

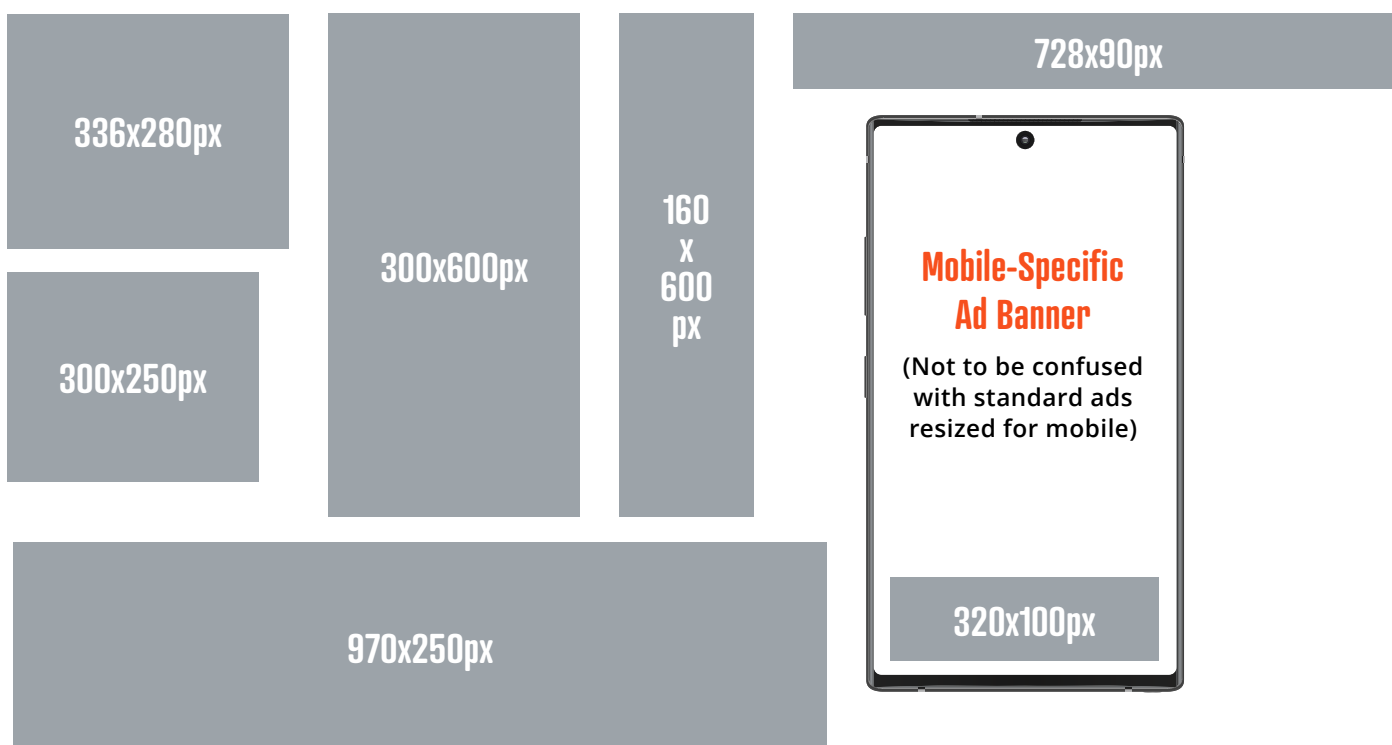
AD PLACEMENT SPEC SHEET

Optimize Display Ads



STANDARD AD GUIDE (STATIC AND ANIMATED)

STANDARD AD SIZES



STANDARD AD SPECIFICATIONS

- Include ALL ad sizes
- Maximum file size: 150KB.
- Accepted file types: JPG, PNG and GIF
- Third-party tracking pixels: Not accepted
- GIF animation length: under 30 seconds total, including looping (no forever looping)
- GIF animation frame rate: 4fps or slower (.25 second frame delay)
- If we'll be making edits to your artwork, please also include editable source file (Preferrably indd, psd, or ai/eps)

Size Breakdown:

- 336x280px
- 300x250px
- 300x600px
- 160x600px
- 728x90px
- 970x250px
- 320x100px

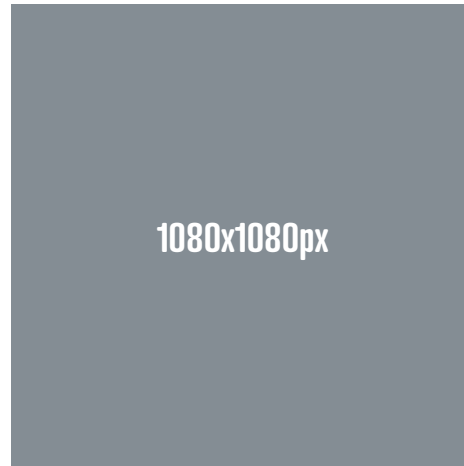


Not Allowed

- Sexually suggestive images
- Image components that imply functionality (i.e. play buttons, drop down lists)
- Buttons containing trick-to-click calls-to-action (i.e. "Free!", "Download", "Buy now", "Play")

NATIVE AD GUIDE

NATIVE AD SIZES



NATIVE AD SPECIFICATIONS

- Include ALL ad sizes
- Maximum file size: 2MB
- Native ads use images and text to blend seamlessly with online content

Size Breakdown

This image will be scaled down to various sizes including 82x82.

- 1200x627px
- 1080x1080px
- 180x180px logo



Not Allowed

- Animation
- Sexually suggestive images
- Image components that imply functionality (i.e. play buttons, drop down lists)
- Overlaid text or ad copy

Please include ad copy for native and social ads that will be placed through our system. This copy is subject to slight change for optimization purposes throughout campaign duration.

Please note that native description is intended to read as a news headline and description as to fit its' placement amongst news articles.



1 Ad EnergyBillCruncher

2 **Arizona: Say Bye To Expensive Solar Panels**

3 Do this instead of buying expensive solar panels. It's absolutely genius. If you pay more than \$99/month for power, take advantage of this now.

The following copy is also required for native ads:

- 1) **COMPANY NAME** (35 character limit)
- 2) **NATIVE TITLE** (50 character limit)
- 3) **NATIVE DESCRIPTION** (150 character limit)

SOCIAL AD GUIDE

TEXT CONTENT

No character limit, this field shows above the image in both the mobile and desktop feeds, and can be used for both catchy short-form notes like “Lease the new 2019 Ford F-150 Today & Save Big!” or long-form paragraphs describing events or offers in detail.

HEADLINE

This lets people know what your ad is about. This won’t appear in Instagram placements. The recommended character limit for headline is 40. You can add more text and go over the character limit, but it may be cut off when people see your ad in certain placements, for example Mobile News Feed.

NEWS FEED LINK DESCRIPTION

This adds emphasis to the headline and has slightly larger character limit than the headline before being cut off by the CTA button. It shows only in the desktop feed and instant articles placements.

CALL TO ACTION

Choose from the following buttons that best represent what actions you want potential customers to take:

- Learn More (default)
- No Button
- Learn More
- Apply Now
- Book Now
- Contact Us
- Donate Now
- Download
- Get Offer
- Get Quote
- Get Showtimes
- Listen Now
- Request Time
- See Menu
- Shop Now
- Sign Up
- Subscribe
- Watch More

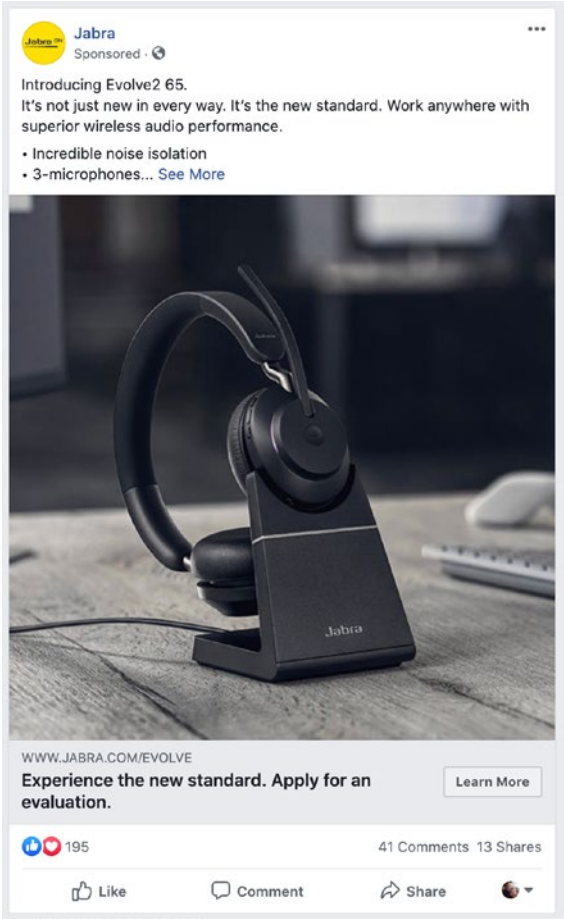


Not Allowed

- Image components that imply functionality (i.e. play buttons, drop down lists)
- Buttons containing calls-to-action (“Click here”, “Play now”)

IMAGE SPECIFICATIONS

- Images ratio: 4:5, 16:9 or 1:1 ratio
- Recommended size is 1080x1080 for maximum coverage across multiple placements



ELEMENTS OF AN EFFECTIVE IMAGE AD

1) WHAT

What you do or what is happening

2) WHY

Why use you or take a specific action

3) WHO

Branded Name and Logo

4) HOW

Call to action

1

K9 SURF LESSONS

2

Now your best friend can be
your best brah with our
10-step course!

3

HANG TWENTY 
GET YOUR DOG ON A DECK

4

[LEARN MORE](#)

FOR MORE INFO, CONTACT THE ZUUCREW:

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 **ZuuKeeper**