

OVERVIEW

- This advertising policy ('Policy') is intended to provide guidelines as to the type of advertising that may be permitted and the technical standards associated with the display of those advertisements on PMTips (hereinafter referred to as "PMTips" "website" "page" or "site").
- Any advertising on PMTips must comply with all relevant legislation, this Policy and any relevant regulations.
- The appearance of an advertisement on PMTips is not and should not be regarded as any endorsement or recommendation by PMTips of that company, product or service.
- PMTips reserves the right to refuse or remove any individual advertisement that in its sole and absolute discretion considers inappropriate or in breach of this Policy.
- PMTips is not responsible for the quality or reliability of the product or services offered within any advertisement.
- The statements expressed in advertisements are those of the advertisers and not necessarily of PMTips. PMTips shall have at its absolute discretion the right to refuse, omit, suspend, or change the position of any advertisement accepted for insertion.
- PMTips reserves the right to reject advertising that it believes is false, slanderous, contentious, discriminative, exploitative, socially irresponsible, hateful, or offensive to the readers or that fails to meet the production standards of PMTips. For additional information on content restrictions, please refer to the [Restricted Content](#).
- PMTips also reserves the right to reject advertising from direct or indirect association competitors. The word "advertisement" will be mentioned at the top of advertisements in order to not be confused with editorial pages.
- PMTips reserves the right to revise these or any other guidelines that may be put in place periodically and to refuse any advertisement that is thought not to follow them in order to protect the interests of its employees, the site visitors, the users of services offered on the site and its partners.
- PMTips does not accept responsibility for errors, omissions or for any consequences arising when visiting third party websites when following an advertising link. When you click on third party link, you are leaving the environment of PMTips and are therefore bound to comply with such third party websites terms and conditions or policies.

RESTRICTED CONTENT

- PMTips will restrict the promotion of counterfeit goods that contain a trademark or logo that is identical to or indistinguishable from the trademark of another, which policy applies to any ad content provided and/or the destination it leads to.
- PMTips will not allow the promotion of products or services that might lead to or cause, to PMTips knowledge, any form of damage, harm, or injury.
- PMTips will not allow ad content or advertisements that lead to websites that display shocking content or promote hatred, intolerance, discrimination, or violence.
- PMTips will not allow ads or destinations that, to PMTips knowledge or at PMTips sole discretion of concluding that such ads or destinations intend to deceive users by excluding relevant information or giving misleading information about products, services, or businesses.

- PMTips will not allow the promotion of products or services designed to enable dishonest behavior. Any content or advertising which has an overtly sexual 'tone', which features partial or complete nudity or which appears to promote or give undue publicity to illegal or inappropriate behavior or lifestyles will be excluded. PMTips has sole and absolute discretion to determine what behavior it considers inappropriate.
- Advertisements that PMTips considers mocking of groups or individuals or that contain at PMTips sole discretion, innuendo or subtext, which could cause offence, will not be accepted, regardless of tone.
- PMTips will not allow ads that are unauthorized to use copyrighted content. If you see unauthorized content, [submit a complaint](#) for removal of content from the site.
- PMTips will not allow auto-initiated sounds in ads.
- PMTips will not allow ads which lead to a download link, or which break or can damage the site in any way.

PROHIBITED PRACTICES

- PMTips will not accept ads, content, or destinations that attempt to trick or circumvent our ad review processes. Prohibitions apply to: promoting content that contains malware; "cloaking" or using other techniques to hide the true destination that users are directed to; "arbitrage" or promoting destinations for the sole or primary purpose of showing ads; promoting "bridge" or "gateway" destinations that are solely designed to send users elsewhere.
- All ad destinations must offer unique value to users and be functional, useful, and easy to navigate. Prohibitions apply to: a display URL that does not accurately reflect the URL of the landing page; sites or apps that are under construction, parked domains, or are just not working; sites that are not viewable in commonly used browsers; sites that have disabled the browser's back button.

EDITORIAL REQUIREMENTS

- PMTips requires that all ads, extensions, and destinations meet high professional and editorial standards. We only allow ads that are clear, professional in appearance, do not infringe any third party rights and that lead users to content that is relevant, useful, and easy to interact with.

ADVERTISING PLACEMENT POLICES

- PMTips reserves the right to restrict the use of advertising services to partners because of an outstanding debt.
- Cancellations will be accepted only if submitted in writing to PMTips. Cancellations made after the closing date will not be eligible for a refund. Alternatively, cancellations made prior the closing date will be eligible for a refund.
- An advertiser may change ad content prior to the closing date but will be subject to a second revision and thus may be a subject to rejection. The advertiser (or its agency) is responsible for providing the publisher with all ad material.

CLOSING DATES

- The closing date for cancellation of the advertising services, which will be eligible for refund, is three weeks (or 21 days) prior to the start of the publication period. Any cancellation made after the closing date will not be eligible for a refund.
- Reservations are requested approximately six weeks prior to the start of the publication period.
- Materials are due approximately three weeks prior the start of the publication period.

DISCLAIMER

PMTips makes every effort to provide up-to-date and accurate information on this website. However, PMTips and other parties involved in creating and delivering this website's contents give no warranty as to the accuracy of the information and do not accept any liability for any loss, damage, or inconvenience arising in any way whatsoever from the use of information on this website, to the maximum extent permissible by applicable law.

COMPLAINTS

We accept complaints or any form of inquiry that directly affects the contents of this Advertising Policy. If for any of these reasons you wish to contact us, you may do so by following this [link](#) or contact us directly at advertise@pmtips.net.

The privacy terms and conditions and collection of data is regulated on the I-Products Sites with our [Privacy and Cookies Policy](#) which are updated and amended pursuant to the General Data Protection Regulation of the EU (the Regulation), in force as of May 25th 2018.

I - PRODUKTS DOOEL

11 Oktomvri 33A 1000 Skopje, Macedonia

Phone: +389 2 3253 606

Fax: +389 2 3097 414

Last Update: March 13, 2019