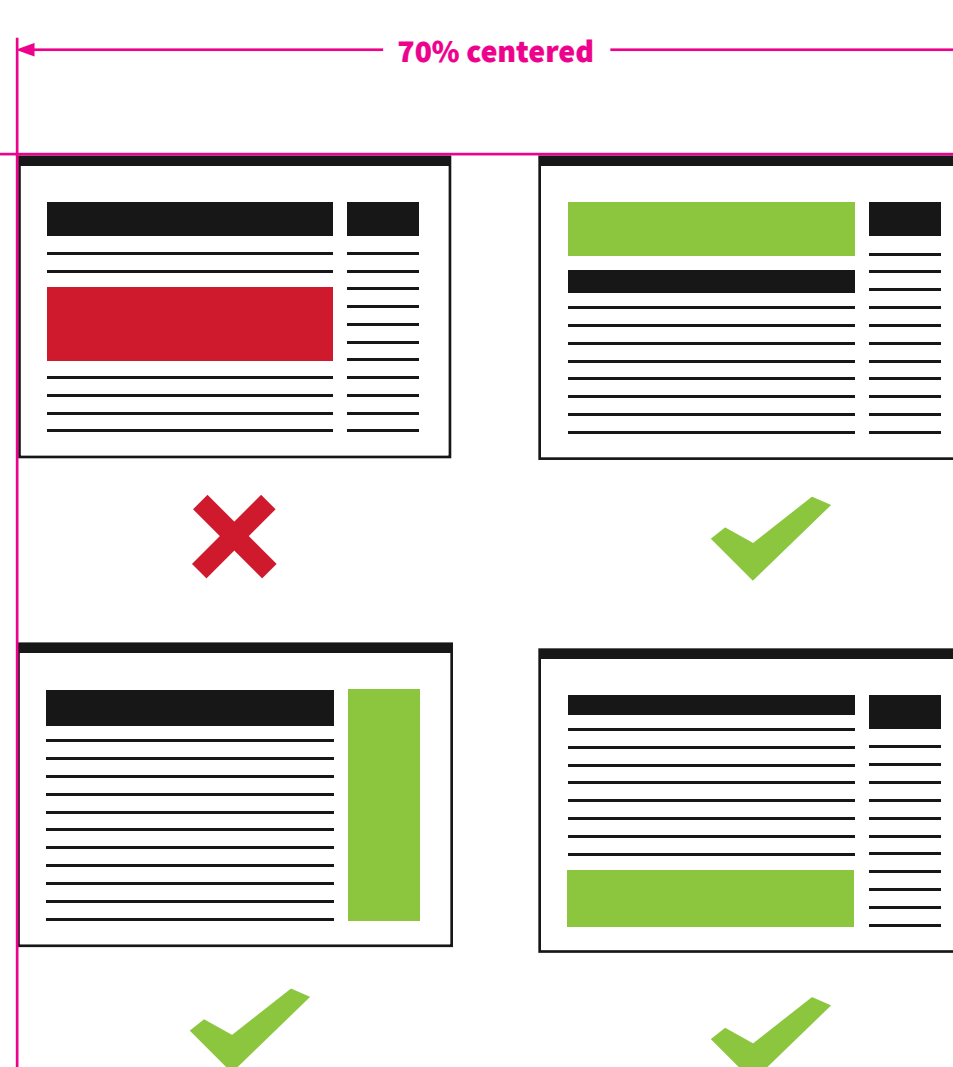
The following guidelines have been taken from successful cases of websites implementing Acceptable Ads. Make your website look awesome and start monetizing good forms of advertising, too. It's this easy:

- Participants cannot pay to avoid the criteria. Every ad has to comply with the criteria.
- For transparency reasons, we add all Acceptable Ads to our forum to provide our community with the opportunity to submit feedback. We greatly value feedback and read all comments.
- Adblock Plus users are valuable to us and we listen to them. If, for valid reasons, any Acceptable Ads proposal is rejected by our community, the ad(s) will be removed from our whitelist.

01 PLACEMENT

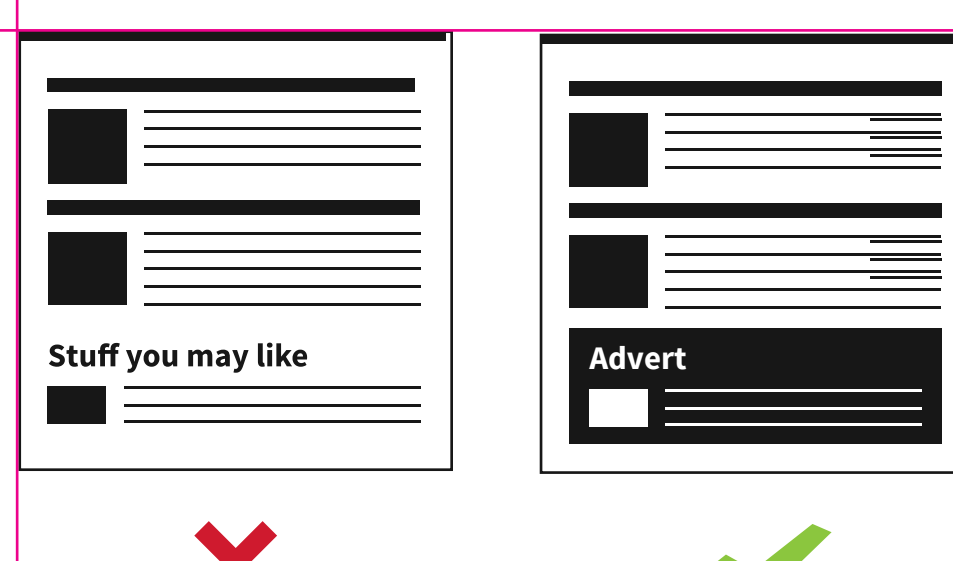
Ads must not disrupt the user's natural reading flow. Such ads must be placed on top, side or below the primary content.

The 'primary content' is defined as (based on Mozilla's description of the <main> HTML element): The primary content consists of content that is directly related to, or expands upon the central topic of a document or the central functionality of an application. This content should be unique to the document, excluding any content that is repeated across a set of documents such as sidebars, navigation links, copyright information, site logos and search forms (unless, of course, the document's main function is a search form).



02 DISTINCTION

Ads should always be recognizable as ads and distinguishable from all other content (e.g. are not hiding the label, are not misleading users into thinking an ad is part of the primary content). Ads should be clearly marked with the word "advertisement" or its equivalent.



03 SIZE

Individual ad size requirements depend on the placement of the ad:

- When placed above the primary content, the maximum height of an ad should be 200px.
- When placed on the side of the primary content, the maximum width of an ad should be 350px.
- When placed below the primary content, the maximum height of an ad should be 400px.

Ads must always leave sufficient space for the primary content on the common screen size of 1366x768 for desktop, 360x640 for mobile devices and 768x1024 for tablets.

All ads that are placed above the fold (the portion of the webpage visible in the browser window when the page first loads under the common screen size) must not occupy in total more than 15 percent of the visible portion of the web page. If placed below the fold, ads must not occupy in total more than 25 percent of the visible portion of the webpage.



Specific criteria

01 TEXT ADS

Text ads designed with excessive use of color and/or other elements to grab attention are not permitted.

02 IMAGE ADS

Static image ads may qualify as acceptable, according to an evaluation of their nonintrusiveness based on their integration on the webpage.

03 IN-FEED ADS

For ads in lists and feeds, the general criteria differ depending on:

PLACEMENT REQUIREMENTS

Ads are permitted in between entries and feeds.

04 SEARCH ADS

For search ads – ads displayed following a user-initiated search query – the criteria differ depending on:

SIZE REQUIREMENTS

Search ads are permitted to be larger and take up additional screen space.

05 ADS ON PAGES WITH NO PRIMARY CONTENT

Only text ads are allowed. For webpages without any primary content (e.g. error or parking pages), the criteria differ depending on:

PLACEMENT REQUIREMENTS

No placement limitations.

SIZE REQUIREMENTS

No size limitations.

06 OTHER ACCEPTABLE ADS FORMATS?

Are your ads displayed on alternative screens, or are you convinced that you have an innovative Acceptable Ads format which doesn't fit the ads outlined above? [Let us know!](#)

- 1) The 'primary content' is defined as (based on Mozilla's description of the <main> HTML element): The primary content consists of content that is directly related to, or expands upon the central topic of a document or the central functionality of an application. This content should be unique to the document, excluding any content that is repeated across a set of documents such as sidebars, navigation links, copyright information, site logos, and search forms (unless, of course, the document's main function is a search form).
- 2) The 'common screen size' for desktop is 1366x768, based on data from StatCounter.
- 3) The 'common screen size' for mobile is 360x640, based on data from StatCounter.
- 4) The 'common screen size' for tablets is 768x1024, based on data from StatCounter.

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- [Adblock products](#)
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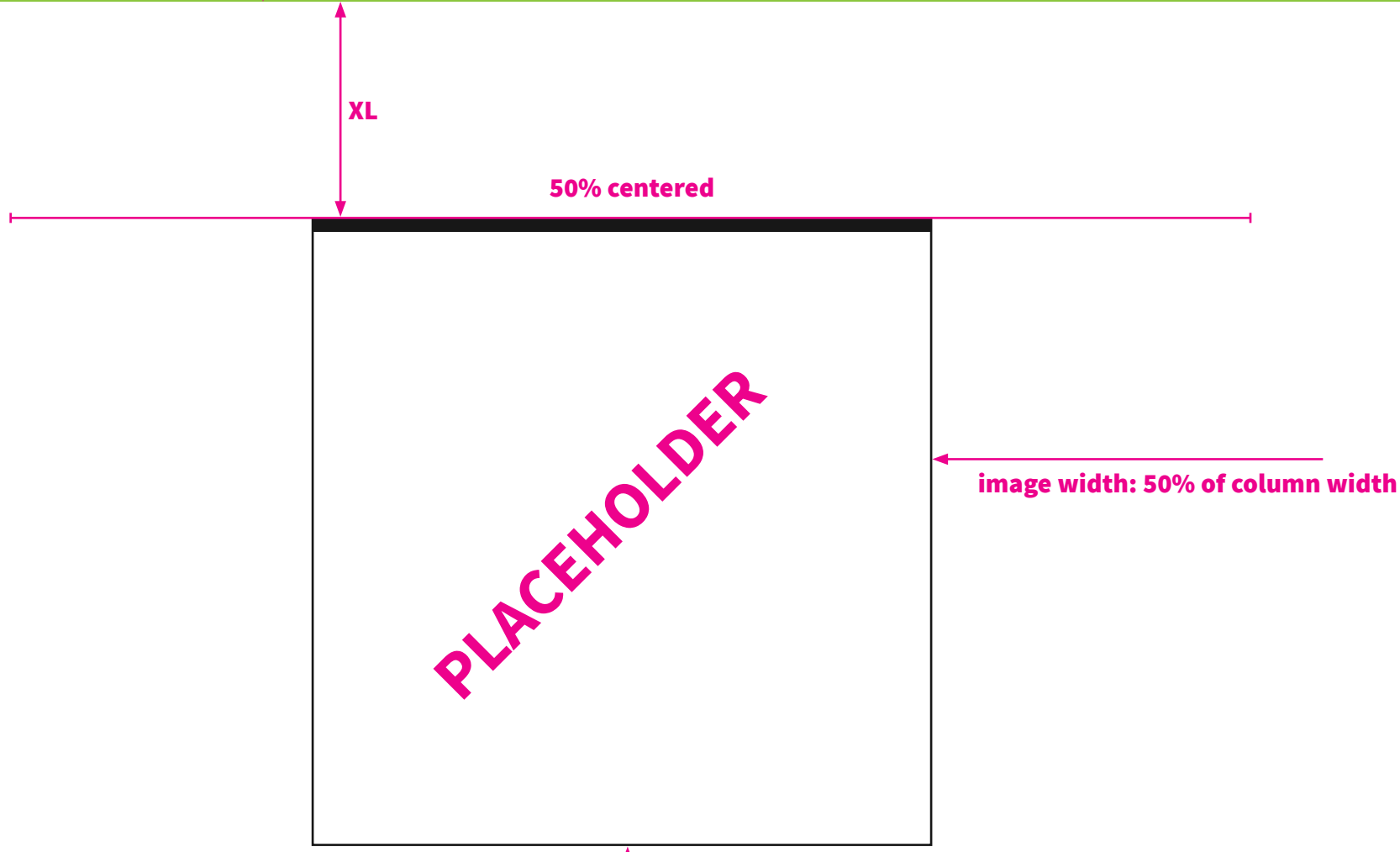
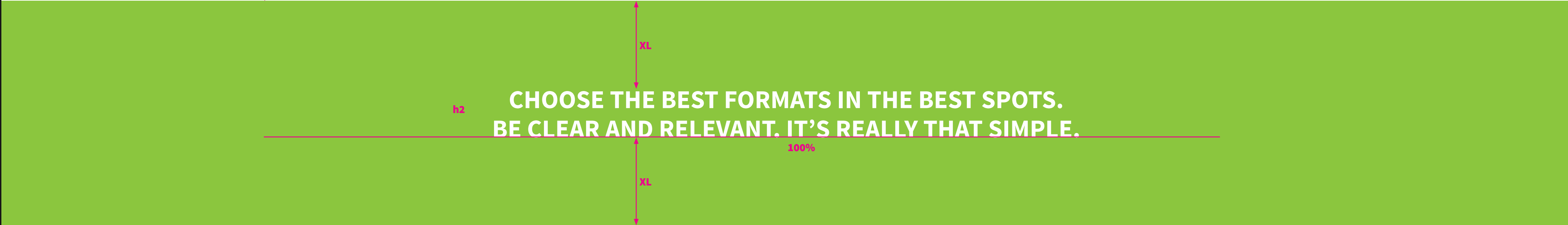
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- RESEARCH ▾

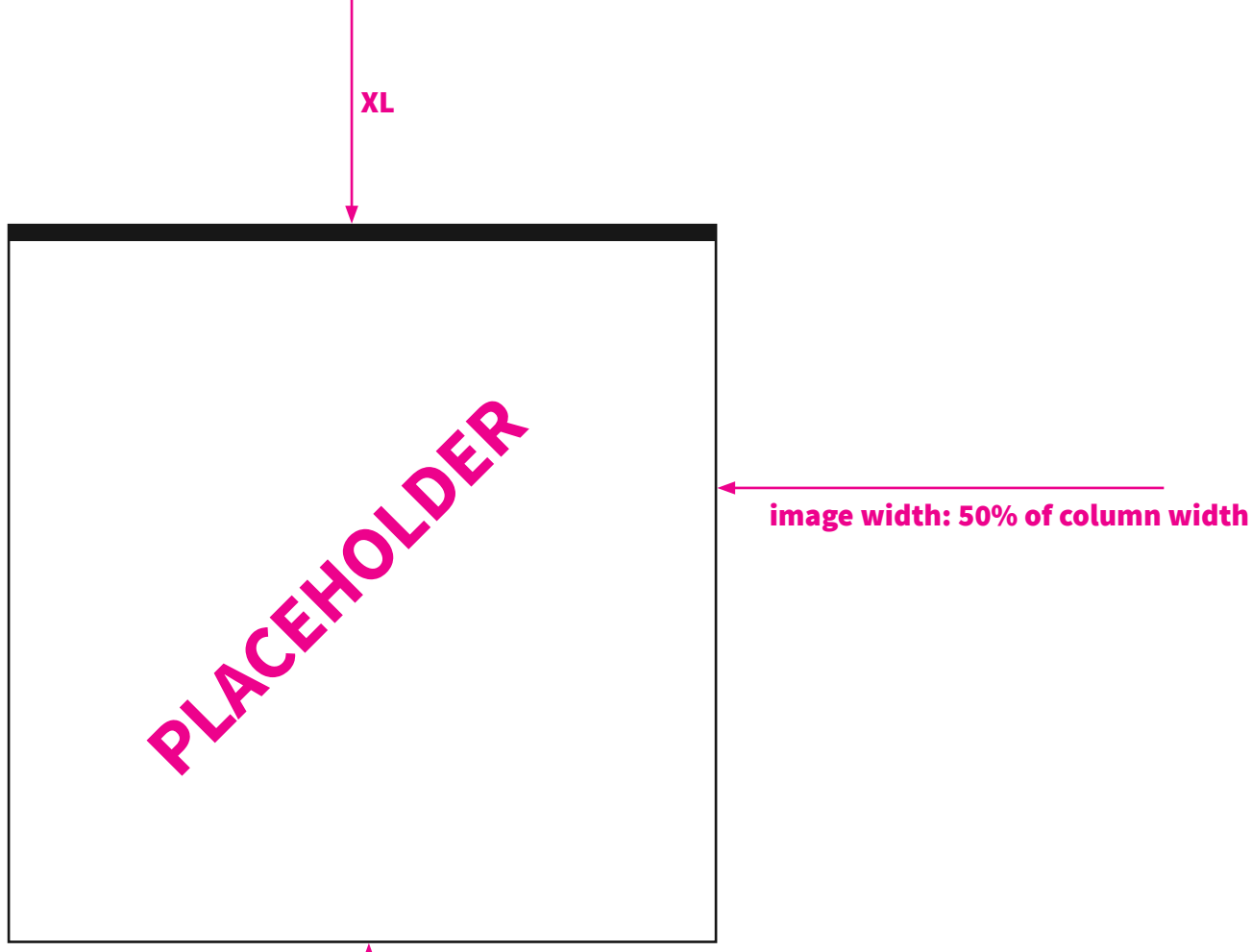
Best Practices

The following guidelines have been taken from successful cases of websites implementing Acceptable Ads. Make your website look awesome and start monetizing good forms of advertising, too. It's this easy:



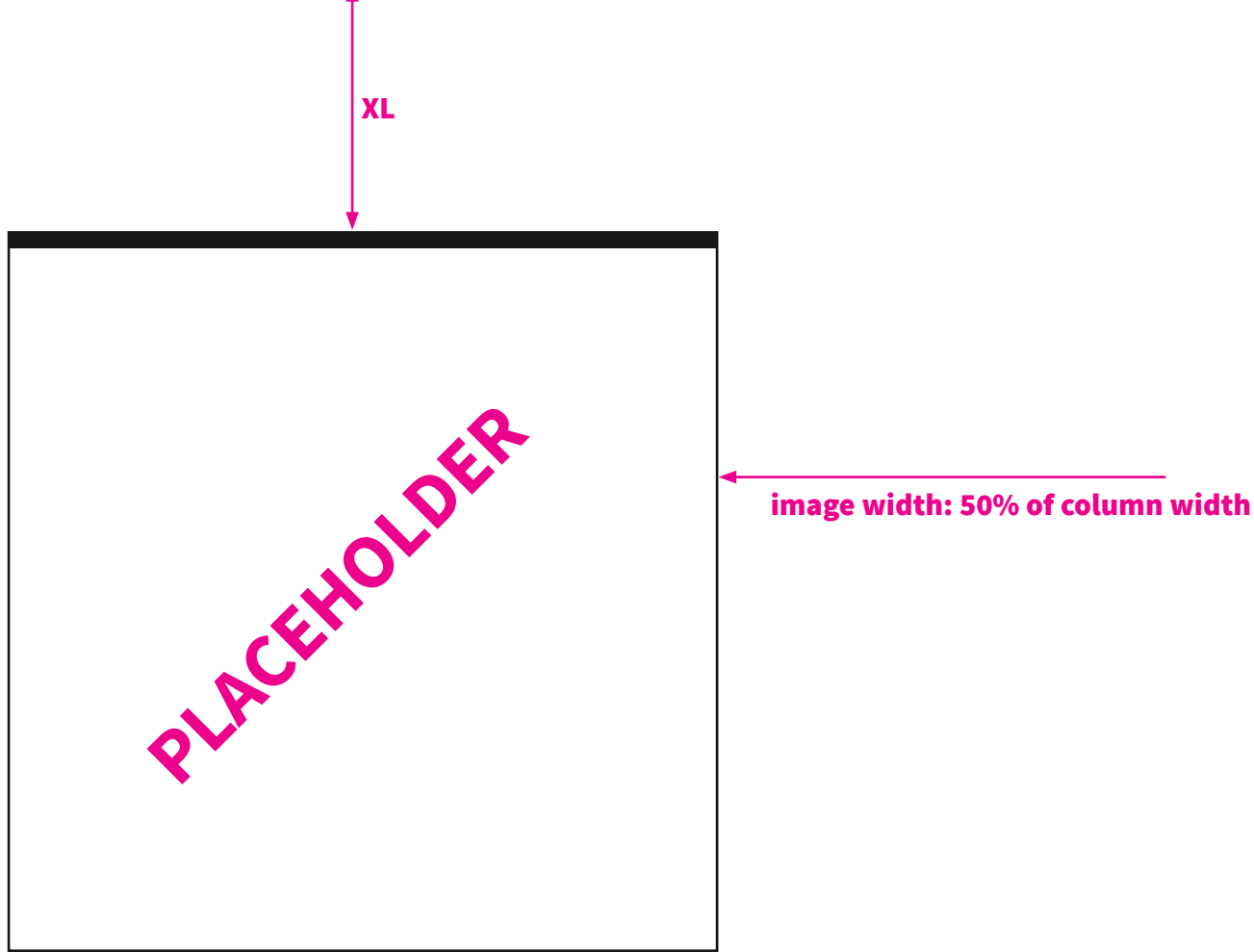
USE STATIC FORMATS.

Nobody wants to see an ad that's screaming for attention and distracting them when they're trying to consume the content. Animated ads are one of the primary causes of ad blocking.



CHOOSE A GOOD LOCATION.

Ads perform best when located in the header, in the sidebars or after the content.



BE STRAIGHTFORWARD, AND DON'T TRY TO DISGUISE AD CONTENT AS EDITORIAL.

Make your ads recognizable by labeling them as such. With new formats such a native, the line between editorial content and ads has never been so thin!

thin!

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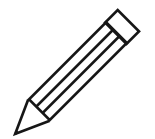
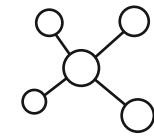
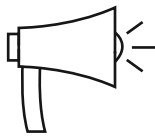
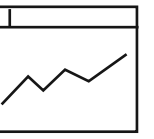
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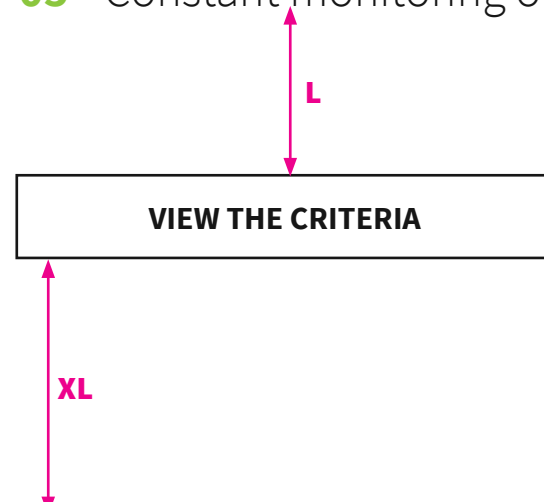
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Solutions

 <p>PUBLISHERS</p> <p>Increase your revenue</p> <p>LEARN MORE</p> <p>GET WHITELISTED</p>	 <p>AD NETWORKS</p> <p>Monitize your audience</p> <p>LEARN MORE</p> <p>GET WHITELISTED</p>	 <p>ADVERTISERS</p> <p>Extend your reach</p> <p>LEARN MORE</p> <p>GET WHITELISTED</p>	 <p>AD-TECH SUPPLIERS</p> <p>Sacle your demand</p> <p>LEARN MORE</p> <p>GET WHITELISTED</p>
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THE PROCESS IN A NUTSHELL...

- 01 Contact us with necessary details (Link to application form)
- 02 Communication with our team with feedback and/or suggestions for improvements
- 03 Classification of partnership volume,
 - A If high volume partnerships (see pricing): Discussion of project outline & business terms with a dedicated Business Development person
 - B If lower volume partnership: Dedicated Acceptable Ads Manager will guide through process
- 04 Creation of exceptional filter rules for Acceptable Ads and forum post
- 05 Constant monitoring of compliance and community feedback



PRICING

It's mega-important to understand that when websites or advertisers apply to be on the whitelist, the specific ads they want to whitelist must meet the Acceptable Ads criteria. There is no "pay-to-play," just as there are no exceptions. We invite you to view all our whitelisted partners and discuss specific whitelisted ads in our forum.

After applying to be whitelisted and agreeing to meet criteria, a small percentage compensate us while the rest are free – but where do we draw the line between the two?

Only partners that stand to gain more than 10 million incremental ad impressions per month because of whitelisting are asked to sponsor. To put that in perspective, if 5 percent of a site's users block ads, for example, then that site needs to have 200 million ad impressions to begin with in order to break the 10 million threshold.

FIND ACCEPTABLE ADS ON

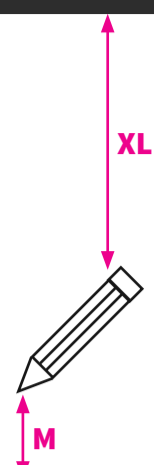
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Publishers

As a publisher you might recognize a difference between page impressions and ad impressions on your website. This could be a result of visitors to your website that rejected to see your ads due to privacy or other concerns. While there are many ways for them to achieve this, Adblock Plus is the only solution that offers its users an optional predefined whitelist and equally publishers a way to dynamically adjust their advertising to a level that is again acceptable to such users when they visit your websites.

When acceptable ads are enabled by the Adblock Plus users, certain forms of advertising will be shown to them if the ads comply with the strict Acceptable Ads criteria. Such ads need to be manually added to the whitelist by Eyeo as there is no automatic way to review that. As a publisher you might want to apply to get whitelisted.



GET WHITELISTED



i

ACCEPTABLE ADS PROVIDERS

- [Criteo](#)
- [Taboola](#)
- [Outbrain RevContent](#)
- [Dianomi Top Advert](#)
- [Okoads](#)
- [Addoor](#)
- [Halal.ad](#)
- [Carbon](#)
- [Chameleon](#)



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Get whitelisted

We love the Internet, but we think it can improve. Help us make it a better place!

The Acceptable Ads initiative is simple: if your ads are non-intrusive and abide by our criteria, they will be seen by a much larger audience, thus increasing your traffic and revenue. Many partners already benefit from using Acceptable Ads. If you want to be one of them, read our guidelines and fill out the form.

Your Email

↑ S

Your First Name

Your Last Name

← M

↑ S

Company

Company type

← M

↑ S

Company Website (optional)

↑ S

Exact URL with Acceptable Ads

+ Add another URL

↑ S

Comments (optional)

↑ M

By submitting your application, you confirm that you have read the [Acceptable Ads criteria](#) and that ads on your website comply with them.

↑ L

CLEAR

SUBMIT

↑ S

158

158

XL



70% of column width



PUBLISHERS

Before applying, please ensure that your ads comply with all criteria:

- 01 No animation, it has to be static
- 02 Preferably text-only
- 03 Labeled as ads
- 04 Clearly separated from the content

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The Acceptable Ads Committee

The Acceptable Ads Committee is responsible for amending the criteria for what constitutes the format of an acceptable ad. The committee is comprised of a diverse set of key stakeholders that accurately reflects the web: advertisers, advertising agencies, consumer groups (nonprofits and otherwise), user agents (e.g. extension or browser makers), publishers, content creators, researchers, digital activists and designers.

SUMMARY OF COMMITTEE BYLAWS

The bylaws govern how the Acceptable Ads Committee functions. They consist of four main sections:

Mission, Core Values and Powers

01 MISSION

“The Acceptable Ads Committee will amend the Acceptable Ads Criteria (AAC) for what constitutes the format of an acceptable ad, and thereby govern the Acceptable Ads initiative by creating standards for ad formats that users of the software will deem acceptable and that bring value to publishers and advertisers.”

02 CORE VALUES

- Protecting user experience must guide all actions undertaken by the AAC, and should remain its paramount objective.
- The AAC shall only approve ad formats which ad-blocker users do not find intrusive.
- The AAC and the Acceptable Ads Criteria should provide publishers and content creators with meaningful monetization opportunities.

03 POWER MANDATE

The Acceptable Ads Committee has the decision-making power to:

- make amendments to the Acceptable Ads Criteria, thereby defining the standards of what constitutes an acceptable ad
- suggest changes to the application process of entities seeking to be added to the whitelist
- suggest changes to the process of collecting user feedback in regards to violations of the Acceptable Ads Criteria by the entities on the whitelist

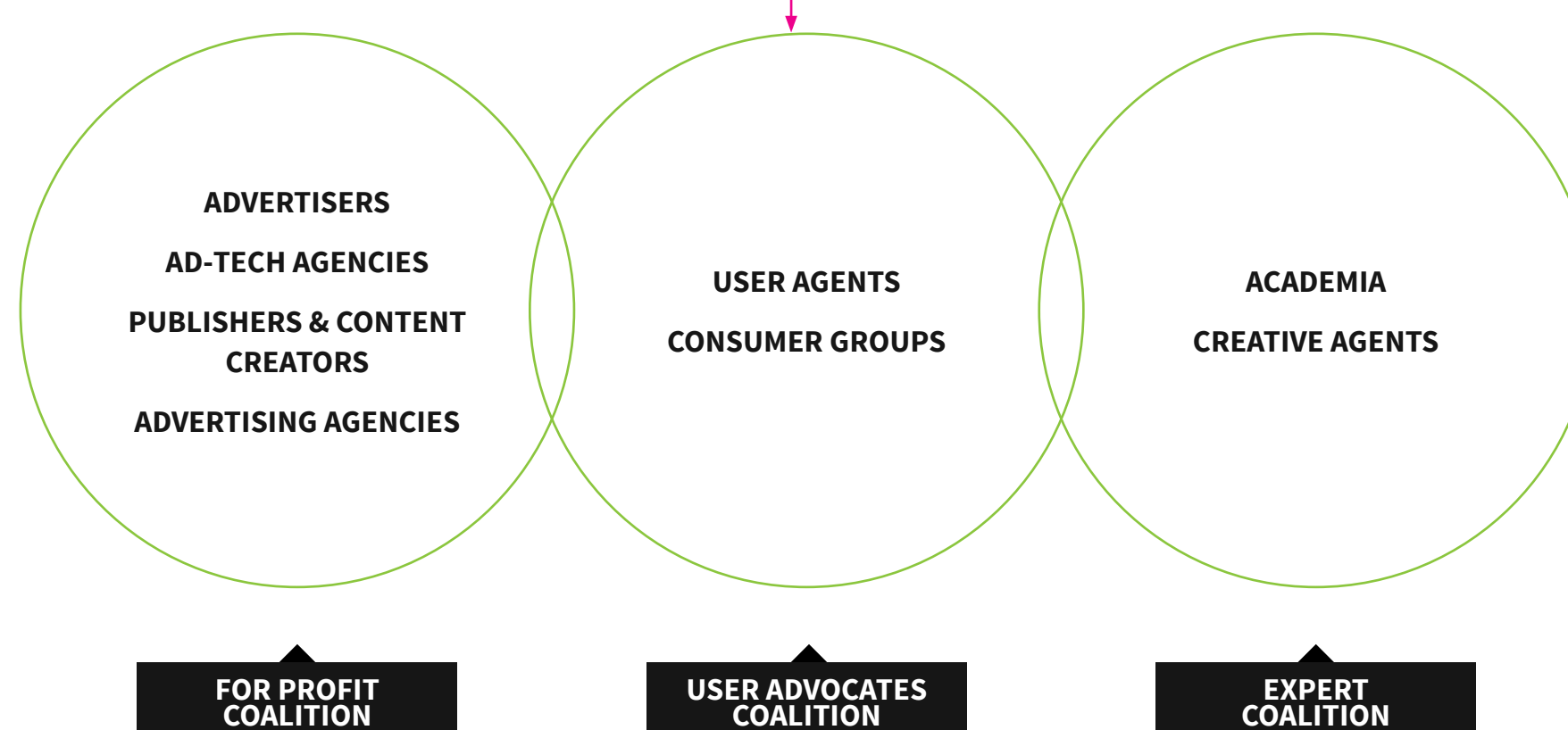
THE FIRST ACCEPTABLE ADS COMMITTEE TO BE FOUNDED IN 2016

There is a distinction between the committee which will be founded in 2016 and the committee that will take over in 2017. The main differences are that the 2016 committee is allowed to be smaller, will form under less complicated nomination and election procedures and will not yet be independent entity (even though establishing independence is its main task).

THE FIRST ACCEPTABLE ADS COMMITTEE TO BE FOUNDED IN 2016

In contrast to the 2016 committee, the 2017 version will be entirely independent, larger and formed under more rigorous nomination procedures.

The goal will be to achieve a committee structure like the one pictured below. There will be three overlying groups or coalitions: for-profit, user advocates and expert. Each of these will encompass a few groups, as pictured below, and each group, although only represented by one person at the physical committee meeting, may consist of a theoretically unlimited numbers of members.



GUIDELINES AND PROCESSES

Finally, to ensure the committee will consist of fair and honest participants who will in good faith facilitate the creation of the Acceptable Ads standard, guidelines are in place to vet potential stakeholders. There are also detailed decision-making processes in place to ensure that committee members make decisions about the acceptability of ad formats, which are neither subjective, biased nor arbitrary – but data-driven, user-focused and fair.

Find the complete bylaws [here](#)

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Want to join the
Acceptable Ads Committee?
Fill out the form below!

First Name

Your Email

Company / Organization

Email Address

Phone Number (optional)

Stakeholder Group
 ▾

Motivation
Please provide in 100 words or less a short description of why you would be a good fit

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Contact

Have questions about Acceptable Ads or working with us? We want to hear from you!

For any general inquiry, please fill out the form below to get in touch. For press requests or job applications, please refer to the respective given email address. We will try our best to respond to every request in a timely manner.

Your Email

Your Name

Subject

Comments

JOB APPLICATION

jobs@eyeo.com

PUBLIC RELATIONS

press@eyeo.com

Phone: +49 (0) 221 / 65028 598
 Fax: +49 (0) 221 / 65028 599

LEGAL INFO

VAT-ID: DE279292414
 District Court Cologne: HRB 73508
 Managing Directors: Till Faida,
 Felix Dahlke

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MEET US AT THE OFFICE

 EYEO HEAD OFFICE Eyeo GmbH Lichtstr. 25 50825 Cologne <input type="button" value="SHOW ON MAP"/>	 BERLIN OFFICE Eyeo GmbH Lichtstr. 25 50825 Cologne <input type="button" value="SHOW ON MAP"/>
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