

Notifications

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About publisher and content block lists

About publisher and content block lists



To view partner-publisher lists in the [Meta Brand Safety and Suitability Center](#), you need a [business portfolio](#).



Some features are being introduced gradually. They may not be available to you yet.

Block lists can help you prevent your ads from appearing in places you don't consider suitable for your brand. There are two types of block lists:

- **Publisher block list:** Helps prevent your ads from running on specific Pages, profiles or creators that publish content on Meta platforms. This can be applied to apps in Meta Audience Network, Facebook in-stream reels, Facebook profile feed, ads on Facebook Reels, Instagram profile feed and Instagram profile reels. [Learn how to create a publisher block list](#).
- **Content block list:** Helps prevent your ads from appearing near content you don't consider suitable for your brand. They can be applied to Feed ads and Reels feed ads on Facebook and Instagram. This functionality is available through brand safety and suitability Meta Business Partners. To create and apply content block lists, contact your Meta Business Partner of choice. [Learn more about Meta Business Partners](#).

Note: At this time, you can only see content block lists that are applied from the Meta Brand Safety and Suitability Center. To review the actual content that is blocked, contact your Meta Business Partner.

You can also [download](#) and [review our partner-publisher list](#) or get help with your block list strategy from a [Meta Business Partner specializing in brand suitability](#).

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About inventory filter

About inventory filter



These features are rolling out gradually. You may not see them yet.

Inventory filter allows you to control the sensitivity level of the content your ads appear next to for **Feed ads** (Facebook and Instagram feed ads, Reels feed ads, and ads in Threads feed), **In-content ads** (Facebook in-stream reels and Ads on Facebook Reels) and **Audience Network ads**.

Note:

- If you don't see the option to use inventory filter, contact your Meta account representative for access.

There are three inventory filter settings to choose from. Our policies broadly align with the industry standards on the brand safety floor and suitability framework. Here are the guidelines for what each filter control includes and excludes:

- **Expanded inventory:** Show ads adjacent to content that adheres to our Content Monetization Policies so you get the most reach.
- **Moderate inventory:** Exclude highly sensitive content. This lowers your reach and may increase costs.
- **Limited inventory:** Exclude additional sensitive content and live videos. This lowers reach and can increase costs.

By default, you're opted into **Expanded**. Learn how to [use Inventory filter](#).

On Facebook, Instagram and Thread, filters exclude certain videos and Feed content. On Audience Network, filters exclude apps. See what's included for [in-content ads](#) and [Audience Network](#).

Your ads should only appear in or next to content that is appropriate for advertising. Content that doesn't meet our [Community Standards](#), such as full nudity, excessive violence, terrorist acts or misinformation identified by third-party fact-checkers, is excluded by default. Learn more [about the review process for places where ads could appear](#).

Brand suitability controls are designed to help you place ads adjacent to content and publishers that are more suitable for your brand. However, there is no guarantee that all content and publishers will be compliant or aligned with your unique brand suitability standards.

Note:

- Inventory filter allows you to control the type of content your ad appears next to or in, but it doesn't block publishers. If you want to block publishers for in-content ads, learn more [about publisher block lists](#). If you want to block specific content, [learn more about content block lists](#).
- For the Facebook in-stream reels placement, your ads can appear in partner live streams. For **Limited** inventory, all live videos are excluded by default. For **Moderate** or **Expanded** inventory, you can choose to [exclude all live videos](#) or [videos from publishers that did not sign up for monetization](#).

Inventory filter for Feed ads, such as ads on Facebook and Instagram feed ads, Reels feed ads, and ads in Threads feed, is available in these languages:

Arabic, Assamese, Bengali, Bhojpuri, Chinese, Dutch, English, French, German, Gujarati, Hebrew, Hindi, Indonesian, Italian, Japanese, Kannada, Korean, Malay, Malayalam, Marathi, Oriya, Punjabi, Polish, Portuguese, Romanian, Spanish, Swedish, Tamil, Telugu, Thai, Turkish, Ukrainian, Urdu and Vietnamese

[Inventory Filter for in-content ads is available in these languages](#)

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