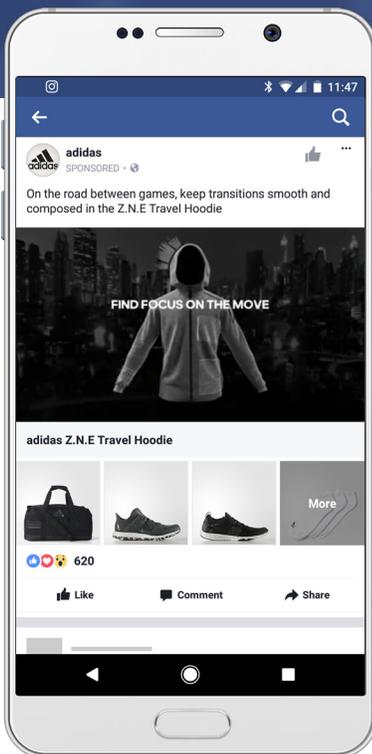


FACEBOOK

# Brand safety across ad platforms and placements



Collection ads are one of the many formats available through the News Feed placement.

## A people-based approach to advertising

Advertising on the Facebook family of apps and services is people-based, meaning ads are served to individuals based on their understanding of the person. By putting people at the core of our ads, we can help marketers reach the right people and grow their businesses.

### UNIQUE ADS FOR UNIQUE INDIVIDUALS

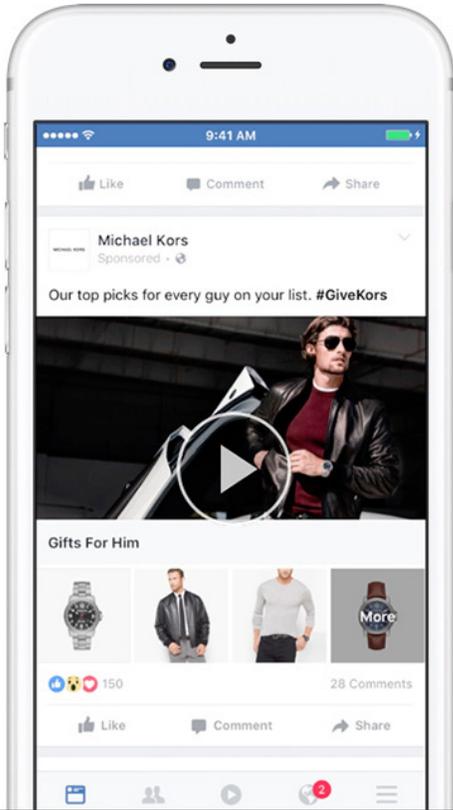
In News Feed, every person receives a unique experience based on our understanding of their likes, follows, engagement, etc. News Feed ads are delivered based on an individual's interests; not the content above and below the ad.

Other placements, like in-stream video, Audience Network, and Instant Articles, also rely on people-based targeting. However, these ads may appear to be more closely connected to the content since they're adjacent to it. We understand the importance of controlling where ads appear, so we offer controls and features to help ensure ads deliver in a brand-safe environment.



BRAND SAFETY ACROSS AD PLATFORMS AND PLACEMENTS

# Learn more about placements



**NEWS FEED & INSTAGRAM ADS**

Feed style ads can appear on Facebook and Instagram on both mobile and desktop devices (Facebook only).

Placement Opt-Out\*

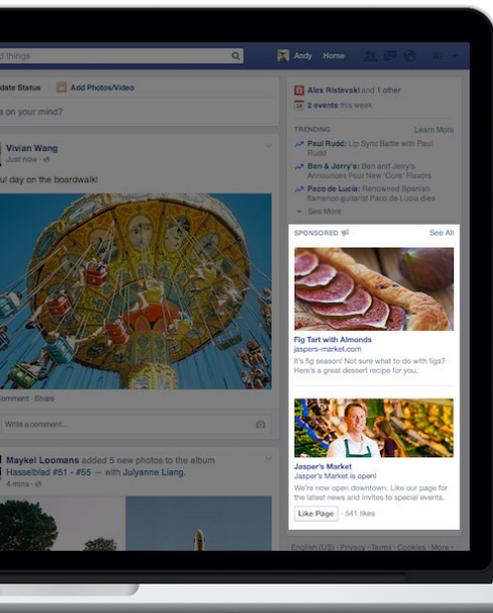
Category Blocking\*

Block Lists\*

Pre-Campaign Publisher List\*



N/A



**RIGHT HAND COLUMN ADS**

Right hand column ads are shown in right-side columns across Facebook and will only appear to people browsing Facebook on desktop.

Placement Opt-Out

Category Blocking

Block Lists

Pre-Campaign Publisher List



N/A



\*Learn more about these controls in the Advertiser Controls section on pages 7 & 8.

# More placements

## IN-STREAM VIDEO ADS

In-stream video ads on Facebook allow advertisers to reach their audience within video content uploaded to Facebook by a select group of publishers and creators, including Watch. You have the option to deliver video ads specifically to in-stream placements in videos on Facebook, on Audience Network, or across both.

Placement  
Opt-Out

Category  
Blocking

Block  
Lists

Pre-Campaign  
Publisher List



## INSTANT ARTICLES

Instant Articles is a tool designed for publishers to distribute fast, interactive articles to their readers in the Facebook mobile app. Instant Articles are simply the articles already in people's News Feed, made faster and more engaging to provide a better experience for reading content on mobile.

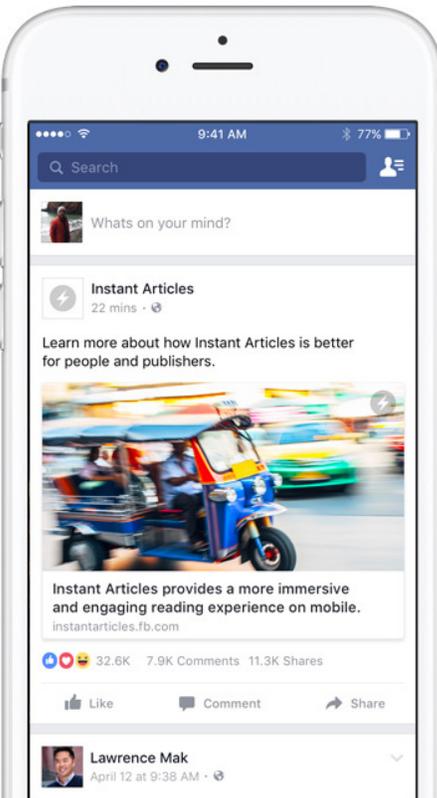
Publishers may choose to place ads within their Instant Articles, enabling you to reach your audience using the same people-based targeting.

Placement  
Opt-Out

Category  
Blocking

Block  
Lists

Pre-Campaign  
Publisher List



# More placements

## INSTAGRAM STORIES

Ads in stories use a full screen vertical format to create an immersive experience in both video or photo options. Advertisers can upload photos and videos with filters, text overlay and drawing tools.

Similar to Feed ads, Instagram Stories are displayed based on content the individual viewer chooses to follow. Ads in Instagram Stories are full screen, and appear between people's stories, never within a multi-frame story. A cube-swipe interface indicates when a user is moving to a new account's content.

Instagrammers will not see the ad preview in the tray before clicking into the immersive view.

Placement  
Opt-Out

Category  
Blocking

Block  
Lists

Pre-Campaign  
Publisher List



## AUDIENCE NETWORK

Audience Network uses Facebook's people-based marketing to help you extend campaigns to sites and apps beyond Facebook, so you can reach more people, in more places, and drive more results. Depending on your objective, Audience Network ads can appear in a variety of placement types, including native/banner/interstitial, rewarded video, and in-stream video.

Our Business Integrity Team reviews every publisher to ensure they are high-quality and adhere to Facebook policies including [Community Standards](#), [Platform Policies](#), and [Audience Network Policies](#).

Placement  
Opt-Out

Category  
Blocking

Block  
Lists

Pre-Campaign  
Publisher List



# More placements

## FACEBOOK MESSENGER

Facebook Messenger ads are served to the individual; they are not contextually aware of the personal messaging content surrounding the ad. People will see Messenger ads in the home tab of their Messenger mobile app. When they tap on an ad, they will be sent to the destination chosen during ads creation. This can be your website or a Messenger conversation.

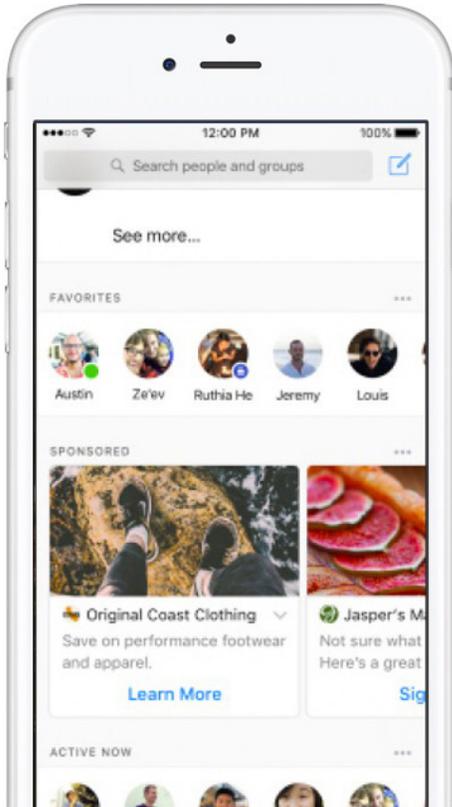
The best way to include Messenger ads in your campaigns is to use Automatic Placements. This selection will allow Facebook's ad auction to optimize delivery for the best placement, and deliver more efficient campaign results.

Placement  
Opt-Out

Category  
Blocking

Block  
Lists

Pre-Campaign  
Publisher List



## SUGGESTED VIDEOS

When people tap a video in News Feed on their Facebook mobile app, we will suggest additional videos to watch after their initial video has finished. With suggested videos, we're creating a more immersive video experience where people can easily watch multiple videos. Suggested videos is an extension of News Feed, and therefore any video ad that is eligible to deliver in News Feed would be eligible to deliver among suggested videos.

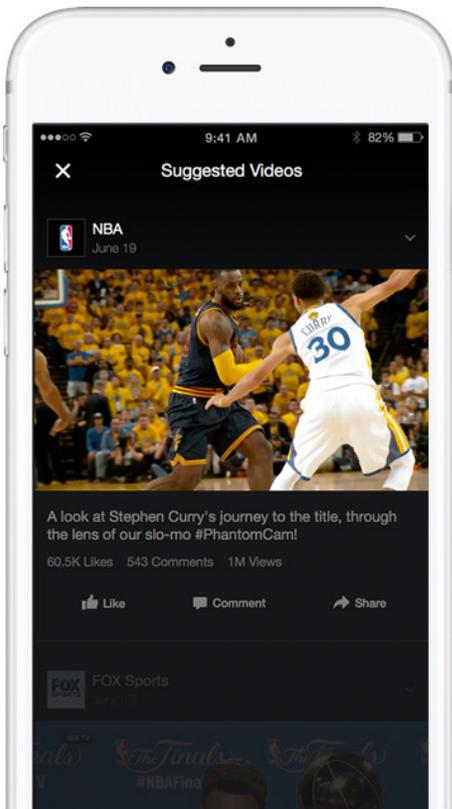
We also personalize and rank videos using some thematic signals, (such as collaborative filtering which is method of making automatic predictions about the interests of a user by collecting preferences or taste information from many users), and page signals. Therefore, the suggested videos feed can include multiple videos on a given topic or from a given page.

Placement  
Opt-Out

Category  
Blocking

Block  
Lists

Pre-Campaign  
Publisher List



# Advertiser controls

Facebook provides a variety of controls and features to help you feel comfortable with where ads appear. All publishers and content creators must adhere to Facebook Community Standards, which include policies that prohibit hate speech, violence, or similarly extreme content. We also have Monetization Eligibility Standards that provide guidance around the types of publishers, creators, and content that can earn money with Facebook advertising. Additionally, advertisers can use the following controls:

## PLACEMENT OPT-OUTS

You can opt-out of specific placements to avoid showing ads in places like Instant Articles or Messenger. This can be done by selecting the “**Edit Placements**” option in the Placements section of the ad create flow. [Learn more about opting out of placements.](#)

## CATEGORY BLOCKING

You can prevent ads from delivering within certain categories of content, including Dating, Gambling, Tragedy & Conflict, Debatable Social Issues, and Mature. You can do this by using the “**Exclude Categories**” option in “Advanced Options” under “**Edit Placements**”. Note that choosing to exclude categories will give you fewer delivery options and narrow your audience. [Learn more about excluding content categories.](#)

## BLOCK LISTS

For in-stream video, Audience Network, and Instant Articles, you can block ads from running on specific publishers by uploading a list of pages, websites, and/or apps in Business Manager. Block lists must be .CSV or .TXT files and can be applied at the account level. Blocks will apply across platforms, but you will need to block all surfaces of a publisher (domain, app, and Facebook Page), to ensure delivery is completely blocked. [Learn how to create and upload block lists.](#)

## PRE-CAMPAIGN PUBLISHER LIST

Prior to running your campaign, you can review a complete list of publishers and places where your ads could run across in-stream video, Instant Articles, and Audience Network. You then have the option to block some of those publishers. [Learn more about pre-campaign publisher lists.](#)

# F.A.Q.

## HOW CAN I PREVENT MY ADS FROM APPEARING ON CERTAIN PUBLISHERS?

There are several options to control how your ads appear across Facebook advertising platforms:

1. Block lists - Upload a list of specific domains, page, and/or app URLs in which you do not want your ads to deliver.
2. Category blocks - You can choose to exclude one or more of the following categories of sites: Dating, Debatable Social Issues, Gambling, Mature, and Tragedy & Conflict.

## WHAT IF I HAVE A LIST OF THOUSANDS OF SITES I WOULD LIKE TO BLOCK FROM DISPLAYING MY AD?

You can create a file containing up to 10,000 website domains, Facebook page URSL, and/or app store URLs and then upload your list. A block list can be applied at a business, ad account, or ad-set level. [Learn more about how to upload and apply a block list.](#)

## WHAT ARE COMMUNITY STANDARDS AND HOW ARE THEY ENFORCED?

We want Facebook to be a place where people can share responsibly, and we wish to encourage expression while providing a safe and welcoming experience for our community. This is why we have Community Standards that describe what is and is not allowed on our platform. Today, our review of content that violates our Community Standards consists of three elements:

- 1) Community reporting: We depend largely on the community to report when they see policy-violating content. Our global community plays an essential role in enforcing our standards.
- 2) Human review: Specially trained representatives from our Community Operations team review flagged reports and remove content that violates our Community Standards. They review millions of reports every week in more than 40 languages, 24/7.
- 3) Automated Tools: We use tools such as artificial intelligence (AI) to help our systems scale. With a community the size of Facebook, it's essential we use automation in order to scale enforcement.

## WHAT ARE MONETIZATION ELIGIBILITY STANDARDS?

Monetization Eligibility Standards (MES) detail:

1. Who can earn money on their content through our monetization products like in-stream video & Instant Articles
2. What types of individual pieces of content can be monetized

In order to earn money on our platform, we have laid out clear standards that require publishers to comply with our [Community Standards](#), [Payment Terms](#) and [Page Terms](#), in addition to publishing quality content and developing an established presence. If a publisher violates these terms, they are ineligible to show ads. Learn more about MES [here](#).

## CAN I SEE A BREAKDOWN OF WHICH PUBLISHERS MY ADS APPEARED ON?

Currently, you can only see the list of publishers where a campaign could run, but we are planning to give you more transparency into where ads actually delivered in 2018 with post-campaign publisher lists.