

# Ad Verification & Compliance Checklist

## General Information

- ☐ ☐ Campaign/Ad Name
- ☐ ☐ Client/Brand
- ☐ ☐ Date Reviewed

## Content Review

- ☐ ☐ Ad copy complies with regulations
- ☐ ☐ Visuals/images appropriate
- ☐ ☐ No prohibited content
- ☐ ☐ Correct language and grammar

## Brand & Policy Compliance

- ☐ ☐ Follows platform policies
- ☐ ☐ Contains required disclaimers
- ☐ ☐ Ad contains correct brand assets

## Technical Checks

- ☐ ☐ Destination URL works
- ☐ ☐ Tracking is implemented
- ☐ ☐ Ad format/dimensions match specs

## Notes / Issues