



Advertising for the following classifications of commercial products or services is unacceptable to UP and Aspire:

1. Cigarettes, including e-cigarettes and other tobacco products;
2. Alcoholic beverages (NOTE: alcoholic beverage ads are acceptable on Aspire);
3. Charitable appeals;
4. Advertising which appears to promote or condone violence, crime, obscenity or other forms of anti-social behavior, or incorporates indecency, nudity and profanity;
5. Advertising for other programmers/networks;
6. Illegal drugs and other controlled substances or related products;
7. Contraceptives and sexual aids such as personal lubricants and erectile dysfunction products;
8. Gambling, including casinos, fantasy sports leagues and websites;
9. NC-17 and X-rated movies;
10. Sexual Aids/Lubricants or products designed to enhance or aid in sexual activity including but not limited to male/female enhancement medication;
11. Firearms, fireworks, ammunition and other weapons;
12. Fortune telling, astrology, phrenology, palm reading, numerology, mind reading, tarot card reading, character reading or other occult pursuits;
13. Escort services, massage parlors and other adult entertainment venues;
14. Adult or sex magazines, films and videos;
15. Abortion services and abortion/anti-abortion messages;
16. Anti-law enforcement devices; and
17. 900 numbers.

Advertising for acceptable products or services must meet the following criteria:

1. No false or unwarranted claims for any product or service;
2. All advertising for sweepstakes and contests must comply with all applicable laws;
3. Endorsements and testimonials must comply with applicable regulations;
4. Dramatizations and reenactments of actual events should be clearly disclosed as such;
5. Pharmaceutical advertising must comply with all applicable laws and regulations;
6. Depictions of illegal drug use are unacceptable;
7. Weight loss and nutritional supplement advertisements must comply with all applicable laws and regulations;
8. Advertisements for election campaigns must comply with all applicable laws and regulations;
9. No commercial, infomercial or material that is defamatory, violates the privacy rights of any person, or infringes any service marks, trademarks or copyrights will be permitted; and
10. Any depiction of excessive amounts of blood or the glamorization of violence, brutality or other anti-social behavior is prohibited.