



# Political Ad Icon & Ad Marker Creative Guidelines

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## INTRODUCTION

The Digital Advertising Alliance's (DAA) Political Ad icon and associated ad marker is the visual representation of a link presented to users to learn more about the political ad they are viewing. Consistent and proper usage of the Political Ad icon and ad marker that provides enhanced notice reinforces the application of consumer-friendly standards for transparency across the Internet.

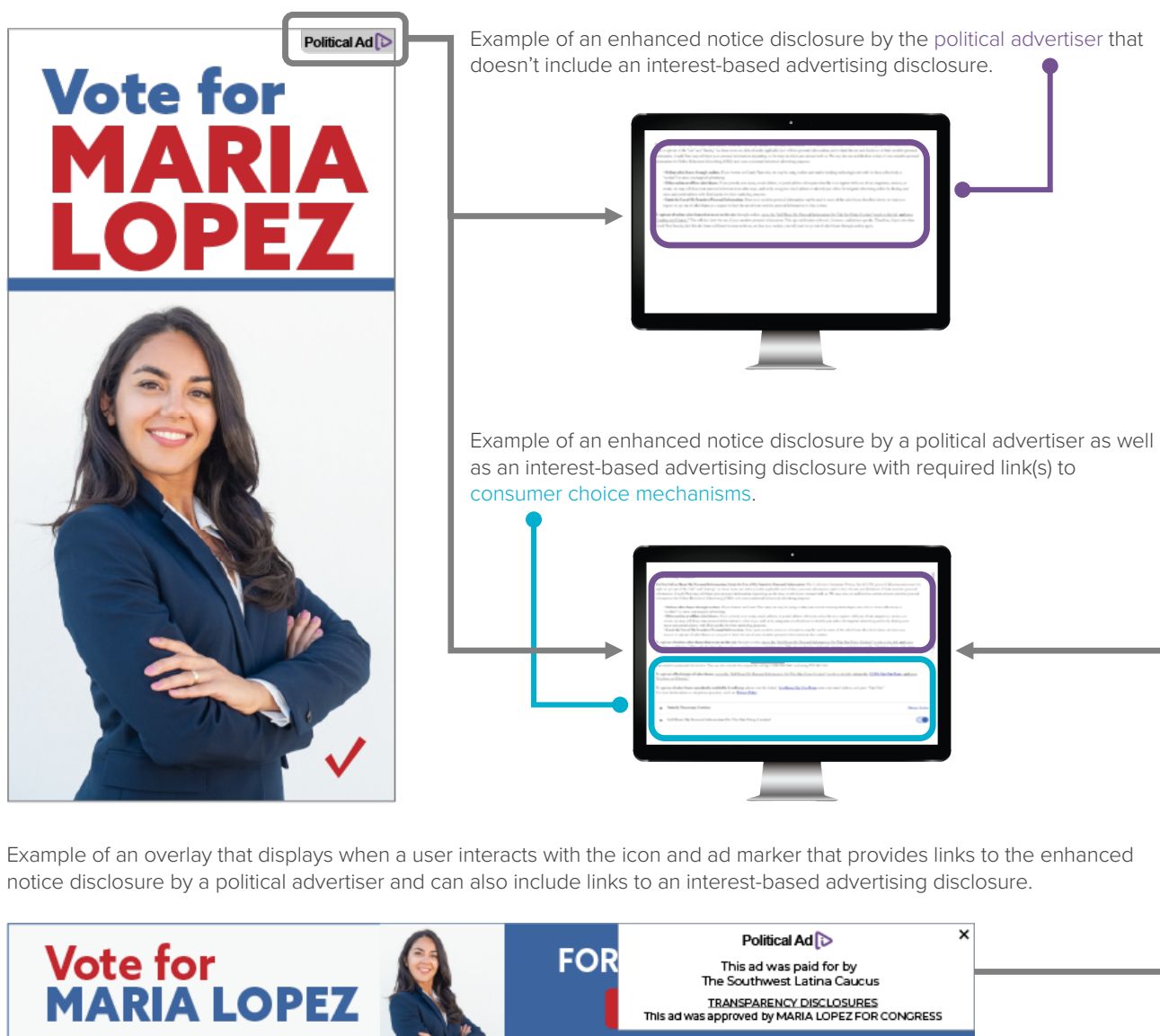
In addition to these creative guidelines, please download the [Application of the Self-Regulatory Principles of Transparency & Accountability to Political Advertising](#). This guidance responds to the growing use of digital advertising platforms and technologies to reach potential audiences with political advertising and includes new resources to provide greater transparency and accountability.

To whom does this information apply?

- All entities using the Political Ad icon within the United States and its territories.
- All entities engaged in serving enhanced notice inside or outside an online political advertisement.
- Agencies responsible for the development of political digital ad creative.
- In accordance with the DAA Principles in the United States, these guidelines are required for “express advocacy” ads for candidates of statewide and federal office elections. These guidelines represent a best practice for campaigns of other state and municipal elections, and are optional for issue-based ads that may be construed widely as political in nature.

## POLITICAL AD ENHANCED NOTICE DISCLOSURE(S)

Both the enhanced transparency and control of the DAA Political Ads program and the transparency and accountability of the YourAdChoices program are equally important. When users interact with the icon and/or ad marker (hover, click, or tap), they should be provided with an enhanced notice disclosure that informs them who paid for and/or approved the political ad. To ensure that serving entities create a reliable and repeatable process for adhering to both programs in instances when an ad is both politically-oriented as well as interest-based, it is recommended that the Political Ad icon take precedence as a political ad indicator. However, even though the Political Ad icon should be served instead of the YourAdChoices icon, serving entities still need to provide IBA-enhanced transparency and control text and links if applicable and as defined in the Self-Regulatory Principles for Online Behavioral Advertising after post-click or post-tap.



## AD MARKER ELEMENTS

The ad marker consists of three elements:

1. The DAA Political Ad icon
2. Approved accompanying text
3. A gray transparent container to isolate the Political Ad icon and/or text from the surrounding creative when being presented within an ad

The Political Ad icon was chosen by the DAA and is the standard graphical implementation. Other than sizing as specified in these guidelines, it may not be altered in any way.

### Political Ad Icon Dimensions

A minimum size has been determined regardless of the aspect ratio of the total ad size.



**Icon**  
13 pixels by 13.747 pixels

### Approved Accompanying Text & Size/Spacing

Font: Arial Bold, 11 pixels with a -50 character spacing

For ad level notification (in or around the ad), the DAA has developed and chosen the following three phrases for the Political Ad icon's accompanying text. They should not be modified nor should any alternate text be substituted for the approved text.

English	Spanish
<b>Political Ad</b>	<b>Anuncio Político</b>
<b>Ad Info</b>	<b>Información del Anuncio</b>
<b>Paid For By *</b>	<b>Pagado Por</b>

\* If this phrase is used in video ads, there is an option to include the name of the candidate or entity that authorized and paid for the ad in an expanded ad marker. See [Appendix 1](#) for more information.

## Ad Marker Container

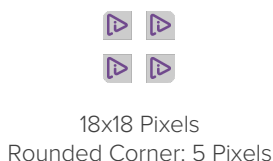
There are two methods for displaying the gray transparent ad marker container: 1) a container with the Political Ad icon only that expands upon user interaction to include the accompanying text and 2) a container with the Political Ad icon and accompanying text that is already displayed in an expanded state.

In both states, the icon and ad marker maintains its interactive functionality to enable full disclosure information when the user interacts with the icon and ad marker. The width of the expanded ad marker container should never be larger than the width of the ad. If the ad marker container in its expanded state takes up more than 10% of the overall creative size then it can be presented as just the Political Ad icon only with no expansion.

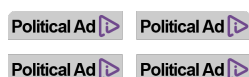
These are the recommended dimensions of a container for a 13 pixels by 13.747 pixels Political Ad icon and 11 pixel font size with a -50 character spacing. The ad marker text should be placed two pixels to the left of the Political Ad icon and centered vertically. There should also be two pixels of space around the text and icon.

## Ad Marker Container Dimensions

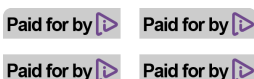
### Container with Icon Only



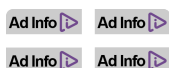
### Container with Icon & Text



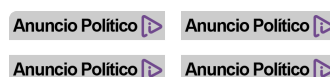
72x18 pixels



70x18 pixels



54x18 pixels



98x18 pixels



76x18 pixels



134x18 pixels

## ICON & AD MARKER AD PLACEMENT

The Political Ad icon and ad marker can be placed either inside or outside of the ad. If the ad marker is placed outside of the ad, it doesn't need the gray transparent container.

### Outside an Ad Placement

When the ad marker is placed outside of the ad, it is recommended to be placed three pixels from the top edge of the ad. The default position should be the upper right hand corner; however, because the intent is for the ad marker to replace existing markers, such as "Advertisement," the specific horizontal placement of the ad marker is at the discretion of the party serving the notice.



Example

### Inside an Ad Placement

When the ad marker is placed inside the ad, the default choice should be the upper right hand corner. However, if this placement causes visual or functional interference with the underlying creative, then it can be placed in any of the four corners of the ad at the discretion of the party serving notice. If the ad marker is being served in a container with a rounded corner, the rounded corner should always be assigned to the bottom or top right or left corner of the ad marker relative to the vertical and horizontal placement (see below). There should be no space between the ad marker and the ad corner.



Example



Not at Scale

## AD MARKERS IN MOBILE ADS

Mouseover functionality will not work inside mobile ads, only a tap-through experience, which is an acceptable alternative. MRAID is a standardized set of commands, designed to work with HTML5 and JavaScript, that developers creating rich media ads use to communicate what those ads do (expand, etc.) with the apps into which they are being served. MRAID supports the display of an icon overlay and opening a window that can provide users with more information about the ad.

## AD MARKERS IN VIDEO ADS

Most video players support the VAST 3 or 4 specification, which has native support for the icon. Mouseover functionality will not work—only a click or tap, which is acceptable.

## AD MARKERS IN CONNECTED DEVICES

As of early 2024, the Digital Advertising Alliance has formed a working group to understand how the Political Ad icon and ad marker may be served optimally in connected TV (CTV) and other connected devices where video streaming occurs, in accordance with DAA Principles. Other prompts are being explored when audio streaming is engaged on a connected device.

## AD MARKER COLOR PALETTE

Consistent color usage across all media is integral to the increased familiarity of the ad marker. It should always be presented using the approved and recommended color formulas listed below. However, except as prohibited in the Unacceptable Icon & Ad Marker Applications, the color of the Political Ad icon can be changed from the color formula below when there is a valid creative reason for doing so. See the Spectrum Color Wheel below for restrictions.

Political Ad Icon



CMYK: C=65 M=79 Y=12 K=1  
RGB: R=115 G=81 B=146  
HEX: 735192

Text



CMYK: C=0 M=0 Y=0 K=100  
RGB: R=0 G=0 B=0  
HEX: 000000  
Grayscale: 70-100%

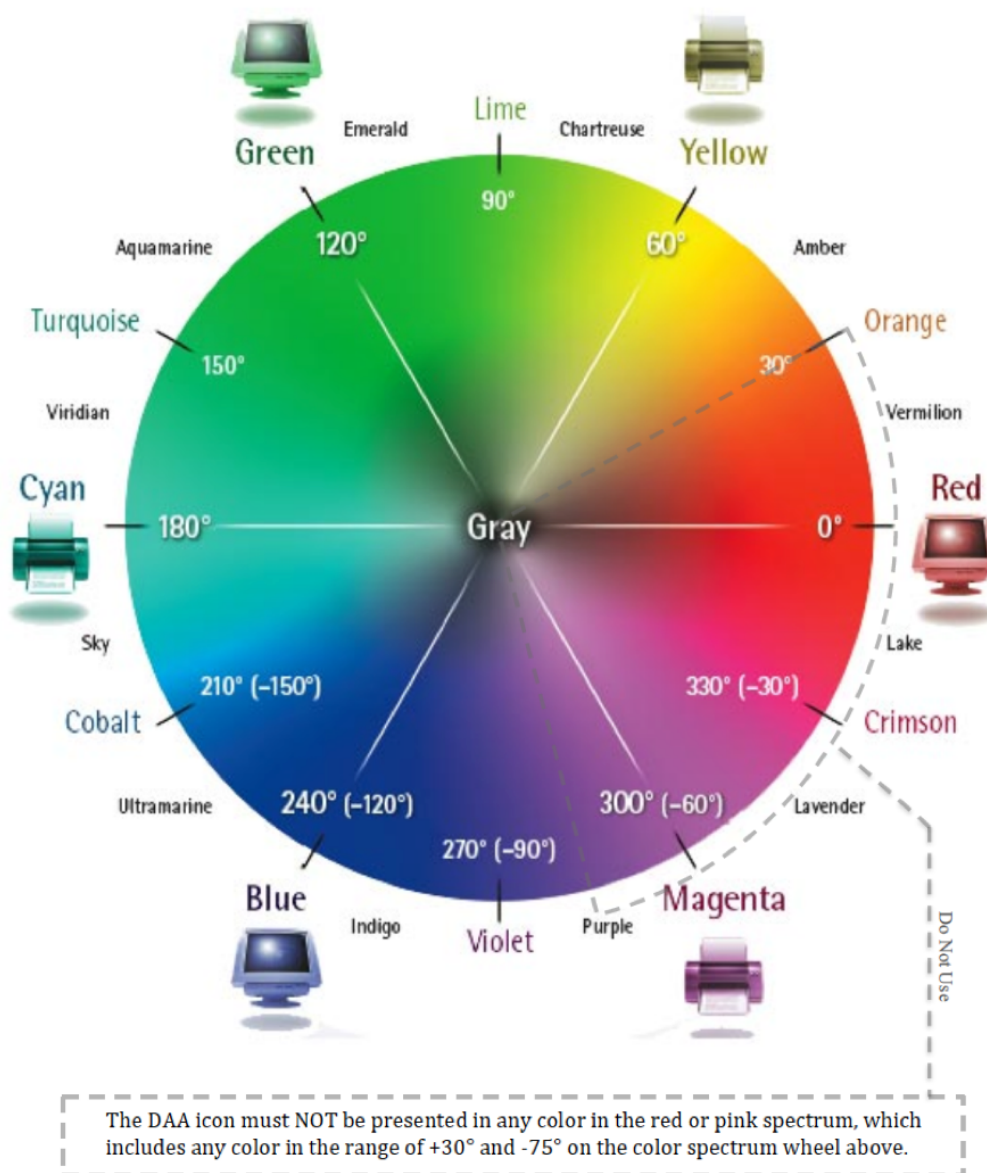
Gray Container



CMYK: C=19 M=16 Y=15 K=0  
RGB: R=204 G=204 B=204  
HEX: CCCCCC  
Opacity: 70-90%



## SPECTRUM COLOR WHEEL



## UNACCEPTABLE ICON & AD MARKER APPLICATIONS



Do not outline the icon.



Do not modify or recreate the icon dimensions.



Do not place the icon on a busy background.

Important Info



Do not modify the ad marker text in any way.



Do not create patterns or backgrounds with the icon.



Do not combine colors in the icon.

## APPENDIX 1: THE FEDERAL ELECTION COMMISSION’S ADAPTED DISCLAIMER REGULATION

On December 1, 2022, the Federal Election Commission (FEC) approved a final rule and explanation and justification revising the definition of “public communication” and the requirements concerning disclaimers on certain public communications placed for a fee on the internet. The regulations require that a disclaimer appear on certain communications to identify the payor and, where applicable, whether the communication was authorized by a candidate. With some exceptions, disclaimers are required on public communications that:

- Are made by a political committee
- Expressly advocate the election or defeat of a clearly identified federal candidate
- Solicit a contribution

Additionally, disclaimers must appear on political committees’ websites and “electronic mail of more than 500 substantially similar communications.” Every disclaimer “must be presented in a clear and conspicuous manner to give the reader, observer, or listener adequate notice of the identity of the person” that paid for the communication. The final rule was effective March 1, 2023. Visit the [FEC website](#) more information on the revised regulations.

Standard User Experience: Political Ad icon and “Paid for by” text ad marker.



Not at Scale

Expanded User Experience in Video: Upon video ad load, a minimum four-second expansion of the ad marker should include “Paid for by <company name>.” After the expansion, the Political Ad icon and “Paid for by” text ad marker reverts to the standard user experience.



Not at Scale

In both active states, the icon and ad marker maintains its interactive functionality to enable full disclosure information when the user interacts with the icon and ad marker.

## APPENDIX 2: EXAMPLES OF ENHANCED NOTICE OVERLAY AD UNITS

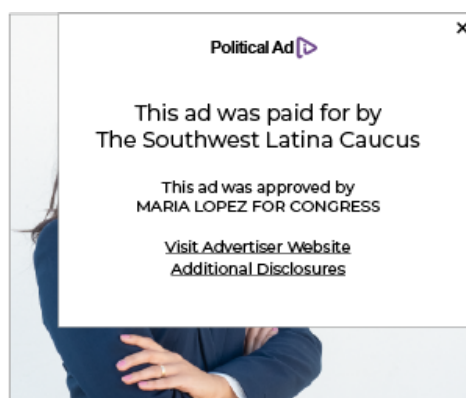
More examples are available at [AboutPoliticalAds.org](https://AboutPoliticalAds.org).

### 300x250 Ad Unit

Example of ad prior to user clicking or hovering over the icon/ad marker.



Example of ad after user clicks or hovers over the icon/ad marker.



### 728x90 Ad Unit

Example of ad prior to user clicking or hovering over the icon/ad marker.



Example of ad after user clicks or hovers over the icon/ad marker.

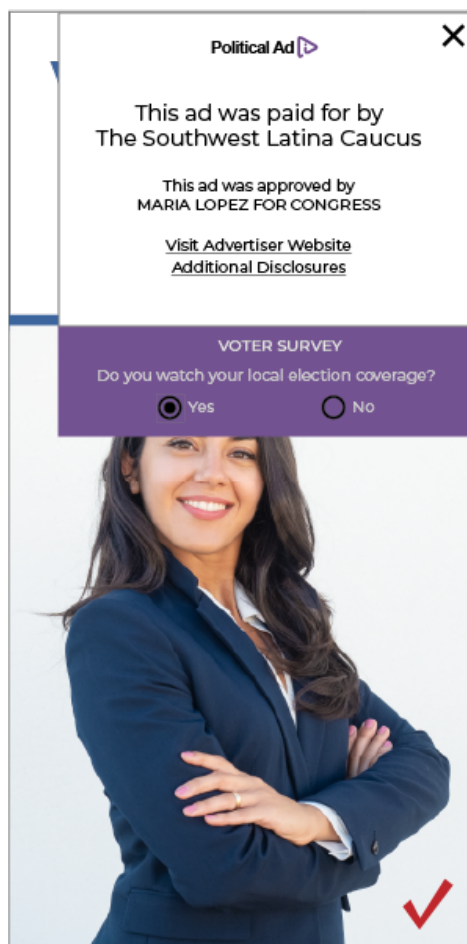


## 300x600 Ad Unit

Example of ad prior to user clicking or hovering over the icon/ad marker.



Example of ad after user clicks or hovers over the icon/ad marker (with optional survey).

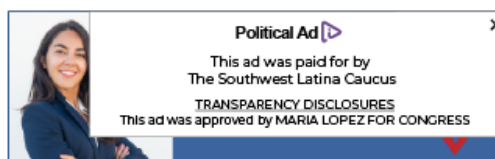


## 320x100 Ad Unit

Example of ad prior to user clicking or hovering over the icon/ad marker.



Example of ad after user clicks or hovers over the icon/ad marker.





## RESOURCES

[Advertisers Registration Form for DAA Political Ad Icon-Serving & Registry Program](#)  
[YourAdChoices Icon & Ad Marker Creative Guidelines](#)  
[YourAdChoices Icon & Ad Marker Creative Guidelines for Video](#)  
[YourAdChoices icon & Ad Marker Creative Guidelines for Mobile](#)  
[Website & Mobile Web Guidance for First & Third Parties](#)  
[Mobile App Guidance for First & Third Parties](#)  
[Best Practices for the Application of the DAA Self-Regulatory Principles of Transparency & Control to Connected Devices](#)  
[Application of the DAA Principles of Transparency & Control to Data Used Across Devices](#)  
[Application of the Self-Regulatory Principles to the Mobile Environment](#)  
[Self-Regulatory Principles for Multi-Site Data](#)  
[Self-Regulatory Principles for Online Behavioral Advertising](#)  
[IAB New Ad Portfolio](#)  
[IAB Tech Lab Mobile Rich Media Ad Interface Definitions](#)  
[Digital Advertising Alliance of Canada \(DAAC\) Political Ad Icon & Ad Marker Creative Guidelines](#)

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## ABOUT THE DAA

The Digital Advertising Alliance (DAA) is an independent not-for-profit organization which establishes and enforces responsible privacy practices for relevant digital advertising and provides consumers with information and control over the types of digital advertising they receive. The DAA manages the YourAdChoices and mobile AppChoices programs. The DAA's Political Ads Program is designed to increase transparency and accountability around digital express advocacy political ads. Underlying the DAA's efforts are the DAA Self-Regulatory Principles, including updates to address changing technologies and business models around multi-site, mobile, and cross-device data. In the United States, compliance with the DAA Principles is independently enforced for all companies in digital advertising by the Digital Advertising Accountability Program (DAAP) of BBB National Programs, and the Association of National Advertisers Center for Ethical Marketing. The DAA is managed by a consortium of the leading national advertising and marketing trade groups, including the 4A's, American Advertising Federation, Association of National Advertisers, Interactive Advertising Bureau, and Network Advertising Initiative, with the advice of BBB National Programs.

### Founding Associations

