

Content & Publishing Guidelines

Governing all content displayed on the Totemian Brandboard network

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1. Purpose and Scope

These Content & Publishing Guidelines (the "**Guidelines**") govern all content displayed on the Totemian Brandboard network, including: (a) Advertiser Content displayed under a Master Advertising Service Agreement (MASA) and Order Form; (b) Sponsor content displayed under a sponsorship arrangement; (c) Host Content displayed under a hosting agreement within the venue's promotional time share; (d) Tribe26 promotional content; and (e) Totemian house content. The Guidelines are incorporated by reference into the agreements that refer to them, including MASA Section 5.3. The version of the Guidelines in effect at the time of display applies; changes that materially affect an active campaign are notified in accordance with the Change Notifications policy at totemian.com/legal.

2. Network Roles and Endorsement

Content appears on the network on behalf of three groups, whose relationship with Totemian differs:

2.1 Hosts (Venue Partners)

Hosts are the venues that carry the Totemian network and are trusted partners of the network. A share of screen time at each venue is dedicated to the introduction and promotion of the host venue itself (see Section 8) — this is the host's own presentation, not third-party advertising — and Totemian proudly identifies hosts as Totemian partners. This identification reflects the host's role as a member venue of the network and is not a warranty of the host's products or services.

2.2 Sponsors

Sponsors are established, reputable brands selected by Totemian that support the network at network level, positioned between hosts and advertisers. Sponsor placements are identified as sponsorship where appropriate. Selection reflects Totemian's brand standards; sponsors remain solely responsible for their content under Section 4.

2.3 Advertisers

Advertisers are commercial customers whose content is displayed under a MASA and Order Form. For advertiser content, Totemian operates as a neutral display channel.

2.4 No Endorsement; No Responsibility for Advertised Products

Except for the identification of hosts as venue partners under Section 2.1, the display of content on the network does not constitute an endorsement, recommendation, or verification by Totemian of any advertiser, sponsor,

product, service, or claim. Totemian is not responsible for the products, services, or conduct of any advertiser or sponsor, or for the accuracy of advertising content. Responsibility for content rests with the party that supplies it, as set out in Section 4.

3. General Standards

All content displayed on the network must:

- comply with all applicable laws, including the Competition Act (Canada) and the British Columbia Business Practices and Consumer Protection Act;
- be accurate, substantiated, and not misleading;
- be consistent with the Ad Standards Canada Code of Advertising Standards;
- be suitable for a general audience of all ages in community venues;
- not infringe any third-party intellectual property, privacy, or publicity rights; and
- identify the advertiser where required by law.

Content may be in any language; Totemian may request an English translation of any claims for review purposes. All screens operate without audio.

4. Responsibility for Content

4.1 Supplier Responsibility

The party that supplies content (advertiser, sponsor, or host) is solely responsible for that content, including:

- the accuracy and substantiation of all claims;
- ownership of, or valid licences for, all elements of the content, including images, footage, music, fonts, and trademarks;
- all consents and releases required for identifiable individuals appearing in the content, including parental or guardian consent for minors; and
- the content's compliance with applicable law and these Guidelines.

4.2 Limits of Totemian's Review

Totemian's review under Section 11 is a compliance screening against these Guidelines only. Totemian does not verify, and assumes no obligation to verify, rights, licences, consents, releases, or the accuracy of claims. Approval or display of content does not transfer any part of the supplier's responsibility to Totemian.

5. Prohibited Content

The following are not accepted anywhere on the network:

- Partisan political advertising — content promoting or opposing a political party, candidate, elected official, or ballot position. Non-partisan civic and electoral information from official sources (e.g., election dates, voter registration, polling locations) is permitted under Section 6(g);
- Sexual or sexually suggestive content, nudity, or adult entertainment services;
- Hate speech, discrimination, or content demeaning any person or group;
- Violent, shocking, frightening, or graphic content;
- Weapons and firearms;
- Tobacco and vaping products (promotion prohibited under the federal Tobacco and Vaping Products Act);
- Illegal products or services, or content facilitating illegal activity;
- Deceptive, fraudulent, or unsubstantiated claims, including "get rich quick", miracle-cure, and comparable claims;

- Content that imitates news, emergency alerts, or public-safety messaging.

6. Restricted Categories (pre-approval required)

The following categories are accepted only with prior written approval and subject to the stated conditions:

- **Alcohol** — licensed producers, agents, or licensed venues only; content must comply with BC Liquor and Cannabis Regulation Branch advertising rules; no association with minors, driving, or excessive consumption; display limited to venues where the audience profile is appropriate.
- **Gambling and lottery** — government-authorized operators only (in British Columbia, BCLC); responsible-gambling messaging required; no display in venues primarily attended by minors.
- **Cannabis** — only where and to the extent expressly permitted by the Cannabis Act (Canada) and provincial law; given statutory restrictions on promotion visible to young persons, cannabis content is in practice not displayable in most community venues and is assessed case by case;
- **Health products and pharmaceuticals** — must comply with Health Canada advertising requirements; prescription drug advertising to the public is limited to name, price, and quantity;
- **Financial services and crypto-assets** — regulated or registered providers only; required risk disclaimers must be legible;
- **Charities and fundraising** — registered charities or verified community campaigns;
- **Non-partisan electoral information** — official election-administration sources only (e.g., Elections Canada, Elections BC, municipal clerks); content must be strictly informational and non-partisan. Totemian operates as a neutral channel and does not accept advocacy on either side of any electoral question.

7. Venue Protection and Host Objection

7.1 Automatic Category Protection

By default, Totemian does not schedule advertising from a direct competitor in the same primary business category as the Host venue on the screen located at that venue. The primary business category is assigned at venue onboarding, is recorded in the hosting agreement, and is confirmed to the Host in writing at onboarding. A Host may waive this protection in writing. This venue-level protection is automatic and free of charge.

7.2 Host Advertiser Objection

- (a) A Host may request that a specific, identified advertiser not be scheduled on the screen at that Host's own venue.
- (b) This is a right of removal, not a right of selection. A Host may not direct which advertisers are scheduled, may not object on behalf of another venue, and may not exclude an entire category or the network generally under this Section.
- (c) An objection may be submitted through any channel that produces a written record: the QR code displayed on the Brandboard frame, totemian.com/technical-support, or support@totemian.com. An objection raised verbally is recorded by Totemian and confirmed to the Host in writing; the objection takes effect on that written confirmation.
- (d) Totemian acknowledges an objection within two (2) business days and either removes the advertiser from that venue, or declines with written reasons, within five (5) business days.
- (e) A Host may make up to three (3) objections in any rolling twelve (12) month period at no charge. Totemian may decline an objection beyond that number, or an objection that would materially reduce the advertising scheduled at the venue, and may instead offer an arrangement under Section 7.3.

7.3 Category and Network Exclusivity

Category exclusivity across an area or across the network is not granted by default and is available only as a separately negotiated commercial arrangement.

8. Host Content (Venue Promotional Share)

Hosts receive a share of screen time under their hosting agreement for the promotion of their own venue and business. Within this share, hosts may display: (a) promotion of the host's own products, services, events, and offers; and (b) community, neighbourhood, or cultural content approved by Totemian.

Within the host share it is not permitted to:

- advertise any third-party business;
- sell, sublicense, exchange, or otherwise transfer the share or any part of it to any third party; or
- display content that does not comply with these Guidelines.

Host content passes the same review as advertiser content. Time within the share that remains unused after reasonable notice may be reallocated by Totemian. Repeated violations may lead to suspension of the share in accordance with the hosting agreement.

9. Technical Specifications

- Orientation: portrait 9:16.
- Resolution: 1080 × 1920 px.
- Formats: MP4 (H.264) for motion content; JPG or PNG for static content.
- Spot duration: 10 to 15 seconds.
- Maximum file size: 100 MB. No audio.
- Text must remain legible at viewing distance; minimum recommended font size: 30.

Totemian may reformat or request reformatting of files that do not meet these specifications.

10. Scheduling and Display

Content plays in a rotating loop on each screen. Loop composition, spot frequency, and share of voice are determined by the applicable Order Form and by Totemian's scheduling systems, balancing commitments across advertisers, sponsors, the host share, and house content. Totemian may adjust placement or scheduling for legal compliance, venue appropriateness (for example, venues adjacent to schools), or technical reasons, and conducts routine maintenance during off-peak hours. Scheduled maintenance is excluded from uptime commitments.

11. Review and Approval

Content must be submitted at least three (3) business days before the scheduled start. Totemian reviews content for compliance with these Guidelines and may reject or remove content in accordance with the applicable agreement (see MASA Section 5.3). Totemian's review is not legal advice and does not relieve the advertiser, sponsor, or host of its own responsibility for the content it supplies (see Section 4 and MASA Section 5.2).

12. Reporting and Takedown

Anyone may report a concern about content shown on a Totemian Brandboard by emailing info@totemian.com with the venue name and approximate time. Upon verification:

- content that is unlawful, hateful, or plainly offensive is removed immediately, with a target of twenty-four (24) business hours;

- other content found to violate these Guidelines is removed within three (3) working days.

A Host objection to an advertiser whose content complies with these Guidelines is not a takedown request and is handled under Section 7.2.

Repeated or serious violations may result in suspension or termination in accordance with the applicable agreement.

13. Version Control

These Guidelines are published at totemian.com/legal/content-guidelines with a version number and effective date, and archived in accordance with the versioning rules at totemian.com/legal. The version in effect at the time of display applies to displayed content.

Version History

VERSION	EFFECTIVE DATE	CHANGES	PDF (ARCHIVE LINK)
v1.1	September 1, 2026	Section 7 restructured as Venue Protection and Host Objection: automatic category protection (7.1), a host advertiser objection procedure with channels, timelines and limits (7.2), and category and network exclusivity (7.3). Section 12 clarified to distinguish a host objection from a takedown request.	content-guidelines-v1.1.pdf
v1.0	August 18, 2026	—	content-guidelines-v1.0.pdf

— End of Content & Publishing Guidelines v1.1 —