

National Geographic Digital Advertising Inventory Guidelines

These guidelines (“Guidelines”) apply to purchases of National Geographic (“Nat Geo”) advertising inventory sold in the U.S. on Nat Geo-branded digital properties (“Nat Geo Advertising Inventory”). It does not, nor can it, provide an exhaustive list of guidelines or examples and Nat Geo reserves the right to review, approve, refuse to display, or remove any and all advertising on a case-by-case basis. Nat Geo also reserves the right to approve exceptions to these Guidelines on a case-by-case basis.

1) Guidelines applicable to all Nat Geo Advertising Inventory

- a) **Disclosures for Advertising Materials.** Advertising materials, including custom materials, must be clearly identifiable as an advertisement and may not be disguised as editorial content. The method of disclosure can differ depending on the platform, target audience, and type of advertising, but in all cases must be clear and conspicuous. Similarly, disclosures concerning a product, service or offer, such as how a product works, what is included with a service, or what is excluded from an offer, must be made clear and conspicuous to a reasonable consumer.
- b) **Substantiation, Legality, Third Party Rights.** Advertisers must be able to substantiate any express or implied claims conveyed in the advertising materials. An advertised offer must be fulfilled as stated in the advertisement, and advertisements may only portray or make claims about the product or services being advertised that are accurate and truthful. Nor may they violate applicable laws, rules or regulations or infringe or violate any third party’s rights.
- c) **IAB Terms.** The terms of the applicable Insertion Order (“IO”), including the 4As/IAB Standard Terms And Conditions For Internet Advertising For Media Buys One Year or Less (version 3.0) referenced in the IO, and the terms of any agreement relating to custom materials or promotions (e.g. branded content, contests, sweepstakes, etc.), apply to each campaign.
- d) **Technical Specifications.** Advertising materials must comply with Nat Geo’s technical specifications, which can be found at <https://mediakit.disneyadsales.com/natgeo/>.
- e) **Third Party Technology.** All third party technology included or appended to an Ad by or on behalf of Advertiser (“ATPV Services”), including any tags, pixels or other software code utilized for brand safety, invalid traffic/fraud or viewability, shall be subject to Nat Geo’s prior written approval and shall only be permitted for purposes of measuring performance, monitoring, research or verification.
- f) **Nat Geo Assets.** The use of Nat Geo-branded assets in custom materials must be pre-approved by National Geographic’s Chief Marketing and Brand Officer.

2) Guidelines applicable to Nat Geo Advertising Inventory (e.g., inventory on nationalgeographic.com)

- a) **Data Collection.** Advertisers engaging in data collection through its advertising materials must collect data in compliance with Nat Geo’s Data Collection and Use Policy, which can be found at <https://www.nationalgeographic.com/legal/privacy/>. Where personal information is requested on an advertiser’s landing page:
 - 1. Any collection of personal information must be in full compliance with all privacy laws, including data protection laws and regulations;

2. An advertiser must clearly explain to the consumer how the advertiser will use the personal information collected;
3. An advertiser must provide a clear and conspicuous link to its privacy policy on the landing page from the advertisement.

b) Product Categories

- i. The following categories are not accepted for Nat Geo as a part of Disney (all channels) Advertising Inventory:
 - Tobacco (cigarettes, cigars, pipes, chewing tobacco, etc. except for anti-smoking campaigns approved by Disney)
 - Illegal drugs (except for anti-drug campaigns approved by Disney's Corporate Brand Management)
 - Cannabis, marijuana and related products
 - Sexually explicit or suggestive images (pornography, sex sites) or any other products, themes or content with adult themes or themes of a sexual nature
 - Potentially slanderous or libelous content
 - Politics (lobbyists, PAC sites, political campaigns)
 - Sensationalism (killer bees, gossip, aliens, scandal, etc.)
 - Gambling (excluding legal state lotteries, sweepstakes and fantasy leagues) and "get rich quick" schemes
 - Graphic violence (including certain types of game sites)
 - Guns, ammunition, firearms and related dangerous dangerous products or violent sports/recreational activities
 - Death and death-related products and services (funerals, funeral homes, mortuaries)
 - Advertising materials that potentially encourage imitation of unsafe, inappropriate or otherwise illegal behavior
 - Discrimination based on race, sex, religion, nationality, disability, sexual orientation or age
 - Images or content that is any way unlawful, harmful, threatening, defamatory, obscene, or harassing
 - Personals or dating services
 - Religion and religious themes
 - Cosmetic or body modification procedures, including tanning in an ultraviolet device and plastic surgery
 - Black Magic, Astrology, Occult and paranormal
 - Hacking and cracking products and services
 - Unauthorized or unapproved use of Nat Geo's creative assets (such as, talent, logos, color scheme, font(s), etc.)
- ii. In addition to the categories prohibited in §2.b.i. above, the following categories are not accepted for Nat Geo Advertising Inventory:
 - Illegal drugs;
 - Tobacco products;
 - Illegal gambling, including illegal sports betting, illegal gaming or illegal lotteries;
 - Firearms and ammunition for firearms;
 - Hunting (including the arrangement or facilitation thereof);
 - Material which has been ruled in whole or significant part by the FCC to be obscene;

- Adult-oriented, pornographic, sexual or similar services or pornography, including websites, programming services, and publications based thereon;
 - Establishments which predominantly feature nude or semi-nude performers;
 - Escort services;
 - Movies with an MPAA “X” rating;
 - Video games with a rating of M or Mature, first person shooter games and other similar products that feature or promote graphic violence, sex or adult only themes; or
 - “900” or “976” telephone services, or any other telephone services which bill a caller for placing or confirming the call (other than the telephone company’s cost of the call) which relate to sexually explicit or intimate matters or are directed primarily at children.
 - Trophy hunting (including the arrangement or facilitation thereof);
 - Deforestation;
 - Illegal activities (i.e., convicted felons); or
 - Pornography or adult entertainment.
- iii. In addition to the categories prohibited in §2.b.i. and §2.b.ii above, the following categories are reviewed on a case-by-case basis to determine whether they are appropriate for Nat Geo Advertising Inventory:
- Ads for “R” or “NC-17” rated movies
 - OTC (over-the-counter) or prescription medication (including vitamins, dietary supplements, and diet/weight-loss products)
 - Contraceptives
 - Double entendres
 - An implied affiliation or favored status with Nat Geo
 - A copy or parody of current or past Nat Geo advertising materials
 - Content that involves a direct business competitor of Nat Geo’s (i.e. subscriptions)
 - Ads that involve an advertiser in a category where Nat Geo has previously granted exclusive rights to another party
 - Chemical producers
 - Companies owned or run by state governments
 - Conflict minerals
 - Countries with a record of human rights violations
 - Energy companies
 - Forestry companies
 - Fossil fuels
 - Non-governmental organizations
 - Partnerships with an explicit or implicit endorsement of a scientific claim
 - Single-use plastics products
 - Wildlife tourism
 - Zoos and aquariums
 - B2B Educational Activities
 - Innovation Lab
 - Philanthropy
 - Grant-based Science and Exploration
 - Any business line extensions and any substantially related activities of the above
 - Any activity involving impact or sustainability message or call to action
 - Any activity that has a call to action to public policy

- Any work that is linked with a non-for-profit company or organization
- Equity Investment
- Photo Ark

3) **Guidelines applicable to Nat Geo Advertising Inventory directed at children under 13** (e.g., inventory on kids.nationalgeographic.com)

- Disclosures.** In addition to text disclosures, audio disclosures must be used when video or audio advertising is directed at children under 13.
- Compliance.** The advertising materials and delivery must also comply with the Children’s Online Privacy Protection Act, the Children’s Online Privacy Protection Rule, as amended, and any United States Federal Trade Commission guidance on the foregoing Act and Rule (collectively, “COPPA”) and the Children’s Advertising Review Unit’s (“CARU”) guidelines. COPPA and CARU provide that, among other requirements, advertisements directed to children under 13 years of age should not engage in online behavioral advertising. To learn more about COPPA and CARU, see <https://www.ftc.gov/enforcement/rules/rulemaking-regulatory-reform-proceedings/childrens-online-privacy-protection-rule> and <http://www.caru.org/guidelines/guidelines.pdf>.
- FORT-D.** The Nat Geo Account Management Organization must run all advertisements through its internal ad approval system (“FORT-D”) before an ad campaign directed at children under 13 can launch.
- Data Collection.** Personal information (as defined under COPPA) must not be collected from children on Nat Geo Advertising Inventory.
- Nutrition Guidelines.** All advertisements for food and beverage products, food service providers, and restaurants directed to kids and families must comply with The Walt Disney Company’s (“TWDC”) Nutrition Guidelines and must be approved on a case-by-case basis. TWDC’s Nutrition Guidelines can be found at <http://citizenship.disney.com/disney-check>.
- Entertainment Software Products (e.g., console games, mobile games) directed at children under 13.** Industry sponsored ratings for entertainment software products (referred to herein as “Games”) must be disclosed in video and audio. Games carrying an Entertainment Software Rating Board (“ESRB”) rating of E or E10+ (for everyone 10 and older) may be advertised. For more information on ESRB ratings, go to www.esrb.org. Ads for “T” rated entertainment software products are reviewed on a case-by-case basis.
- Films and Videos directed at children under 13.** Advertisers should take care to ensure that only age-appropriate videos and films are advertised to children. If an industry rating system applies to the product, such as the Motion Picture Association of America (“MPAA”) rating for films, the rating label must be prominently displayed. Ads for “PG-13” rated movies and “TV14” TV programming are reviewed on a case-by-case basis.
- Products Labeled “Keep out of reach of children”.** Advertising for products that are labeled “Keep out of reach of children” but are of benefit to children, e.g. sunscreen or child-targeted dental products, should depict adult supervision. In such cases, Advertisers must be able to support the implied claim that the product does not present a danger to children with reliable scientific evidence.

- i) **Product Categories.** In addition to the categories listed in Section 2(b) above, the following categories are prohibited on Nat Geo Advertising Inventory directed to children under 13:
- Content that could frighten or upset young children or the parents of young children or is otherwise inappropriate for children
 - Ads for “TVMA” TV programming, or “M”, “AO”, “RP”, rated entertainment software products
 - Bad language, proxies for bad language (X@#% !)
 - Alcohol (beer, wine and hard liquor)
 - Food or beverages that contain high levels of caffeine or any artificial stimulant (including guarana or other energy drinks)
 - Diet, weight loss, or slimming products such as diet pills or food substitutes such as slimming shakes
 - Subscriptions
 - Advertisements that link to any age-restricted social media platform or network e.g. Facebook, Instagram, Twitter
 - Products with product pricing featured