

## **Advertiser Guidelines**

For brands, marketers, and buyers on Midiarack

Sections:

### **1. Platform Use**

- Only use the platform for legitimate advertising
- Must register with accurate business information

### **2. Creative Submission Standards**

- Avoid content that is misleading, hateful, illegal, or violates local laws
- Submit final creatives at least 3–5 days before booking date unless otherwise noted

### **3. Booking & Cancellation**

- Confirm bookings with upfront payment
- Cancellation policies depend on media owner terms (to be shown before checkout)

### **4. Prohibited Content**

- Political ads without clearance
- Gambling, sex-related products, drugs, weapons
- False health claims

### **5. Payment & Refunds**

- Payments are collected by Midiarack
- Refunds issued if placement fails due to provider error, subject to terms

### **6. Dispute Resolution**

- Escalations handled by Midiarack support within 7 business days