



Advertising Guidelines

ONEKEY™ MLS | MATRIX | STRATUS

	COMMENTS
Advertisers – In-House Direct Sales	
OneKey™ MLS does NOT accept ads from any of the following: REALTORS®, Real Estate Licensees, Real Estate Franchises, Brokerages, For Sale by Owners, Investors, Developers, businesses promoting CE credit, and competing businesses of any kind. Additionally, we do not accept ads based on religion, politics, sex, violence and/or any ad deemed offensive in nature, perceived as a conflict of interest to our business, or does not represent and reflect our OneKey™ MLS brand.	All Advertising opportunities are sold on a flat fee basis with no commitment to frequency, and/or performance, unless otherwise agreed upon.
Advertising File Formats	
Approved files formats for advertising consist of .JPG, .PNG, and .GIF only. All other file formats are not accepted.	
Any .GIF files, when motion is applicable, should change no quicker than 400ms per frame. Any motion quicker than that will be slowed down to such speed.	
We do not accept Video, Audio, and any Multimedia ads on any of our websites. Those formats include, but are not limited to SWF, AVI, FLV, MOV, MP4, WMV files.	
File size for all formats should not exceed 150 kilobytes.	
Standard Acceptable Ad Sizes	
<ul style="list-style-type: none">• 728x90	
<ul style="list-style-type: none">• 468x60	
<ul style="list-style-type: none">• 300x250	
<ul style="list-style-type: none">• 300x50	
<ul style="list-style-type: none">• CUSTOM Ad Size- Stratus Sign On Page –, 2048px by 1600px, with a custom box for full ad content at 1024px by 768px. An ad template will be provided for designing creative.	
Outside - Third Party Ad Network Advertisers	
All Standard and Restrictive AD Types are blocked from appearing on any of our websites via an outside ad network provider. That would include, but not limited to the following ad categories: Weight Loss Drugs, Underwear,	

Smoking, Smoking Cessation, Plastic Surgery, Body Art, Dating, Religion, Drugs and Supplements, Sexual and Reproductive Health, Black Magic, Pet Breeding, Politics, Video Games, Gambling, and Alcohol.	
Additional Ad Types Blocked include, but are not limited to, Real Estate Franchise ads, Brokerage Ads, Agent Ads, Developers, Investors, For Sale By Owner, Real Estate Syndication Websites, and any advertiser that is deemed inappropriate, or competitive to our own business, or does not represent or reflect our company brand.	
Vetting Ads	
DIRECT AD SALES – In an effort to insure ad quality, advertisers are required to submit their advertising material for approval by staff prior to entering into a fully executed advertising agreement. All ads are reviewed in terms of messaging, imagery, and subject matter. Each advertiser is required to submit the url that the ads link to. Staff makes every effort to visit the site to insure content is consistent with our advertising guidelines and terms and conditions. Publisher reserves the right to refuse any advertisement, with, or without, cause. OUTSIDE THIRD PARTY AD NETWORKS - All agreements between OneKey™ MLS and a third party ad network provider, are based on Version 3.0 of the Standard Terms and Conditions of the Internet Advertising Bureau (IAB)	
Management of Ads – Quality Assurance	
Websites checked frequently by web marketing admin, during regular business days/hours for quality control of published ads across all digital platforms. In the event that an ad is identified as unacceptable, steps are taken to remove, or block the ad, immediately.	
Options for Opting Out and Blocking Ads is Provided	
Click on Ad Choice Icon	
Apply Ad Blockers	
<ul style="list-style-type: none"> • Opt Out via NAI (Network Advertising Initiative) link in footer of all web pages. 	
In-House Direct Sales – Terms and Conditions	
Advertising Acceptance - Submission of an advertisement does not constitute a commitment by Publisher to publish such advertisement. Publisher accepts advertising only by publishing such advertisement. Publisher has the right, in its sole and absolute discretion, to reject any advertisement or any portion thereof. Publisher's publication of any advertisement shall not affect its right to reject any advertisement thereafter.	
Contact Information – <ul style="list-style-type: none"> • Email: advertising@onekeymls.com • Website: onekeymlsny.com – Business Partnerships • Phone: 631-661-4800 Ext. 348 	