



## Destinations and Landing Pages

Any time you display an ad in an application on Facebook Platform, be sure that the destination or landing page follows these guidelines.

### The ad text should:

#### **Disclose a download requirement**

Any advertised product that requires a download, such as a toolbar, should fully state this requirement in the ad text. (e.g. “Download required.”)

### The landing page should not:

#### **1 Be a direct download link**

The ad should link to a web page, not to a file a user needs to download. For example, an ad should not direct to .doc files.

#### **2 Generate pop-ups**

No pop-ups, pop-ins, or pop-unders are permitted at all when users enter or exit the landing page.

#### **3 Include trapping behavior**

When a user attempts to leave the landing page, the site should not force them to click on dialogue boxes or other pop-up like windows.


#### **4 Redirect based on the user’s location**

Landing pages must be viewable from anywhere in the world. Those that redirect based on IP addresses are not acceptable.

## Unacceptable Ad


These examples ads are not acceptable because they do not disclose the advertised products' installation requirements.

**Play Now**



Can you beat the high score? Try Star Search now!

**Eliminate Free Time**




Play the most addictive game on the internet for free today!

## Acceptable Ad

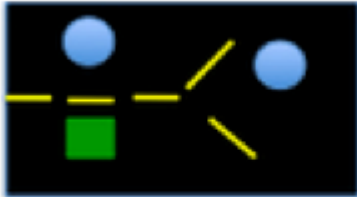
These examples show you compliant ads that both properly disclose the advertised products' requirements.

**A Cartoon You?**



Download our toolbar and release your inner cartoon! Show it to your friends.

**Love video games?**



Get the high score!  
Download now and play for free.