

# A guide to common Ad Manager policy questions

Publishers are a crucial part of the advertising ecosystem. To continue hosting quality advertisers, earning money and connecting with users, your sites and apps must comply with our policies for content, layout, and traffic. This guide will help you better understand why we care about maintaining a healthy ecosystem.

## The Advertising Ecosystem

We value users, advertisers, and publishers, and we create and enforce policies to help enable a healthy digital advertising ecosystem.

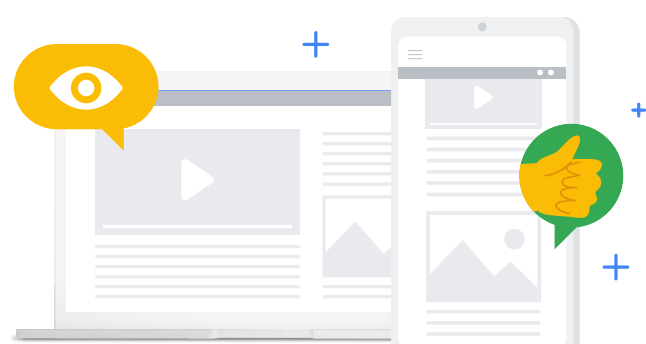
A healthy ecosystem means that each finds value in their relationship with Google:

- **Users** feel respected, and protected, and continue to return to publisher sites with valuable content.
- **Advertisers** find ROI in their investment in online advertising, with their ads shown alongside content that does not negatively reflect upon their brand.
- **Publishers** earn ad revenue from relevant ads that do not distract from their content.



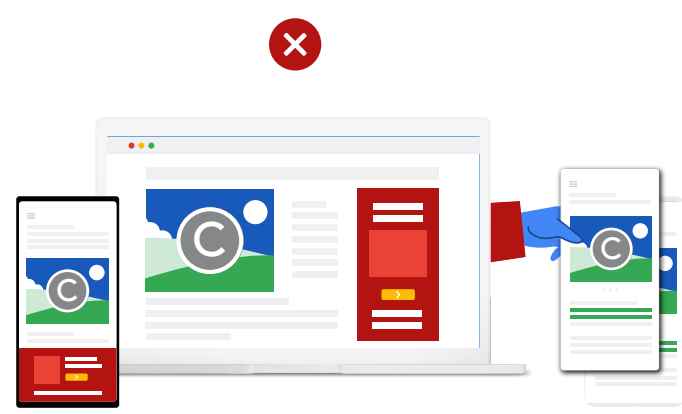
## Best Practices to Remain Policy Compliant

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



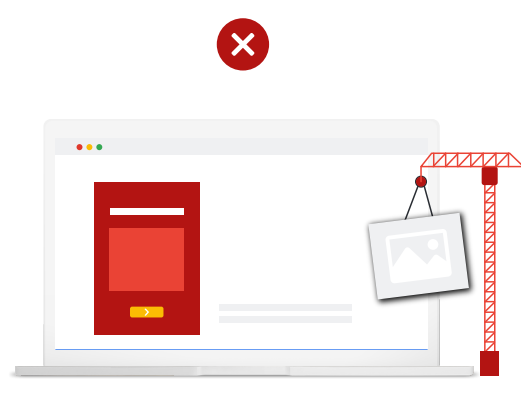
### Create outstanding content

Your content should be the focus of your solutions. Turn casual visitors into loyal users. Advertisers must find value in where their ads are placed. Adhere to our content policies and avoid these common policy violations.



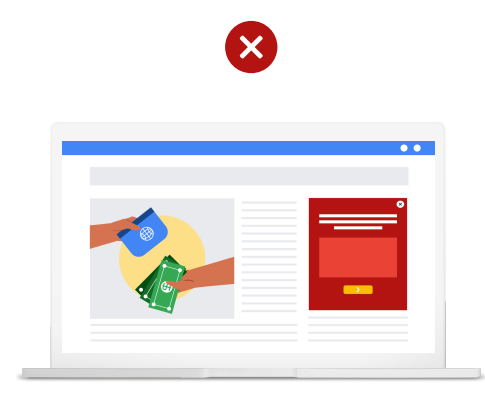
#### Replicated content

Ads should only be placed on content that you've created that provides value to users. Do not copy content from other sources.



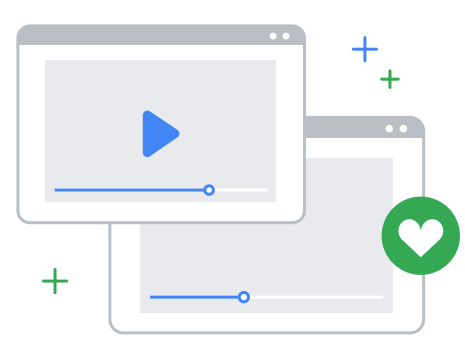
#### Low-value Content

We do not allow Google-served ads on screens without publisher-content, with low-value content, or are under construction.



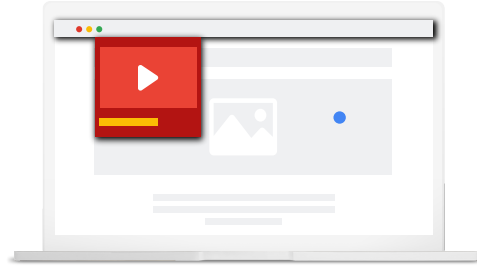
#### Illegal Content

We do not allow our ads to be on pages with illegal content, promote illegal activity, or infringe on the rights of others.



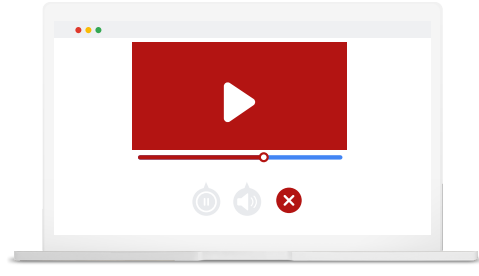
### Make every video count

From live TV to short-form content, bring the power of video to ad experiences everywhere. Ad Manager publishers should carefully implement video ads to provide good user experiences and avoid accidental clicks.



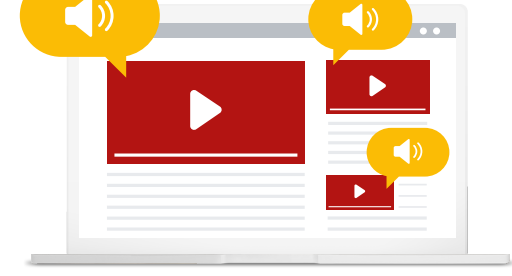
#### Sticky Player

Do not overload your page with ads. Publishers need to ensure that all ads, including sticky ads, constitute less than the amount of content on the viewable screen or viewport.



#### UI Modification

Publishers may not obscure, hide, remove, or change the rendering of any ad content. Do not alter code provided by Google in a manner that may manipulate standard ad behavior, targeting, or delivery of ads in any way. Publishers cannot remove the mute or pause options for the video ads.



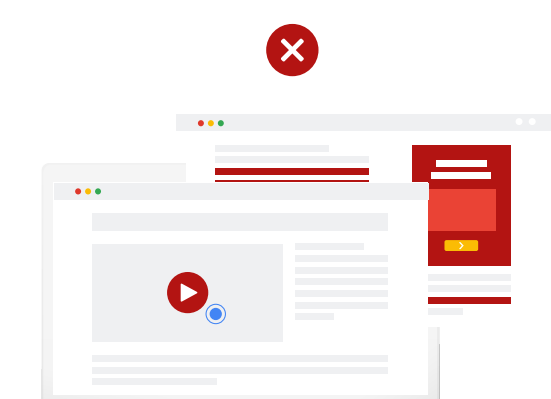
#### Multiple Autoplay

Autoplay out-stream video ad placements, apart from interstitials and rewarded placements, must be muted by default, unless the user opted to enable sound.



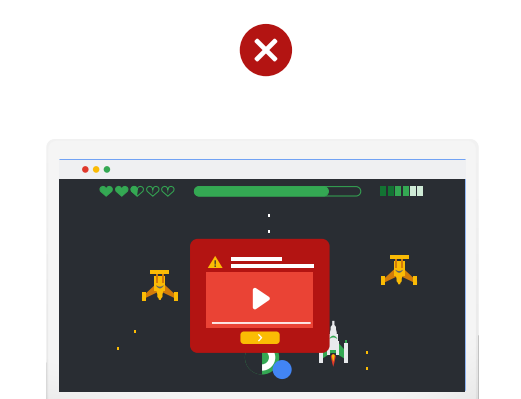
### Focus on the user

Everything you do should be for the benefit of your users. Create valuable content, and provide clear structure and navigation so that users are not tricked, and become loyal, returning visitors to your solutions.



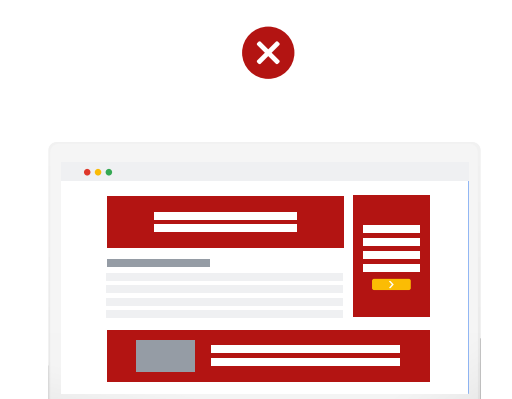
#### Deceptive layout

A site or page layout that encourages invalid clicks, such as ads adjacent to photos, navigation, or games.



#### Encouraging Accidental Clicks

Publishers are not permitted to encourage users to click on ads in any way. This includes implementing the ads in a way that they might be mistaken for other content, such as a menu, navigation, or download links.



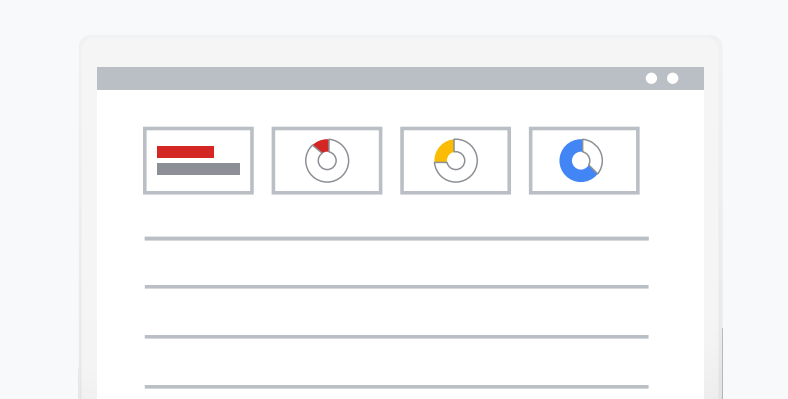
#### More Ads Than Publisher-Content

Advertising and other paid promotional material added to your pages should not exceed your content. Never monetise a video where the ads outweigh the content in videos.

## About the Policy Center

The [Policy Center](#) gives you detailed information about issues that may restrict ads from appearing on your apps and the steps you can take to resolve issues with ad serving. You can also request reviews for any changes you've made to policy violations.

- With **Policy Violations**, you must fix issues we've identified in order to receive monetization.
- With **Publisher Restrictions**, you do not need to change your content, however, you may receive restricted demand for this content. You'll likely receive less advertising on this restricted content than you would receive on other, non-restricted content.



## Have you Received a Policy Violation?

**Not to worry!** Log into the Policy Center.

Focus on the "Must Fix". If the "Must Fix" column is labeled with a "yes", an enforcement has been taken and you must address this issue, or issues before you can receive monetization.

After you've resolved your policy issues, file a strong review - provide information that indicates that you've read and understand the policy violated, and explain what you've done to fix this violation, and what steps you've taken to avoid this issue occurring again in the future. Basically, the better information you give our team, the easier it will be for us to reinstate monetization.

[Learn more](#) about how to resolve policy violations.



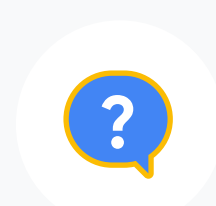
## Have you Received a Publisher Restriction?

Publisher restrictions identify content that is restricted from receiving certain sources of advertising. This content is not a policy violation, so not to worry! We identify this content, and post links to it within the Policy Center for you to review.

Keep in mind, with this content, fewer advertising sources are bidding on it, and in some cases, no advertising may appear.

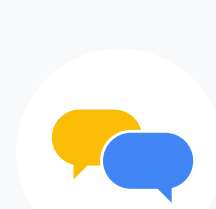
## Resources

Check out these resources for more information on Ad Manager policies, and best practices



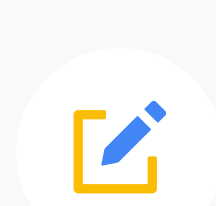
#### Ad Manager Help Center

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](#).



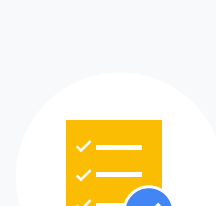
#### Ad Manager Help Community

Comprising expert publishers that are passionate about helping other publishers better understand Ad Manager policies. Here, you can review previous threads or post questions and receive feedback from the community. Many common issues are addressed here, and the answers come from publishers like you, who have experienced the same issue you've experienced.



#### Ad Manager Blog

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



#### Policy Center Guidance

Step by step instructions on how to resolve policy issues, and request a review.