

Terms and Conditions for TADS.me

1. General Information

Welcome to TADS.me! We provide advertising placement services within Telegram mini apps. For publishers, we offer traffic monetization services, and for advertisers, we provide advertising services for their ads.

2. Description of Service

TADS.me offers a CPC and CPM auction model with a minimum cost per click of \$0.01 and \$1.0 CPM. This base price applies when no targeting is specified. Advertisers can precisely target their audience by specifying the country and City, language set in Telegram, platform (iOS, Android, Web), premium subscription status, and more. We pride ourselves on our strong business partners.

3. Target Audience

Our primary clients are owners of Telegram mini apps, bots, and channels. While we predominantly work with traffic within Telegram, we can also direct it outside the platform, allowing any compliant service, site, or app to advertise with us. We address advertisers' need for affordable, targeted traffic and publishers' need to monetize their applications.

4. Terms of Cooperation

Advertiser — an individual or organization that purchases advertising space or time in mass media to promote their product, service, or brand.

Advertising Agency — an organization that performs creative and executive work related to the creation, production, and distribution of advertisements on behalf of the advertiser/advertisers.

Publisher — an individual, company, or platform that owns traffic and provides space for placing advertisements.

For Advertisers:

- Pay-per-click (CPC) model and Cost Per Mille (CPM).
Minimum click cost: \$0.01 | Minimum CPM cost: \$1.0
- Minimum campaign budget: \$50.
- To start, register on the platform, fund your account, create ads, and wait for moderation.

For Publishers:

- Publishers earn 50% of the click costs on their widget.

- To start, register on the platform, add your site (the domain that is specified inside the Telegram mini-application and from which requests will come to us), create a widget with necessary parameters, and install it using our instructions.

5. Moderation Timelines and Rights

- **Weekdays:** 4-6 hours
- **Weekends:** 6-10 hours
- **Moderation hours:** 08:00 - 22:00 UTC

Right to Refuse Moderation:

Advertisements that do not comply with TADS.me's content policies will be rejected during the moderation process. Additionally, TADS.me reserves the right to decline any advertisement at its sole discretion, even if it appears to meet the stated guidelines, without the obligation to provide an explanation. This decision is final.

6. Prohibited Content

TADS.me prohibits the following types of content in advertisements:

- **Graphic/Shocking/Sexual Content:** Any inappropriate visuals.
- **Hate, Violence, Harassment:** Any form of hostile or harmful material.
- **Third-Party Rights Violations:** Copyright or trademark infringements.
- **Deceptive/Misleading Advertising:** Ads that manipulate or mislead users.
- **Political Ads/Sensitive Topics/Religion:** Content related to politics, religion, or controversial subjects.
- **Drugs, Alcohol, Tobacco:** Including related products or services.
- **Weapons, Firearms, Explosives:** Prohibition on promoting dangerous items.
- **Harmful Financial Services:** Including scams, deceptive financial schemes.
- **Spam, Malware, Hacking:** Any digital fraud or malicious software.
- **Products of Questionable Legality:** Anything with unclear legal standing.
- **Uncertified Medical Products:** Unauthorized health products, drugs, or supplements.
- **Competitor Ads:** Ads promoting other brands or companies.
- **False Representations:** Ads where the product does not match the promoted material.
- **Non-Functional Websites:** Ads promoting broken websites or non-operational services.
- **Artificial Views or Ratings:** Services for fake views, ratings, or similar manipulations.
- **Defamation or Negative Exposure:** Ads that target individuals, brands, or companies in a harmful way.

7. Pricing and Rates

The cost per click starts at \$0.01 and is calculated based on targeting parameters. The minimum budget for an advertising campaign is \$50. For discounts and special offers, please contact our manager to discuss cooperation terms.

8. Support and Guarantees

We provide support, answering within 36 hours. If you have any questions or issues, our team is ready to assist you. In case of dissatisfaction with our services, contact us to discuss possible solutions.

9. Legal Aspects

Rights and Obligations of the Parties:

- **Advertiser:** Must provide accurate and truthful data that complies with Telegram's rules and policies and is responsible for the content of their ads.
- **Publisher:** Must adhere to all technical requirements and installation instructions for widgets and must not engage in fraudulent activities to inflate ad statistics. Publishers are responsible for the accuracy of the data they send.

Platform requirements:

Data correctness: At the time of verification, the link to the web application or the bot ID must be working.

Transparency of interaction: The user must clearly understand when and why advertisements are being shown to them.

The balance between gameplay and advertising: Ads should not affect the gameplay or become its main mechanics.

Prohibited formats:

- Games in which every click leads to the display of ads.
- Clones of popular games created solely to increase the number of advertising impressions.
- Services or games where users are forced to watch ads to perform basic actions.
- Platforms that use artificial methods to boost the statistics of advertising views.

Limitation of Liability:

TADS.me is not responsible for any direct or indirect damage caused by using our services. Users must comply with all applicable laws and regulations.

- **Third-Party Sites and Applications:**
TADS.me is not responsible for the content, functionality, accuracy, or availability of any third-party websites or applications to which users may be redirected through advertisements. Users acknowledge that interactions with such third-party resources are undertaken at their own risk. TADS.me is not liable for any losses or damages, including financial losses, that may result from using external websites, applications, or services accessed through our platform.

Modification of Terms:

- TADS.me reserves the right to change the terms of the offer at any time. Changes take effect upon publication on the website.

Right to Refuse Service:

- TADS.me reserves the right to refuse service, including but not limited to the rejection of advertisements or termination of cooperation with any advertiser, at any time and without the need to provide a reason for such refusal. This decision is final and not subject to further review or appeal.

10. Fees and Commissions

All fees related to account funding and withdrawals, including but not limited to bank fees, payment processor fees, and currency conversion fees, are the responsibility of the client. The balance is replenished through the service inxy.io.

11. Payment Terms

Payments must be made in advance for the chosen advertising package. All fees are non-refundable unless otherwise specified in our refund policy.

All deposits are processed through a third-party payment provider. In rare cases, the provider may select transactions at random for manual security and compliance review. While under review, the transaction is temporarily paused and the funds remain unavailable in your account. Reviews normally complete within 24–48 hours but may take longer if additional checks are required (up to 5 days).

We are not responsible for any delays caused by the payment provider's review process.

12. Payouts to Publishers

12.1 Payouts to publishers are made at the end of each calendar month and are paid for the previous month's earnings within 15-20 days. Payouts are made for amounts of \$50 or higher.

Before payout publisher revenue is subject to a final verification process, which may result in adjustments to the amounts displayed. Possible reasons for recalculating revenue include:

- **Data Discrepancies:** Conflicting, incorrect, or missing information from third-party sources
- **Advertiser Issues:** Incorrect payments, payment disputes, or delayed settlements from advertisers
- **Compliance & Integrity:** Evidence of non-compliance with platform policies, fraud, or any dishonest reporting practices
- **External Events:** Regulatory changes, legal obligations, or any events beyond our control that affect payment or data accuracy
- **Violation of the platform** requirements described in paragraph 12.2

If adjustments become necessary, we will communicate with you to clarify the reasons and work together toward a prompt resolution.

12.2 Platform requirements.

Data correctness: At the time of verification, the link to the web application or the bot ID must be working. The advertisement must be visible.

Transparency of interaction: The user must clearly understand when and why advertisements are being shown to them.

The balance between gameplay and advertising: Ads should not affect the gameplay or become its main mechanics.

Prohibited formats:

- Games in which every click leads to the display of ads.
- Clones of popular games created solely to increase the number of advertising impressions.
- Services or games where users are forced to watch ads to perform basic actions.
- Platforms that use artificial methods to boost the statistics of advertising views.

13. Account Suspension

13.1. TADS.me reserves the right to suspend or terminate accounts that violate our terms of service or engage in fraudulent activities. Funds in blocked accounts will not be returned to the account owner.

13.2. In the case of advertising agencies with an ad spend exceeding \$1000 for previous campaigns, upon the first detection of fraud, the advertising agency will receive a warning, and the respective advertising campaign will be stopped. To continue working, it is necessary to review the regulations on the initial detection of fraud.

Upon repeated detection of fraud, the advertising agency will receive a second warning and a fine of 5% of the ad spend from previous campaigns. If another case of fraud is detected after the second warning, the advertising agency's account will be blocked on the tads.me platform in accordance with clause 13.1.

In the event of complaints from the publisher and detected cases of fraud that result in financial losses for TMA users, the advertising agency's account will be immediately blocked.

13.3 Accounts on which no financial activity (including deposits, withdrawals, or advertising spend) has been recorded for more than **12 consecutive months** will be **subject to automatic deactivation and balance reset**. One month prior to deactivation, a notification will be sent to the account holder's registered email address. After the grace period, the account will be **permanently blocked**, and any remaining funds will be forfeited.

14. Privacy Policy

All user data is processed in accordance with our privacy policy, ensuring compliance with applicable data protection laws.

15. Privacy and Data Protection

All personal data collected is handled in accordance with GDPR and other applicable privacy regulations. We are committed to safeguarding user information and ensuring it is used responsibly.

16. Refund Policy

Advertisers may request a refund of their account balance under the following conditions:

- 1. Eligibility for Refund:**
 - Refunds are available for unused funds that have not yet been spent on advertising.
 - Requests must be made within 90 days from the date of the last account funding.
- 2. Processing Time:**
 - Refund requests will be processed within 90 days of the request.
- 3. Fees and Deductions:**
 - A processing fee of 5% of the refunded amount.
 - The refund is carried out without commission if no funds have been spent after the deposit.
 - Any bank fees, payment processor fees, or currency conversion fees incurred during the refund process are the responsibility of the advertiser.
- 4. Non-Refundable Conditions:**
 - Funds used for served ads are non-refundable.
 - Promotional credits or bonuses provided by TADS.me are non-refundable.
 - Accounts terminated for violating TADS.me's terms of service are not eligible for refunds.
- 5. Request Procedure:**
 - To request a refund, advertisers must contact TADS.me manager with their account details and reason for the refund.
 - TADS.me reserves the right to review and approve refund requests on a case-by-case basis.

17. Email Communications and Marketing Messages

We may send informational emails to existing users of our service, including news, updates, and helpful content.

If you prefer not to receive such emails, you may unsubscribe at any time using the link provided in each email.

18. Affiliate Program

We offer an affiliate program with the following conditions:

For Partners:

- 5% commission from the **ad spend** of the referred advertiser.
- 5% commission from the **revenue** of the referred publisher.

These conditions are valid for 6 months from the launch date of the advertiser or publisher.

For Referrals:

- **Advertisers:** Receive a **5% bonus** on their first account funding.

Becoming a Partner: To become an affiliate partner, you must have a registered account on our website and receive approval from a [TADS.me manager](#) after a personal consultation.