

Policies and Guidelines

Ad Policies

- Ads must comply with Chegg's Ad Policies and Guidelines, where applicable.
- Chegg advertising partners must adhere to IABs Version 3.0 of the [Standard Terms and Conditions](#)

Unacceptable and Restricted Content

- As part of our commitment to provide the highest quality online experience, we may not accept ads containing or related to certain product or services. These products or services include, but are not limited to:
 - Profanity
 - Alcohol or cigarettes
 - Chegg reserves the right to reject or remove any ad in its sole discretion at any time

Submission Lead-Time

- **Standard Ad Tags** – Client approved final files and redirect url(s) must be provided to Chegg no later than **5 BUSINESS DAYS** prior to launch.
- **Custom Creatives** - Client approved final files and redirect url(s) must be provided to Chegg no later than **20 BUSINESS DAYS** prior to launch.

Additional Format Guidelines

- All ads must be secure and SSL compliant.
- Backup Image: Required for instances when the user's browser does not support creative functionality (i.e. Flash™, HTML5, JavaScript).
- Chegg permits third-party tracking by [approved vendors](#).