

# 2024 Publisher Policies Recap

Publishers are a crucial part of the Google advertising ecosystem. Compliance with our content, design, and traffic policies is essential for maintaining a positive user experience and ensuring continued access to high-quality advertisers. This recap outlines the updates in Google Publisher Standards and some common policy issues in 2024.

## Updates to Google Publisher Standards

Publishers are required to keep abreast of changes to policies and be in compliance with them at all times.

Oct 2024

### Apps that offer compensation programs

Google ads may not be placed on apps that promise payment or incentives to users who click on or view ads. Placing Google ads on such apps may result in invalid impressions or clicks and is therefore prohibited. Similarly, Google ads may not be placed on apps that primarily drive traffic to, promote, or provide instructional materials on how to implement such services.

- [Help center article](#)

Aug 2024

### Ads in private communications

“Ads on dynamic content” policy has been replaced with the “Ads in private communications” policy. Ads are prohibited on screens where the primary focus is private communication between users like direct messages, live chats, video-chats, and private chat rooms.

- [Help center article](#)

### Personalized advertising

All publishers must follow the rules about personalized ads serving in order to protect user privacy and prevent discriminatory practices. The creation of this policy as a Publisher Policy is simply to provide a consistent policy experience for all publishers.

- [Help center article](#)

### Monetization in Russia

Due to ongoing developments in Russia, we are pausing the ability of Russia-based publishers to monetize with AdSense, AdMob, and Ad Manager.

May 2024

### Sexually explicit content

The sexually explicit content policy has been updated to specify that we do not allow promoting the creation or distribution of content that has been synthetically altered or generated to be sexually explicit or contain nudity.

- [Help center article](#)
- [Video guide](#)

Sep 2024

### Video inventory restrictions

Google's video inventory restrictions require publishers to accurately describe their video ad placements, use specific Google tools for implementation, ensure video controls are functional, and respect user experience with limitations on autoplay and sticky ads. Video inventory that contains content restricted in the video inventory restrictions may receive less advertising than other non-restricted content.

- [Help center article](#)
- [Video guide](#)

Jul 2024

### EU User Consent Policy

Google expanded the scope of the EU User Consent Policy to apply to users in Switzerland. Customers using Google advertising products will be required to obtain Swiss users’ consent to the use of cookies or other local storage, where legally required; and the collection, sharing and use of personal data for personalization of ads. This is in addition to existing requirements for European Economic Area (EEA) and UK users.

- [Help center article](#)

Feb 2024

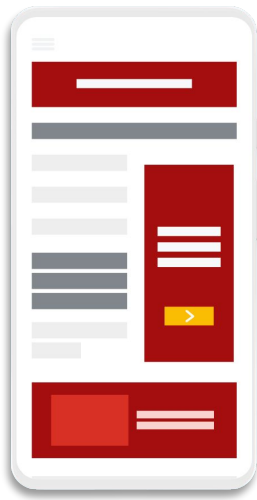
### Sensitive events

A 'sensitive event' is an unforeseen event or development that creates significant risk to Google's ability to provide high quality, relevant information and ground truth, and reduce insensitive or exploitative content in prominent and monetised features. During a sensitive event, we may take a variety of actions to address these risks.

- [Help center article](#)

## Common Policy Issues

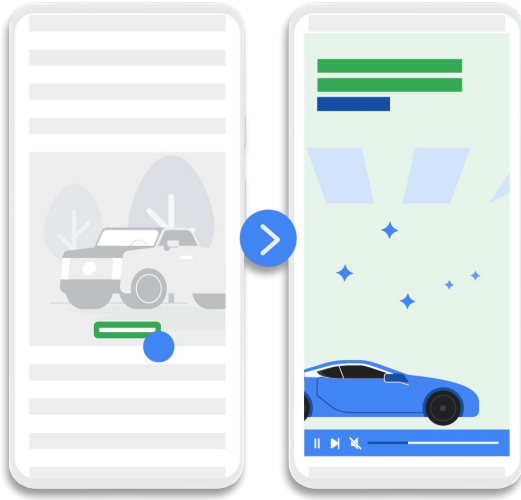
These examples of policy violations are among the most common reasons that publishers receive warnings



### More ads than content implementations

Apps that show Google ads must ensure that advertising and paid promotional material does not exceed publisher-content. This violation is not triggered by any one specific ad format but assesses the ad placement strategy in multiple consecutive screens. All ad types are considered, not just Google-served ads.

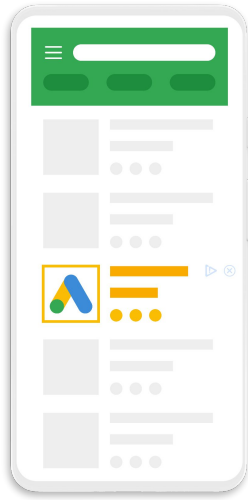
- [Help center article](#)
- [Video guide](#)



### Disallowed interstitial implementations

Interstitial ads provide rich interactive ads for users on mobile apps. Publishers should carefully implement interstitial ads to provide good user experiences and avoid accidental clicks. Some disallowed implementations include interstitials on app load or exit, repeated or recurring interstitials and interstitials that launch unexpectedly.

- [Help center article](#)
- [Video guide](#)



### Lack of differentiation between ads and content

Ads must be clearly distinguished from content. Some disallowed implementations include camouflaging ad elements as navigation controls in surrounding content and camouflaging the Ad attribution or AdChoices overlay.

- [Help center article](#)
- [Native Ads playbook](#)
- [Video guide](#)

### Some best practices:

- Reconsider the ad placement strategy and balance the ad density ratio in consecutive screens. For example, control or reduce the number of interstitial ad formats and avoid implementations where every click triggers an ad. If most of the screens contain half-sized ads, please be more cautious about using interstitial ads. This can significantly affect the user experience.

### Some best practices:

- Think about natural transition points:** Place interstitial ads strategically between 2 different content screens at natural breaks or transitions in your app’s flow. For example, a transition point can refer to the conclusion of a task within an app such as sharing an image or completing a game level.
- Be mindful of invalid activity:** When displaying full screen interstitial ads on mobile devices, keep in mind that mobile screens are often limited in size compared to traditional desktop and laptop computer screens. Full-screen interstitial ads can lead to invalid clicks if placed at the wrong time.

### Some best practices:

- Clearly indicate that ads are ads:** Always include the Ad badge and AdChoices icon and follow the native ads policies. Distinguish your native ad with subtle visual cues like elevation or drop shadows.
- Don’t add friction:** Your ads shouldn’t get in the way of what users are doing in your app. Users should be able to tell where the app content ends and ad content begins.

## Resources

- [Help Center](#)  
All of our program policies can be found in our Help Center, and like our other resources, this is searchable.
- [AdMob Help Community](#)  
Comprising expert publishers that are passionate about helping other publishers better understand AdMob 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.
- [AdMob Policy Videos](#)  
A library of videos on various policy topics can be found on the AdMob YouTube channel, with videos for specific policies, as well as topics around payments, approvals and ad formats.
- [AdMob Blog](#)  
Our AdMob blog is a searchable resource of content on various AdMob 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.