

Destinations and Landing Pages

Any time you submit an ad to Facebook, be sure that your destination or landing page follows these guidelines.

Your landing page should not:

1 Be a direct download link

Your ad should link to a web page, not to a file a user needs to download. For example, you should avoid having your ad 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 your landing page.

3 Include trapping behavior

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

4 Redirect based on the user's location

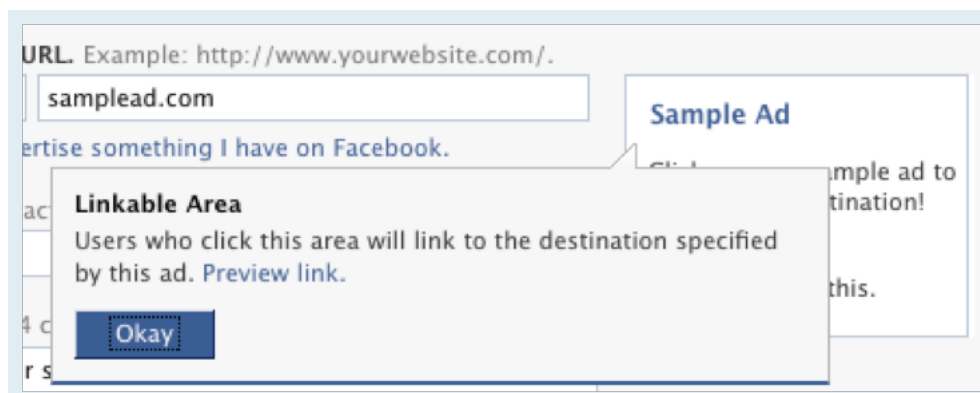
Landing pages must be viewable from anywhere in the world. Those that redirect based on IP addresses will not be approved.

5 Fail to 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.")

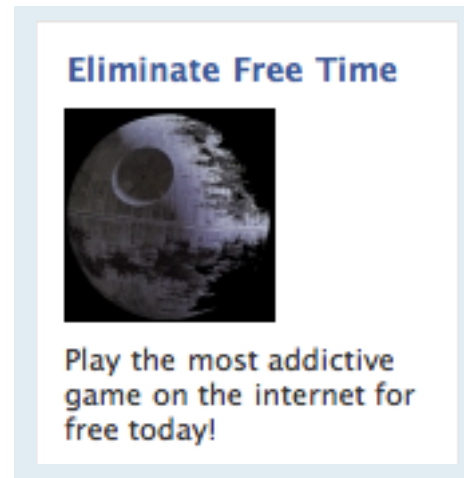
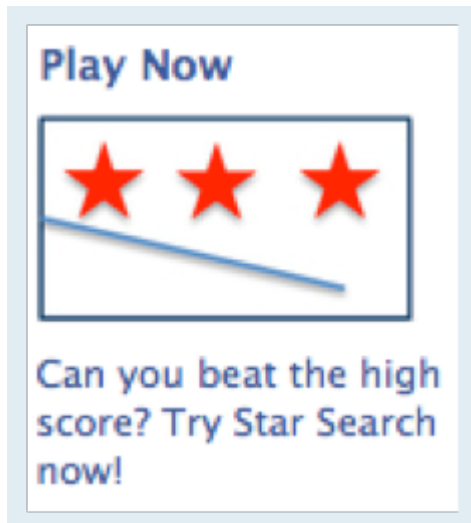
Checking your destination

You can easily test the website address you've entered either during ad creation or within your Ads Manager. To do so, click on your ad and then "Preview link" within the box that appears.



Unacceptable Ad

This example ad is not acceptable because does not disclose the advertised product's installation requirement.



Acceptable Ad

These examples show you compliant ads that properly disclose the advertised product's requirements.

