

Weibo Advertisement Review Specifications

I. Basis and General Provisions

(1) Basis for Formulation

To effectively regulate the placement of commercial advertisements on Weibo, these Specifications are formulated in accordance with the "Advertising Law of the People's Republic of China," "Measures for the Administration of Internet Advertising," "Law of the People's Republic of China on the Protection of Consumer Rights and Interests," "Anti-Unfair Competition Law of the People's Republic of China," "Measures for the Administration of Medical Advertising," "Interim Measures for the Review and Administration of Advertisements of Drugs, Medical Devices, Health Foods, and Special Medical Purpose Formula Foods," "Regulations on Real Estate Advertisement Publication," "Comprehensive Review Specifications," and other applicable laws and regulations.

(2) Weibo's Right to Amend the Specifications

Weibo reserves the unilateral right to interpret, amend, and enforce user behavior and service usage specifications at any time. The latest version of these Specifications shall prevail upon issuance and will supersede all prior versions automatically.

II. Weibo and Advertising Account Registration / Opening Instructions

(1) Advertiser Registration / Account Opening Instructions

*Specific details are withheld due to commercial confidentiality.

(2) Restricted Industry Disclosure

No.	Industry Category	Description of Restricted Industry* (Specific details withheld due to commercial confidentiality)
1	Franchising	

No.	Industry Category	Description of Restricted Industry* (Specific details withheld due to commercial confidentiality)
2	Tobacco	
3	Financial Investment	
4	Legally Restricted Drugs	
5	Adult Products	
6	Animals and Plants	
7	Illegal Online Public Relations	
8	Illegal Reproductive Services	
9	Illegal Educational Services	
10	Illegal Part-time Jobs	
11	Purchasing on Behalf (Daigou)	
12	Gambling	
13	Illegal Books and Films	
14	Unauthorized Online Games and Plug-ins	
15	Illegal Business Services	
16	Illegal Social Security Services	
17	Illegal Signal Access Products	
18	Products Infringing Others' Legal Rights	
19	Products Affecting Traffic Safety Order	
20	Police and Military Equipment	
21	Weapons	
22	Collectibles	
23	Drugs	
24	Cultural Relics Smuggling	

(3) Basic Qualifications

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(4) Special Qualifications

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(5) Weibo Advertising General Industries and Qualification Requirements

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III. Weibo Advertisement Production Specifications

(1) Advertising materials and creative content must be produced in compliance with the Advertising Law and other applicable laws and regulations, and be permitted by the Weibo platform.

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(2) Review Requirements for Advertisement Creatives in Special Industries

*Specific details are withheld due to commercial confidentiality.

IV. Important Legal Provisions to Observe

(1) It is prohibited to use false or misleading content to deceive or mislead consumers.

- (2) It is prohibited to denigrate the goods or services of other producers or operators.
- (3) It is prohibited to explicitly or implicitly assert safety guarantees, risk-free claims, efficacy or returns, or unconditional promises (including but not limited to textual descriptions, images, and data).
- (4) It is prohibited to use or disguise the National Anthem, National Emblem, military flags, military songs, military emblems, Communist Youth League emblems or flags, Young Pioneers emblems or flags in advertisements.
- (5) It is prohibited to use or impersonate the name or image of state organs or state officials, especially the image of national leaders.
- (6) It is prohibited to use the names or images of academic institutions, industry associations, professionals, or beneficiaries for recommendation or endorsement.
- (7) It is prohibited to use absolute expressions such as "national-level," "top-grade," "superior," "No.1 brand," "highest level," "famous trademark," "best," "nationwide best," or "exclusive."
- (8) It is prohibited to harm social public order or violate good social customs.
- (9) It is prohibited to contain obscene, pornographic, gambling, superstitious, terrorizing, or violent content.
- (10) It is prohibited to contain content discriminating based on ethnicity, race, religion, or gender.
- (11) Advertising baby milk products, beverages, and other foods claiming to entirely or partially replace breast milk in mass media or public places is prohibited.
- (12) It is prohibited to damage the physical and mental health of minors and persons with disabilities.

(13) For promotions involving lotteries, the value of any single prize shall not exceed RMB 50,000; cigarettes and lottery tickets shall not be used as prizes or gifts.

(14) Promotional materials must primarily use Standard Mandarin and Simplified Chinese characters; usage of minority or foreign languages in audio or text must be accompanied by Simplified Chinese translations.

(15) Other circumstances prohibited by laws and administrative regulations.