

Creative Acceptance Policy (CAP)

heise online expressly prohibits the publication of advertisements relating to the following categories:

- Illegal content
- Adult content
- Tobacco advertising
- Gambling advertising
- Unfair advertising
- Misleading advertising
- Comparative advertising
- Racist content
- Extremist political or religious content
- Pornographic content
- Sexist content
- Violent content
- Disclosure of private or confidential information
- Distribution of spam
- Exploitation of security holes
- Distribution of malicious programs (malware, riskware, Trojans, viruses, etc.)

No advertisement linked to the above categories may be published. In addition, no advertisement may be delivered which considerably slows down or prevents the presentation of editorial content and thus causes a negative user experience.

Advertisements for drugs, medicine and alcohol are not generally prohibited, but are only possible with prior written approval and on a case-by-case basis. Advertisements for speculative financial products relating to food (e.g. drinking water) or raw materials (e.g. palm oil) are only desired if the advertised product has been classified as harmless by an independent institute. When using redirects/3rd-party tags, the ordering party guarantees to deliver only advertising media in the agreed format and only for the client specified in the order.

For further information:

Deutscher Werberat (German Advertising Council), basic rules and specific codes of conduct

<http://www.werberat.de/verhaltensregeln>

heise online Media Data

<http://www.heise.de/mediadaten/online/>

Last updated: 2013-06-04