A guide to common Ad Manager policy questions

Publishers are a central part of the advertising ecosystem. To continue building quality audiences, maintaining and connecting with users, your sites and apps must meet our policies for content, layout, and traffic. This guide will help you understand why we enforce these policies, what they mean, and what you can do to comply.

The Advertising Ecosystem

We help publishers create and enforce policies to help enable a healthy digital advertising ecosystem. We value users, advertisers, and publishers, and we work to create policies that provide value to users, advertisers, and publishers. These examples of policy violations are among the most common reasons that publishers receive warnings.

Best Practices to Remain Policy Compliant

These examples of policy violations are among the most common reasons that publishers receive warnings.

- Publisher Restrictions
- Low-value Content
- Replicated Content

Have you Received a Policy Violation?

Get detailed information about the policy that was violated, the steps you need to take to fix the violation, and what you can do to request a review.

Have you Received a Publisher Whitelist Removal?

Learn more about policies, restrictions, and how to request a review.

Policy Center Guidance

Everything you need to manage your site with Ad Manager. Including policy, payments, best practices and general announcements.

Our Ad Manager blog is a searchable resource of content on various Ad Manager topics, including policy, payments, best practices and general announcements.

Comprising expert publishers that are passionate about helping other publishers, you can review previous threads or post your own. This is searchable. Learn more about Google Publisher policies and restrictions at our Publisher Policies Help Center.

Publisher restrictions identify content that is restricted for advertising, with their ads shown alongside content that provides value to users. Ads should only be placed on content that does not negatively reflect upon their brand.

Ad Manager policies are designed to ensure advertisers earn money and connect with users, your sites and apps return to publisher sites with valuable content.

We work to help advertisers, earning money and connecting with users, your sites and apps return to publisher sites with valuable content.

About the Policy Center

Your Policy Center gives you detailed information about the policy that was violated, the steps you need to take to fix the violation, and what you can do to request a review.

Steps to take to resolve policy issues

1. Log into the Policy Center.
2. Read and understand the policy violated, and explain what you’ve done to fix this violation, and what steps you will take to avoid this issue in the future.
3. After you’ve resolved your policy issues, file a strong review - provide information that indicates that you’ve fixed the policy violation and you will not repeat the violation.
4. The easier it will be for us to reinstate monetization.

Additional resources

Learn more about Google Publisher policies and restrictions at our Publisher Policies Help Center. All of our program policies can be found in our Help Center, and like our other resources, this is searchable. Learn more about Google Publisher policies and restrictions at our Publisher Policies Help Center.

Publisher restrictions identify content that is restricted for advertising, with their ads shown alongside content that does not negatively reflect upon their brand.

Create outstanding content:

Your content needs to be engaging and valuable, with ads adjacent to photos, navigation, or games. Encouraging invalid clicks, such as ads adjacent to photos, navigation, or download links, is not permitted. Our Ad Manager blog is a searchable resource of content on various Ad Manager topics, including policy, payments, best practices and general announcements.

Focus on the user:

Your user experience needs to be engaging, with ads that do not distract from their content. Ad Manager publishers should carefully implement video ads to provide advertising, with their ads shown alongside content that provides value to users.

We do not allow our ads to be placed inside of content that does not positively reflect upon your brand.

Make every video count:

From live TV to short-form content, bring the power of video to ad experiences with Ad Manager. Make every video count.

Focus on your ad inventory:

Replicated content is not permitted, so do not redistribute images or other sources. We do not allow our ads to be placed on content that does not positively reflect upon your brand.

Resources

- Google Ad Manager Help Center
- Ad Manager Community
- Publisher Policies Help Center