

iMe Ads Policies and Guidelines

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1. General Provisions

iMe Ads Policies and Guidelines (the “Guidelines”) define the rules and requirements applicable to advertising within the iMe Ads Service.

These Guidelines form an integral part of the iMe Ads Terms of Use. By using the Service, you agree to comply with these Guidelines.

iMe reserves the right to interpret and enforce these Guidelines at its sole discretion.

2. General Principles

Advertising must be:

- lawful and compliant with applicable regulations;
- truthful and not misleading;
- respectful of users and not abusive or harmful;
- consistent with the functionality and purpose of the Service.

The Advertiser is solely responsible for all Advertising Materials, including their content, links, and claims.

3. Prohibited Content

The following content is strictly prohibited:

- fraud, scams, or deceptive practices;
- misleading or false claims, including guaranteed profits;
- phishing, malware, or harmful links;
- impersonation of individuals, brands, or services;
- illegal products or services;
- explicit sexual content or pornography;
- promotion of violence, hate speech, or discrimination;
- unauthorized use of third-party intellectual property;
- unverified or misleading health, medical, or financial claims;
- political campaigns, elections, political parties, or candidates;
- software, tools, or services designed to gain unauthorized access, disrupt systems, or perform spam or malicious activities;
- promotion of psychoactive substances, drugs, tobacco products, or alcohol;
- weapons, firearms, explosives, ammunition, or related content;
- content related to sensitive or ongoing events that may pose risks to users or the platform;
- products or services of questionable legality or intended to bypass legal or regulatory restrictions;
- services, tools, or instructions that facilitate fraud, cheating, or other deceptive practices, including guides, training, or assistance in carrying them out;

- tools or services for artificially inflating engagement metrics, including the sale of subscribers, followers, views, votes, or reactions;
- software, bots, or automated tools that operate in breach of the rules of Telegram or another third-party platform, including cheats for games and applications.

4. Restricted Content

The following categories may be allowed but are subject to moderation review and approval:

4.1. Adult Content

Non-explicit adult or suggestive content may be permitted. Explicit sexual content and pornography are strictly prohibited.

4.2. Cryptocurrency and Financial Content

Cryptocurrency-related advertising is allowed, provided that it:

- does not promote scams, fraudulent schemes, or deceptive tokens;
- does not include misleading claims or guarantees of profit.

Cryptocurrency offers presented as an opportunity to earn or invest, and cryptocurrency infrastructure services, are also subject to clause 4.7.

4.3. Gambling and Betting

Gambling-related content, including casino games, betting, and sports betting, may be permitted subject to applicable laws and moderation review. Such content is also subject to clause 4.7.

4.4. Approval Is Not Endorsement

Permission to publish an advertisement does not constitute verification, endorsement, or recommendation of the advertised product, service, or Advertiser by iMe. Moderation checks compliance with these Guidelines only; it does not assess the quality of the advertised offering, its legality in every jurisdiction, or the commercial reliability of the Advertiser. Users decide for themselves whether to interact with an advertisement and should exercise their own judgment, in particular in relation to financial, cryptocurrency, and gambling offerings.

4.5. Payment Methods

iMe may also limit the payment methods available to an Advertiser in connection with content falling within the categories set out in clauses 4.1 to 4.3. See the iMe Ads Terms of Use, section 8.

4.6. Legality in Targeted Regions

The Advertiser is responsible for ensuring that a Campaign, and the product or service it promotes, are lawful in every region targeted by that Campaign. Where advertising of the promoted product or service is restricted or prohibited in a region, the Advertiser must

exclude that region using the targeting options available in the Service. iMe does not apply such restrictions on the Advertiser's behalf.

4.7. Categories Subject to Heightened Scrutiny

Certain categories of advertising carry an elevated risk of harm to users. Advertising Materials falling within these categories are reviewed with particular care and, as a rule, are not approved. iMe may nevertheless approve such Advertising Materials following a more detailed review, at its sole discretion. These categories are:

- offers presenting an opportunity to earn, invest, or otherwise generate income, including trading signals, arbitrage schemes, high-yield programs, and multi-level or referral-based income schemes;
- cryptocurrency infrastructure services, including the rental of network resources or energy, mixing, tumbling, and anonymizing services;
- casino, betting, and sports-betting offerings;
- the sale, transfer, or rental of accounts, channels, or groups.

iMe may request additional information or documentation before approving Advertising Materials in these categories, as provided in the iMe Ads Terms of Use, section 7. Where the requested information is not provided, the Advertising Materials will not be approved.

These categories are defined by the product or service being advertised. They are not determined by the location, nationality, or place of incorporation of the Advertiser.

Advertisers intending to promote a product or service within these categories are encouraged to contact iMe support before adding funds to the Balance. Rejection of a Campaign under this clause does not entitle the Advertiser to a refund; funds remain on the Advertiser's Balance as provided in section 6.

5. Advertising Requirements

Advertising Materials must:

- accurately represent the advertised product or service;
- not mislead users;
- be consistent with the destination content and must not lead to pages containing materially different or misleading information;
- not contain deceptive UI elements or clickbait designed to mislead users;
- not imitate system interfaces, Telegram UI elements, or mislead users into unintended interactions.

Advertisements delivered by the Service are marked as advertising in the interface in which they are shown. The wording and form of that marking are determined by the Service and may differ between placements. Such marking is applied by the Service and does not relieve the Advertiser of the requirements set out above.

Advertising Materials must not contain:

- profanity, vulgar language, or masked offensive expressions;

- unclear, meaningless, or excessively repetitive text;
- excessive or gimmicky formatting, including irregular capitalization, spacing, or symbols;
- intrusive or excessive use of emojis or visual elements intended to attract misleading attention.

All links must:

- lead to functional and relevant destinations;
- not redirect to unrelated or harmful content;
- not be used for phishing, malware distribution, or user exploitation.

iMe reserves the right to review and verify all links included in Advertising Materials.

Advertisers must not attempt to circumvent or bypass these Guidelines, moderation processes, or technical restrictions of the Service.

Ad destinations must be functional, accessible, and relevant to the advertised content.

The following are not allowed:

- inactive, incomplete, or inaccessible pages;
- pages that fail to load or return errors;
- pages that are under construction or abandoned;
- destinations that do not function as expected across supported platforms;
- destinations without meaningful content, including a channel with no posts, a group with no members or activity, or an account or profile with no content;
- destinations that exist primarily to direct users onward to other content.

These requirements apply to all content available at the destination, including a profile description, a channel or group description, pinned messages, and any links they contain. Where the destination itself complies with these Guidelines but leads users onward to content that does not, the Advertising Materials are treated as non-compliant.

6. Moderation and Enforcement

All advertising is subject to moderation by iMe.

iMe reserves the right to:

- approve, reject, remove, or restrict any advertisement at its sole discretion, with or without explanation;
- request modifications to Advertising Materials;
- issue a warning to an Advertiser in connection with a violation;
- suspend or block Advertisers for violations.

A warning is not a precondition for suspension or blocking. iMe may suspend or block an Advertiser without issuing one.

Repeated or severe violations may result in permanent suspension of access to the Service.

Suspension may be temporary, for a period determined by iMe, or permanent.

All decisions made by the moderation team are final.

Approval of an advertisement means only that it passed moderation against these Guidelines, as described in clause 4.4.

Rejection of a Campaign does not entitle the Advertiser to a refund. Funds remain on the Advertiser's Balance and may be used for other Campaigns that comply with these Guidelines.

7. Re-Moderation

The following changes to a Campaign or its Advertising Materials:

- title;
- description;
- media;
- the button text;
- the destination URL;
- broadening of targeting, including adding languages or countries;

will result in:

- immediate removal of the Campaign from active delivery; and
- resubmission for moderation review.

Campaign delivery will resume only after re-approval.

Other changes to a Campaign do not interrupt delivery and do not require re-approval. These include narrowing of targeting, changes to the placements on which the Campaign is shown, and changes to the Campaign name, the bid, the payment model, or the daily budget.

iMe aims to complete moderation within 24 hours of submission or resubmission, but does not guarantee a particular review time. Review may take longer where additional information or documentation is requested under the iMe Ads Terms of Use.

Where Advertising Materials have been rejected for containing content prohibited under section 3, iMe may refuse to review any resubmission of the same or substantially similar materials. Repeated submission of such materials, with or without cosmetic modifications, is treated as an attempt to circumvent moderation under section 5 and may result in suspension or permanent blocking of the Advertiser.

8. Technical Requirements

8.1. Text Fields

- Campaign name: 1–64 characters
- Title: 1–40 characters
- Description: 1–80 characters
- Button text: 1–24 characters
- URL: up to 512 characters

The values in force are displayed in the Service during Campaign configuration and may be updated from time to time.

8.2. Links

For Campaigns using the CPM payment model, the Service accepts a website address, a full link, or a Telegram username, and checks the format of the link when it is entered. In addition:

- links must be valid and functional;
- links must not be misleading, deceptive, or malicious;
- links may be subject to moderation review regardless of format.

Examples of acceptable formats include:

- <https://example.com>
- www.example.com
- t.me/username
- <https://t.me/channel/123>

For Campaigns using the CPA payment model, the destination must be a Telegram link — a channel, group, bot, or mini app. Other link formats are not accepted for this payment model.

iMe reserves the right to reject any link at its sole discretion. Advertisers are solely responsible for the content and safety of all links included in Advertising Materials.

8.3. Media

Supported formats:

- JPEG
- PNG
- GIF

File size:

- minimum: 10 KB
- maximum: 5 MB

Recommended image resolution:

- 1024 × 1024 pixels

The supported formats and file size limits in force are displayed in the Service. Uploaded images are automatically resized by the Service into the formats required for each placement. Any square image of at least 512 × 512 pixels is technically sufficient; the recommended resolution is given for the best visual quality.

8.4. Payment Models and Bidding

The Service supports two payment models:

- CPM (cost per thousand impressions) — the Advertiser pays for impressions delivered;
- CPA (cost per action) — the Advertiser pays only for target actions completed by users.

A target action means a user subscribing to a channel, joining a group, or starting a bot or mini app promoted by the Campaign.

The CPA model becomes available to an Advertiser once the total amount added to the Balance reaches the threshold displayed in the Service. The threshold is measured as the total amount added to the Balance. Amounts subsequently spent neither increase nor reduce that total.

Minimum and maximum bid values apply to both models and are determined by the Service. Current values are displayed during Campaign configuration and may be updated from time to time.

Higher bid values may increase the likelihood of ad delivery or placement priority; however, no specific delivery or performance is guaranteed.

For Campaigns using the CPA payment model, the button label is set automatically by the Service according to the type of destination and is not defined by the Advertiser. The button character limit in section 8.1 applies to Campaigns using the CPM payment model.

8.5. Budget

- Minimum top-up: \$10; individual payment methods may apply a higher minimum or a maximum amount, as displayed in the Service
- Minimum campaign budget: \$10
- Maximum budget is limited by the Advertiser's available balance
- Daily budget: a daily budget always applies; if you do not set one, the Service sets it automatically from the Campaign budget

The payment methods available for a given amount are displayed in the Service and may change from time to time.

Campaign delivery may stop once the budget is exhausted.

A daily budget cannot be removed after a Campaign is created, but it may be changed.

9. Targeting

Advertisers may configure targeting parameters, including:

- languages;
- countries or regions;
- platform types (iOS, Android, Desktop);
- feature-based segments (e.g., Telegram Premium, iMe Wallet users).

Targeting options are provided for Campaign configuration purposes and may influence ad delivery, but do not guarantee that ads will be shown to all selected users.

The language of the advertisement should correspond to the language of the targeted audience and the destination content.

10. Updates to Guidelines

iMe reserves the right to update these Guidelines at any time.

Continued use of the Service after updates constitutes acceptance of the revised Guidelines.

11. Contact Information

If you have any questions regarding these Guidelines, the iMe Ads Terms of Use or the iMe Ads Privacy Policy, please contact us at [@iMeMessenger](https://t.me/iMeMessenger) (Telegram Username) or support@imem.app.