

Nickelodeon Standards & Practices Third-party Advertising Guidelines

All child-directed ads must link to websites that are COPPA-compliant with the understanding that the site operator is attracting children under the age of 13 to their site.

Advertisements for the following are NOT ACCEPTABLE on Nick, Nicktoons, Nick Jr. and TeenNick before 12 midnight and all associated kid-facing platforms:

- Alcohol, including bars and nightclubs
- Drugs, including anti-drug PSA messaging
- Tobacco products, and anti-smoking messaging
- Gambling
- Dating
- Legal
- Soda & Energy Drinks
- Pharmaceuticals
- Tanning
- Tattoos, Body Piercing
- PG-13 on a case by case basis as per MPAA restrictions
- R and NC-17-rated films
- Competitive video services (case by case)
- T and M-rated video games
- TV -14 and MA-rated television rated shows
- Violence
- Sex, including nudity, sexual innuendo and visuals of women that seem objectifying (i.e., body shots, scantily clad women, etc.)
- 900 Numbers
- Firearms
- Fireworks
- Competitive programs (case by case basis)
- Materials that might frighten younger children (Horror Movies and Halloween Events)
- Sex, including nudity, sexual innuendo and visuals of women that seem objectifying (i.e., body shots, scantily clad women, etc.)
- Cell phone services (i.e., text messaging, ring tones, chat function)
- PSA messaging dealing with child-related issues like abuse or missing and exploited children

Advertisements for the following are NOT ACCEPTABLE on any of the Nickelodeon adult-networks:

- Alcohol, including bars and nightclubs
- Drugs
- Tobacco products
- Gambling
- Dating
- Legal
- Dating
- Tanning
- Tattoos, Body Piercing
- R (pre-11p) and NC-17
- Competitive video services (case by case)
- M-rated video games
- MA-rated television programs

- Violence
- Sex, including nudity, sexual innuendo and visuals of women that seem objectifying
- 900 Numbers
- Firearms