

These guidelines apply to display advertising content appearing on Imostate.gov.ng



DISPLAY ADVERTISING GUIDELINES

This document is not intended as legal advice. These guidelines are a general statement of Imostate.gov.ng's advertising standards and are not intended to be comprehensive. Adherence to the guidelines outlined in this document a) does not guarantee acceptance of display advertising content for insertion on Imostate.gov.ng, and b) is not necessarily sufficient to meet the standards of local, state or federal laws. Imostate.gov.ng encourages each advertiser and its agency to consult with legal counsel before seeking to place any display advertising on Imostate.gov.ng.

ADVERTISER RESPONSIBILITIES

It is the advertiser's responsibility to ensure that:

- All advertising it seeks to place on lmostate.gov.ng complies with all applicable federal, state, and local laws or regulations;
- An advertisement does not violate the intellectual property rights of web visitors
- Offers included in any advertising message include all material terms that an ordinary person would require in making an informed decision about whether to purchase the product or service being offered (for example, lmostate.gov.ng does not accept travel and vacation advertising that offers "free" or bargain-priced trip packages, but fails to disclose hidden costs or other restrictions that materially affect the net value of the "bargain price");
- All claims made in an advertisement have been substantiated before the advertisement is scheduled to appear on lmostate.gov.ng;
- Users are not being misled or deceived into downloading software;
- Advertising that includes warranties, guarantees, or other types of assurances to the user complies with all applicable laws, regulations or guidelines regarding such assurances; and
- Users are not deceived into providing personal information without the user's knowledge, under false pretenses, or to companies who resell, trade, barter or otherwise misuse that personal information.

lmostate.gov.ng RIGHTS

lmostate.gov.ng reserves the right, but is not under any obligation to:

- Review or request changes to any advertisement scheduled for insertion on lmostate.gov.ng;
- Accept, retract, or reject, at any time, any advertisement submitted for placement on lmostate.gov.ng in its sole discretion, whether on the basis of these guidelines, advertising format, targeting criteria, or for any other reason;
- Review any advertisement to determine the appropriateness of the advertisement for the lmostate.gov.ng audience; or
- Modify these guidelines or its standards governing advertising on lmostate.gov.ng at any time without notice.

Specifically, lmostate.gov.ng reserves the right to reject or retract, at any time, any advertising deemed to, in lmostate.gov.ng's sole opinion:

- Be misleading, deceptive, false or untrue;
 - Promote or glorify violence, crime, obscenity, the use of weapons, or to provide instructions on how to "get away" with crimes or unlawful activity;
 - Stereotypes, inaccurately portrays or attacks an individual or group on the basis of age, color, national origin, race, religion, sex, sexual orientation or handicap;
 - Be offensive or disturbing to lmostate.gov.ng's users, or likely to cause outrage, general disapproval, or negative opinion within the community; or
 - Portray minors (or persons who, in lmostate.gov.ng's opinion, appear to be underage) in a manner that is sexually suggestive or otherwise age-inappropriate.
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GENERAL CONTENT STANDARDS

- **Animation** - Ads may animate for up to 15 seconds. Animation can begin again on mouse over, but must stop immediately on mouse off.
 - **Audio** - Audio must be user initiated.
 - **Borders** - Ads must clearly be differentiated from page content through either a defined linear or graphical border, a solid contrasting background color or a combination of border and contrasting background
 - **Branding** - The sponsor of the advertising message must be clearly identified in an ad.
 - **Competitive Claims** - lmostate.gov.ng competitors are prohibited from advertising on its owned and operated sites.
 - **Data Collecting Ads** – Ads collecting data from users must, at a minimum, clearly identify the advertiser and properly disclose that data is being collected by lmostate.gov.ng and/or the advertiser, and provide the user with a link to the privacy polic(ies) of the part(ies) collecting or receiving the data.
 - **Foreign Language** - Ads may contain languages other than English under certain conditions. All submissions of non-English ads must be accompanied by an accurate English translation.
 - **Objectionable Images and Language** - Ads may not contain potentially offensive graphics or language.
 - **Pop-Up Advertising** - Pop-up advertising is not permitted. The browser back button must work from the landing page.
 - **Pricing and Price Claims** - All price claims made in an ad must be clearly and accurately substantiated on the landing page. Ads or landing pages that contain “free”, “complimentary” or synonymous offers must disclose the pertinent terms and conditions associated with the offer. Any disclosure (or notice that a disclosure applies) must be made in close proximity to the claim, and must be clear, conspicuous and in a font equal in size to that of the base font of the ad or landing page.
 - **Simulated Error Messages** - Ads are not permitted that contain graphics that simulate interactivity (i.e. drop down menus, search boxes etc.) where no such interactivity exists, or mimic operating system dialogue boxes error messages, etc.
 - **Simulated News Items / Advertorials** - Ads that mimic news headlines (in design, tone, sentence structure or topic), or resemble lmostate.gov.ng content are not permitted.
 - **lmostate.gov.ng Brand Guidelines** - Use of the lmostate.gov.ng name, logo or other brand features without prior approval is not permitted.
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SUBJECTIVE CONTENT

- Astrology, horoscopes, psychic services or other related services
 - Creative **MUST** state that the service is for entertainment purposes only
 - Creative **CANNOT** imply that there are scientific groundings to such services and/or promises of wealth or good fortune
- All ringtone/cell phone offers must disclose the details of the service, particularly when the offer requires a subscription.
- Promotions (contests, sweepstakes, special offers)
 - Ad creative **CANNOT** imply that the promotion is approved or endorsed by any government or quasi-government entity
 - All promotions **MUST** offer a fair opportunity for all entrants to win
 - Chance-based promotions **CANNOT** require a purchase to participate and **MUST** clearly disclose that no purchase is necessary.
 - Promotions **CANNOT** claim “everyone wins”, or suggest that the reader was specially selected to receive a prize
 - Promotions **CANNOT** suggest that a payment by the winner is necessary to claim a prize (except for applicable taxes)
 - Ad creative **MAY NOT** falsely imply that the mere act of clicking a button is sufficient to win (e.g. "Win a car! Click here!")

Ads for food products must comply with applicable laws & regulations regarding definitions/restrictions on food-related descriptive words

- The use of the word “Free” in any ad **MUST** fully comply with all state and federal guidelines, and disclose all material terms and conditions to obtain the free item; in particular, ad units which claim to offer "free gifts" which in fact require the user to sign up for one or more offers, trial subscriptions, etc., must disclose how many offers the user must complete before receiving the gift.
 - **Over The Counter ("OTC") Medications**
 - Ads **MUST** be for products approved by the National Agency for Food and Drug Administration and Control (NAFDAC), and only for NAFDAC-approved purposes (i.e. no advertising for "off-label" uses of an OTC product)
 - It is the advertiser's responsibility to ensure that all health-related claims for OTC medications, including any claims with respect to the efficacy of the product, are properly substantiated with reliable scientific and/or clinical evidence
 - **Weight loss ads:**
 - **CANNOT** depict or be targeted at children or teens
 - **CANNOT** suggest that the product alone is effective for weight loss or make any unrealistic claims about the amount of weight loss that can be expected from the product
 - **MUST**, where weight loss claims are made or implied, contain a disclaimer such as "results not typical; individual results may vary".
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UNACCEPTABLE CONTENT

As part of our commitment to provide the highest quality online experience, we may not accept ads containing or relating to certain products or services. These products or services include, but are not limited to, those listed below. Imostate.gov.ng reserves the right to reject or remove any ad in its sole discretion at any time.

- Adult products and services (films, magazines, web sites, toys, etc.)
- Cigarettes, cigars, smokeless tobacco and other tobacco products
- Content that facilitates or promotes, whether directly or indirectly, the sale or use of beer, wine or hard liquor is not allowed on any section of our site
- Degrees for sale or offered by non-accredited universities or programs
- Firearms, ammunition or fireworks
- Loan products that require upfront fees
- Products/services that claim to repair bad credit
- Securities (stocks, bonds, notes, warrants, options, etc.) or insider tips on a particular stock or commodity
- Lotteries (other than official state-sponsored lotteries)
- Online casinos or any site with online gambling as its central theme
- Products containing ephedra, ma huang, chitosan or human growth hormones, comfrey, or pyruvate, or other products/elements/ingredients as may be designated by Imostate.gov.ng at any time in its sole discretion.
- Ads that use sexually suggestive text, images or situations
- Dating or personals sites that promote casual sex, or international match-making services
- Personal care, medical or health products that create an unrealistic expectation about the success of the product/service
- Simulated newspaper, blog, product reviews, TV news, or similarly confusing websites
- Get rich quick schemes, “free money”, or similar money-making opportunities or offers
- Ads that, at Imostate.gov.ng's sole discretion, promote low quality products or services or ads that otherwise negatively affect our users' online experience

OTHER

Imostate.gov.ng may update this guideline. We will notify you about significant changes by placing a prominent notice on the site.

If you have any questions about these guidelines, please contact us at the following:

Information & Communication Technology Unit
Government House
Owerri
Imo State – Nigeria
Email: adverts@imostate.gov.ng
Cell: +2347066116699
+2347066116600

Effective Date: December 1, 2009