

Guidelines for Approval

Marriott Guidelines for Publisher Approval and Continuation in Program

The Applicant Web site or marketing program must strictly meet or exceed the following:

- Draws significant traffic exceeding 500 unique visitors per day
- Employs logical navigation with a professional look-and-feel compatible with Marriott's standards
- Qualifies as a 501c3 Non-Profit Organization if raising funds for a charitable organization. Only organizations geared toward families with young children, cultural understanding, and community building will be considered.

Marriott will not accept any Applicants or pay any commissions to any Publisher that in Marriott's sole determination engage in the following:

Controversial or Illegal Content

- Contain graphics or content perceived as offensive, inflammatory or controversial, including that of a sexual, violent or political nature (including nudity in content or ads)
- Feature or promote discrimination of any type, i.e., by imposing any race, sex, religion, nationality, disability, sexual orientation, or age-based criteria
- Feature activities involving unusual or extreme risk to life or the environment
- Sell, promote, or advertise in any manner (including through the use of hyperlinks) gambling activities, alcohol, tobacco, illegal use of firearms, or any illegal or controlled substance
- Promotes in any way illegal or criminal activities

Unsuitable Website Design and Elements

- Require a password or contain other means of restricted access to the site or portions thereof such as forums, etc
- Contain broken images or links
- Include areas that are under construction
- Contain non-English content
- Violate intellectual property of Marriott or any third party, including through the use of unauthorized links, domain names, HTML tags, or content containing "Marriott" or other trademark owned by Marriott, and any variations, or misspellings thereof
- Provide site visitors reservation capability outside of Marriott.com or advertise discounted or specially negotiated Marriott room rates
- Are generally geared toward minors (under 18 years of age)

Unsuitable Marketing Methods

- Utilize software downloads of any kind
- Engage in rebate or loyalty programs of any kind
- Place Marriott ads within search engine products that syndicate content or ads outside of the search engine's main domain (eg: Google's AdSense)

- Otherwise earn commission from the sale of Marriott products (e.g.: Authorized travel agents)
- Alter Marriott-provided ad text in search engines or site content
- Involve any form of email marketing
- Involve ads placed on Overture Network
- Involve the purchase of trademark-based keyword terms of Marriott competitors
- Result in the consumer booking a non-commissionable rate (e.g.: Associate rate or Group rate)
- Utilize tactics that obstruct or interfere with the presentation of Marriott.com in any way when a user is referred from your site (e.g., through the use of frames or pop-ups)
- Utilize tracking technology (such as spyware) that enables correlation of tracking data with personally identifiable information