

Bitcoin Magazine Meta Ads Policy

Meta's advertising policies for cryptocurrency-related content are highly restrictive and strictly enforced. To protect our advertising account and ensure campaign success for our partners, Bitcoin Magazine has established the following Meta Ads Policy.

This policy outlines what types of content are eligible for Meta advertising through our channels, what is strictly prohibited, and how creative assets must be prepared.

What Is NOT Allowed:

We cannot run Meta ads that promote, directly or indirectly:

- Cryptocurrency exchanges or trading platforms
- Borrowing or lending crypto platforms
- Wallets that include buying, selling, swapping, or staking features
- Crypto mining hardware or software
- Crypto investment solicitations
- Promotions that imply guaranteed financial returns from crypto use

What Is Allowed:

We can support Meta ads for Bitcoin-related content that falls under education, thought leadership, or newsworthy announcements - *with no direct financial incentive or call to action to use a financial product or service.*

- Education, events, or news on Bitcoin - as long as they do not offer Bitcoin products or services
- Thought leadership ads linking through to an article on your website



[Please refer to Meta's advertising policies for more information.](#)

Creative Guidelines:

To ensure optimal placement across Meta's ad inventory, all creatives must meet the following standards:

- **File Types:** JPEG or PNG
- **Dimensions (Please provide both):**
 - 1080x1080 px (square)
 - 1080x1920 px (vertical)
- **Click-through URLs:**
 - Must go directly to a compliant landing page

Ad Review & Approval

All ads submitted for Meta placement must be reviewed and approved by the Bitcoin Magazine marketing team. This internal review ensures:

- No disallowed content or functionality
- No financial claims or guarantees
- Ad aligns with Bitcoin Magazine's editorial and social standards

Submissions that do not meet these criteria will be rejected and must be revised.

Final Takeaways

- *Stick to **education, news, basic Bitcoin content, without financial CTAs***



- Avoid any **product-oriented or investment-with-returns** messaging
- **All ad creative must undergo a review period by Bitcoin Magazine to confirm compliance**

