



INTRODUCTION

The Vaultz Africa offers businesses and individuals the opportunity to advertise on its platforms, which include digital and print. This Advertising Policy outlines the terms and conditions for advertising on its platforms. By submitting an advertisement, the Advertiser agrees to adhere to the guidelines and requirements outlined in this policy.

ELIGIBILITY FOR ADVERTISING

TO ADVERTISE WITH THE VAULTZ AFRICA, ADVERTISERS MUST

- Comply with all applicable local, national, and international laws and regulations.
- Be a legitimate business, organisation, corporation or individual.
- Not engage in fraudulent, deceptive, or misleading practices.
- Ensure that their content(s) does not violate any intellectual property rights or privacy rights of third parties.

AD CONTENT GUIDELINES

The Vaultz Africa reserves the right to accept or reject any advertisement(s) at our discretion. Advertisement(s) must adhere to the following content guidelines:

ACCEPTABLE CONTENT(S)

Ads must be relevant, truthful, and distinguishable from editorial content. They should provide value and not deceive or confuse the audience.

PROHIBITED CONTENT(S)

- Illegal activities including fraud, terrorism, or hate speech.
- Discrimination, harassment, or violence based on race, gender, religion, ethnicity, or nationality.
- Misleading, false, or deceptive claims or promises.
- Explicit, sexually suggestive, or violent content.
- Offensive language or graphic images.
- Content infringing on intellectual property or trademarks.

AD FORMATS AND SPECIFICATIONS

DIGITAL ADS

- Banner Ads: Max size 728x90px (desktop), 320x50px (mobile).
- Video Ads: Up to 30 seconds, at least 1080p resolution.
- Text Ads: Max 150 words, legible and easy to read.

PRINT ADS

- Full-page: 214 x 272 mm
- Half-page: 214 x 136 mm
- Format: High-resolution PDF or TIFF, minimum 300 DPI.

AD PLACEMENT AND SCHEDULING

- Placement is based on availability, relevance, and engagement potential.
- The Vaultz Africa selects ad placement to maintain user experience and editorial integrity.
- Advertisers may request specific dates; adjustments may be made for technical/editorial reasons.

PRICING AND PAYMENT TERMS

- **Pricing:** Varies by format, placement, and duration. Details are provided **Payment**
- **Terms:** Full payment before campaign starts.
Accepted methods include bank transfers and credit cards.
- **Late Payments:** This may result in delay or cancellation of the campaign.

REVIEW AND APPROVAL PROCESS

- **Submission:** Materials due 7 business days before launch.
- **Approval:** Ads reviewed for compliance. Non-compliant ads will be rejected with an explanation.
- **Revisions:** These may be requested and must be resubmitted for approval.

REFUND AND CANCELLATION POLICY

- **Cancellation:** Allowed with 24-hour notice before the campaign starts (online). Post-launch (online) cancellations may incur charges.
- **Refunds:** Provided only for technical issues on our side. No refunds for non-compliance or late submissions.

LIABILITY AND DISCLAIMERS

- The Vaultz Africa is not liable for ad performance outcomes.
- Advertisers are responsible for ad content and compliance and must indemnify The Vaultz Africa against related claims.

PRIVACY AND DATA USE

- We adhere to data protection laws. No sharing of personal user data unless stated in our privacy policy.
- Advertisers must comply with data protection laws when handling personal data.

MODIFICATIONS TO THE ADVERTISING POLICY

- The Vaultz Africa may update this policy at any time. Continued use of our services implies acceptance of changes.