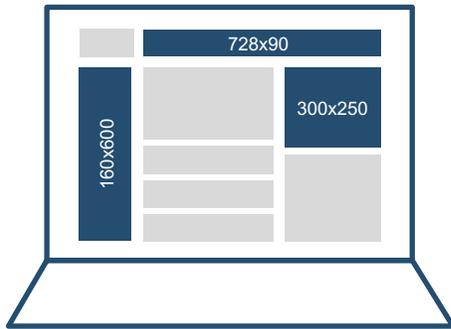


Digital Art Submission Guide

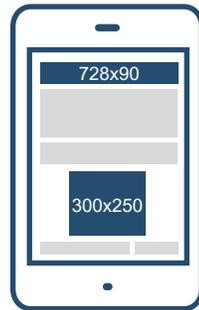
Display Ad Specs

DESKTOP + LAPTOP + TABLET + MOBILE

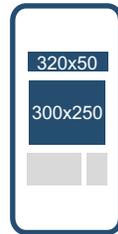
A display ad is an ad unit that can be either static or animated. It is placed within a publisher's specified ad content area based on our clients' targeting criteria and our programmatic buying process.



Desktop/Laptop



Tablet



Mobile

Ad Unit	Device	Size
Skyscraper	Desktop, Laptop	160x600
Medium Rectangle	Desktop, Laptop, Tablet, Mobile	300x250
Leaderboard	Desktop, Laptop, Tablet	728x90
Banner	Mobile	320x50

Static/Animated GIF Banners

File Types Accepted	Max Loops	Max Animation Length
jpg png gif	3	:15

Max File Size

- Desktop/Laptop/Tablet: 50 KB
- Mobile: 40 KB

Desktop HTML5 Assets

Format	Max Initial Load	Max Polite Load	Max User Initiated Load	Max Loops	Max Animation Length	Max Frames Per Second
HTML5	150 KB	300 KB	2.2 MB	3	:15	24

Mobile HTML5 Assets

Format	Max Initial Load	Max Polite Load	Max User Initiated Load	Max Loops	Max Animation Length	Max Frames Per Second
HTML5	50 KB	100 KB	200 KB	3	:15	24

Hosting

- HTML5 must be hosted by a third-party ad server and delivered as a JavaScript or iframe tag. Please find additional guidance [here](#)



- All third-party tags must be SSL-compliant
- Static backup images (jpeg or png format) are required for all HTML5 files
- Assets should be delivered 3 business days before launch
- Ads need to have a high contrast background or include a visible border
- Click actions must click to a new target window
- Flash is not supported; creative must not include any Flash object

Rich Media Display Ad Specs

DESKTOP + LAPTOP + TABLET + MOBILE

A rich media display ad is an ad unit with advanced features that encourage viewers to interact with the content. It is placed within a publisher's specified ad content area based on our clients' targeting criteria and our programmatic buying process.



Ad Unit	Device	Size	Max Expandable	Expand Direction
Skyscraper	Non-Mobile	160x600	600x600	L or R*
Medium Rectangle	Non-Mobile	300x250	600x250	L or R*
Leaderboard	Non-Mobile	728x90	728x315	Down
Banner	Mobile	320x50	320x480	Down

All hosting must be done by a Rich Media vendor. Our preferred vendors are Flashtalking, PointRoll, Sizmek, DoubleClick, Celtra.

Format	Max Initial Load	Max Polite Load	Max User Initiated Load	Max Number of Panels	"Close X" Button	Audio Initiated
HTML5	150 KB	300 KB	2.2 MB	4	Y	User-click

Auto-Play Creative

- Loop 3 times; 15 sec. animation length

Hotspot

- Not to exceed ¼ size of original ad
- Cursor-initiated after resting 1-sec
- Must not initiate audio

Expand/Retract

- Expand upon click/roll-over
- Use the same open/close method

Mobile

Format	Max Initial Load	Max Polite Load	Max User Initiated Load	Max Number of Panels	"Close X" Button	Audio Initiated
HTML5	50 KB	100 KB	200 KB	4	Y	User-click

Add'l Format Specs

- Third party JavaScript tags
- No Flash creative or iframes

Expand/Retract

- Expand upon tap; No auto expansion

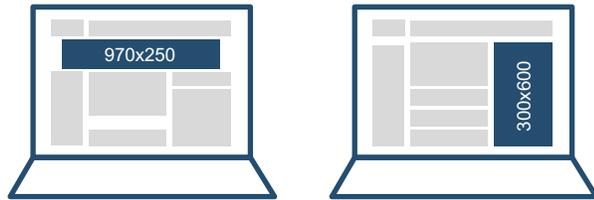


- All third-party tags must be SSL-compliant
- Assets should be delivered 3 business days before launch
- Ads need to have a high contrast background or include a visible border
- Click actions must click to a new target window
- Static backup images (jpeg or png format) are required for all HTML5 files
- HTML5 must be hosted by a third-party ad server and delivered as a JavaScript or iframe tag. Please find additional guidance [here](#)
- Flash is not supported; creative must not include any Flash object

High Impact Display Ad Specs

DESKTOP + LAPTOP + TABLET

A high impact display ad is an ad unit with advanced features that encourage viewers to interact with the content. It is placed within a publisher's specified ad content area based on our clients' targeting criteria and our programmatic buying process.



Ad Unit	Device	Size
Billboard	Non-Mobile	970x250
Filmstrip	Non-Mobile	300x600

Billboard

Expansion Requirements

- Must have click to expand and to close buttons
- Must be able to collapse ad

Video Requirements

- In-Banner Video Creative Specifications also apply, with the exception of "Allowed Dimensions."

Note: These requirements are in addition to those listed in the Desktop Display Ad Specs table

Filmstrip

Format	Max Initial Load	Max Polite Load	Max Content Cells	Max Frame Rate	Audio / Video Initiated
Image (jpg, png, gif), HTML5	200 KB	300 KB	5	24 fps	User-click

Animation/Looping

- Unlimited looping; 15 sec. max animation length
- Afterwards, image must remain static

Backup Image

- Backup image is required
- Max file size 30 KB
- Dimensions must equal 300x600

Video Requirements

- In-Banner Video Creative Specifications also apply, with the exception of "Allowed Dimensions."

Border Requirements

- 1-pixel border required



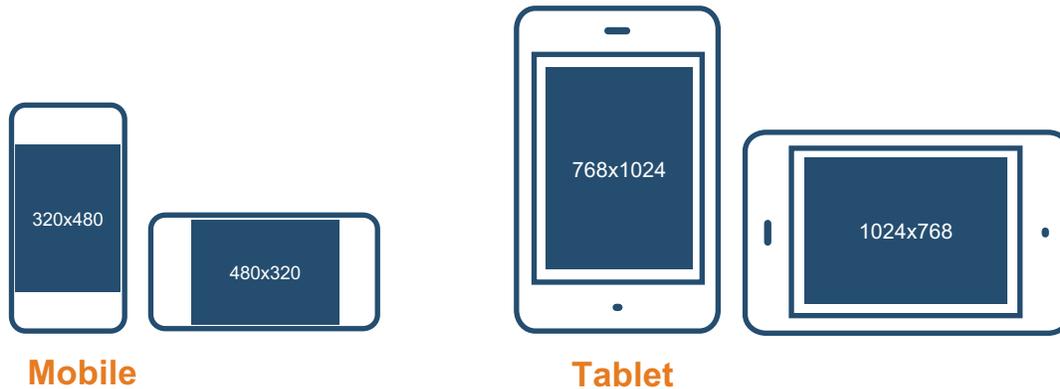
- All third-party tags must be SSL-compliant
- Assets should be delivered 3 business days before launch
- Click actions must click to a new target window
- HTML5 must be hosted by a third-party ad server and delivered as a JavaScript or iframe tag. Please find additional guidance [here](#)
- Flash is not supported; creative must not include any Flash object

High Impact Display Ad Specs (cont'd)

MOBILE

Mobile Interstitial (“Between-the-Page” Units)

The interstitial unit is an interactive full-page ad unit. An interstitial is loaded in-between content (such as game levels or web pages). When collapsed (closed), the user’s expected content loads.



Ad Unit	Device	Size
Mobile Interstitial	Mobile	320x480
		480x320
	Tablet	768x1024
		1024x768
		Fit-to-Screen

Format	Max Initial Load	Max Polite Load	Max Frame Rate	Audio / Video Initiated
Image (jpg, png, gif), HTML5	200 KB	300 KB	24 fps	User-click

Animation/Looping

- Unlimited looping; 15 sec. max animation length
- Afterwards, image must remain static

Additional Requirements

- Must have click to close button

Video Requirements

- In-Banner Video Creative Specifications also apply, with the exception of “Allowed Dimensions.”
- Streaming video can be loaded into the parent cell upon user click only
- User Controls: Play, pause, and mute controls are required. Other controls are permitted.



- All third-party tags must be SSL-compliant
- Assets should be delivered 3 business days before launch
- Click actions must click to a new target window
- Static backup images (jpeg or png format) are required for all HTML5 files
- HTML5 must be hosted by a third-party ad server and delivered as a JavaScript or iframe tag. Please find additional guidance [here](#)
- Flash is not supported; creative must not include any Flash object

Connected TV Ad Specs

CONNECTED TV + DESKTOP + LAPTOP + TABLET + MOBILE

Connected TV (OTT/CTV) advertising offers targeted 15-, 30-, 60-, and 90-second full resolution, non-skippable ads. Ads are delivered across premium, brand safe content via popular distributors including, DirecTV, AppleTV, Roku and Sling.



Available Creative Length	:15	:30	:60	:90
	Yes	Yes	Yes*	Yes*
	15-second and 30-second creative lengths typically have the most avails.	15-second and 30-second creative lengths typically have the most avails.	Publishers accepting 60-second slots may have limited avails.	Publishers accepting 90-second slots may have limited avails.

*Please note that these spot lengths are not standard.

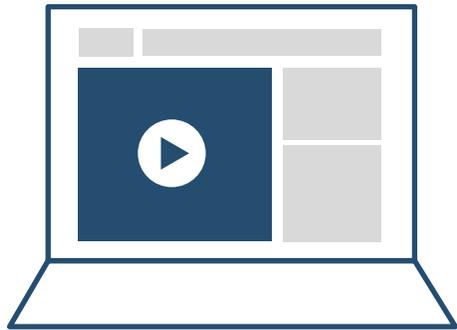
Specs	Mezzanine	High
File Type	mp4	mp4
Resolution	1920x1080	1920x1080
Bitrate Range	15,000 kbps to 30,000 kbps	4,000 kbps to 6,500 kbps
Max. File Size	10 GB	N/A
Frame Rate (FPS)	23.98, 25, or 29.97	29.97
Audio Sample Rate	48 KHz	48 KHz

- Include a creative from each spec type to reach the most Connected TV inventory
- Only MP4 files are allowed for CTV ad placements. FLV and WebM files are not supported
- Assets should be delivered 3 business days before launch
- Ads need to have a high contrast background or include a visible border
- Click actions must click to a new target window
- VAST 2.0 only. VPAID not supported

In-Stream Video Ad Specs

DESKTOP + LAPTOP + TABLET + MOBILE

Pre-roll and mid-roll ads are in-stream video ads that play before or during the content the viewer requested. A companion ad can run alongside the video to sustain advertiser visibility throughout the experience. These ads are placed based on our clients' targeting criteria and our programmatic buying process.



Desktop/Laptop



Mobile

Aspect Ratio	Allowed Dimensions	Length of Video
16:9	640x360, 854x480, 1920x1080	Preferred: Up to :60 [most common :15, :30, :60] Accepted: Longer than :60 on a case-by-case basis
4:3	640x480, 720x540, 1440x1080	

File Types Accepted	Max File Size	Max Frame Rate	Audio Codecs	Audio Volume
Preferred: mp4, webm Accepted: asf, dv, mpg, mov, wmv, 3gp, 3g2, avi Not allowed: flv	1 GB (extremely large files will be transcoded)	24+ fps	Preferred: mp3, H.264/AAC	Max of -12db

Bit Rate

Various bit rates per media file is recommended for widest inventory avails:

- 200-700 kbps (low res)
- 700-1500 kbps (std def)
- 1500-3500 kbps (hi def)

Third-party Tracking

- Tags must adhere to VAST 3.0 or VPAID 2.0
- Click trackers and 1x1 impression pixels can be added

Companion Banner

File Types Accepted	Allowed Dimensions	Max File Size	Clickthrough URL	Not Permitted
jpg, png, gif	300x250	70 KB	If ad clicks, please provide a clickthrough URL	Audio Rich Media

Animation/Looping

- Max :30 – unlimited looping within 30s allowed. After, image must remain static



- All third-party tags must be SSL-compliant
- Assets should be delivered 3 business days before launch
- Click actions must click to a new target window
- Flash is not supported; creative must not include any Flash object

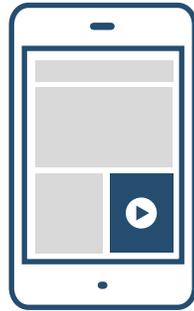
In-Banner Video Ad Specs

DESKTOP + LAPTOP + TABLET + MOBILE

An in-banner video ad is an out-stream video ad that plays after user initiation and runs in the same placements as display ads based on our clients' targeting criteria and our programmatic buying process.



Desktop/Laptop



Tablet



Mobile

Ad Unit	Device	Size
Half Page	Desktop, Laptop	300x600
Billboard	Desktop, Laptop	970x250
Leaderboard	Desktop, Laptop, Tablet	728x90
Medium Rectangle	Desktop, Laptop, Tablet, Mobile	300x250
Banner	Mobile	320x50

Aspect Ratio	Max Video Size	Max Video Length	Max Frame Rate	Opening Image	Opening Image Max Size
Preferred: 4:3 Accepted: 16:9	2.2 MB (if entire video must download before playback begins) Unlimited (if video downloads and plays piece-by-piece/streaming)	4 mins	24+ fps	Ad must be static image prior to video – no animation	70 KB

Requirements

- Format: HTML5
- Requires user-interaction (click, rollover or tap to start) – video will never auto-play
- Requires play, pause, and mute controls. Other controls are permitted, but not required.
- Requires user-interaction to replay – video can not automatically replay
- Hotspot not to exceed ¼ size of original ad. Only initiated when cursor rests on hotspot for at least 1 second. Must not initiate audio.

Third-party Tracking

- Click trackers and 1x1 impression pixels can be added
- VAST Tags accepted



- All third-party tags must be SSL-compliant
- Assets should be delivered 3 business days before launch
- Ads need to have a high contrast background or include a visible border
- Click actions must click to a new target window
- Flash is not supported; creative must not include any Flash object

Dynamic Mobile Ad Specs

MOBILE

A Dynamic Mobile ad unit consists of an initial banner that users can tap to expand to a full-screen interactive panel. These location-based ads dynamically display a consumer's distance from a point of interest (POI) and are delivered on high-quality, local apps.



Ad Unit	Size	High-Density Size*
Banner	320x50 (50 KB)	640x100 (100 KB)
Interactive Panel	320x480 (300 KB)	640x960 (600 KB)
	All Other Images Sizes (150 KB)	All Other Image Sizes (300 KB)

Mobile Banner Options

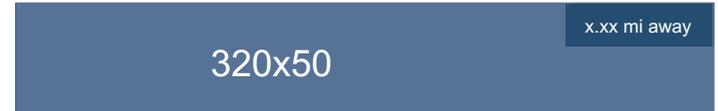


Image Banner With Distance Text

- Single 320x50 image
- Dynamic variable image(s) and/or text optional
- Dynamic display of consumer's distance from POI location

Creative Requirements

- Image format: jpg, png, gif
- Dynamic distance text area: 65x20 top-right (to avoid overlap)
- Dynamic distance displays as "x.xx mi away"

*High-density size (up to twice the dimensions, aka "2x") is recommended for best display quality.

Dynamic Mobile Ad Specs (cont'd)

MOBILE

Mobile Interactive Panel Options



Single CTA Panel

This is a single 320x480 image panel that redirects to a URL.

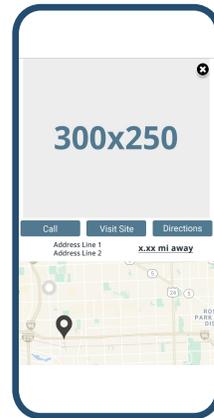
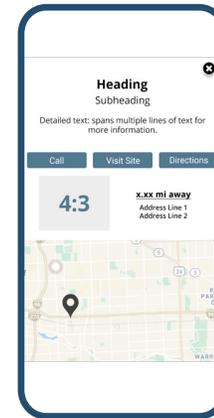


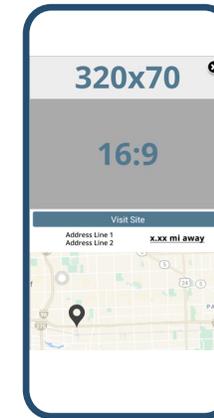
Image and Map Panel

This panel supports a foreground 300x250 image, up to 3 call to action buttons, a dynamic display of the consumer's distance from the closest location, and the address of the closest location.



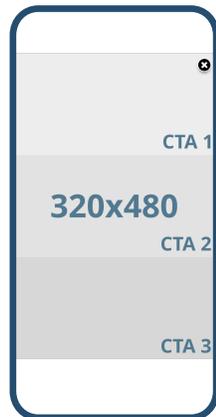
Text Image and Map Panel

This panel supports a foreground 4:3 aspect ratio image, customizable heading and subheading, 3 call to action buttons, a dynamic display of the consumer's distance from the closest location, and the address of the closest location. Heading and subheading text can resize, shrinking to fit content on a single line. Detailed text can resize and span multiple lines.



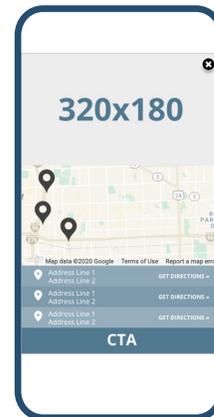
Video and Map Panel

This panel supports a 320x70 header image, a 16:9 aspect ratio video, up to 3 call to action buttons, a dynamic display of the consumer's distance from the closest location, and the address of the closest location.



Three CTA Panel

This panel allows for 3 different calls to action on single 320x480 image—one for the top, middle, and bottom section.



3 Address Map Heading Image Panel

This panel supports a 16:9 aspect ratio or 320x180 header image, addresses of up to 3 closest locations with a CTA for each, and a footer CTA.

Available Call-To-Actions

- Call Us (Dials)
- Get Directions (Opens Map)
- View Site (URL)
- Order Online (URL)

Advanced Creative Options and CTAs for Panel

**may require longer development time*

- Video Unit – Video will play in the user's native device player
- Carousel Unit – Displays separate images to highlight multiple products or deals – 5 image max.
- Download App (URL) – iOS and Android application download URLs.
- Customization of any of the above options (adding or removing buttons, etc.)

- All third-party tags must be SSL-compliant
- Assets should be delivered 5-8 business days prior to launch

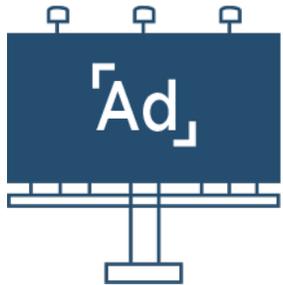


We can accept (1) impression tracker and up to (2) fourth-party pixels. To confirm acceptance of tracking vendor, please contact your account manager.

*Call click actions must pair with a landing page clickthrough URL.

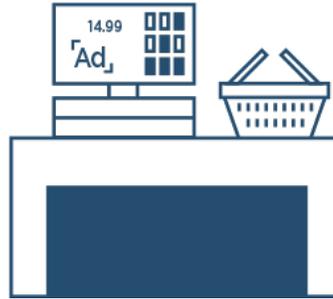
Digital Out of Home

Digital Out of Home ads provide branding opportunities for advertisers as consumers go about their daily lives. Units are not clickable, so CTAs should be achieved via compelling copy and creative.



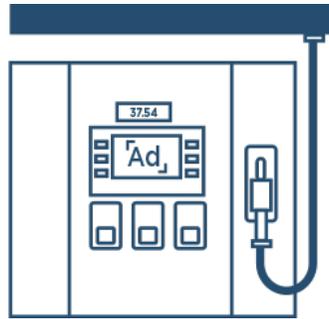
Large Format

Be seen by on-the-go consumers with eye-popping billboards that stand out from the crowd.



Point Of Purchase

Increase spot sales of your product or reach people who are adjacent to locations (retailers, grocery stores, pharmacies, etc.) that will drive consideration.



Place Based

Build crucial long-term brand awareness and affinity by messaging people as they work out, fuel up, work, or enjoy happy hour.

Accepted formats: JPG (image), MOV, or MP4 (video)

Max file size: 10 MB (image), 50 MB (video)

Vertical Packages		Static Image Specs		Video Specs
CPG	Bars, Billboards, Casual Dining	1080x1920	1200x400	Recommended Duration: 15 or 30 seconds
	Restaurants, Convenience Stores, Doctors' Offices, Sports	1280x960	1400x400	
	Entertainment, Gas Stations, Grocery Stores, Gyms	1920x1080	1600x400	
		600x600	728x90	Recommended Sizes: 16:9, 9:16, 4:3
		840x400	1366x768	
Retail	Bars, Billboards, Casual Dining	1080x1920	1200x400	
	Restaurants, Convenience Stores, Sports Entertainment, Gas Stations, Gyms, Malls	1280x960	1400x400	
		1920x1080	1600x400	
		600x600	728x90	
		840x400	1024x576	
Finance	Bars, Billboards, Casual Dining	1080x1920	1200x400	
	Restaurants, Gas Stations, Grocery Stores, Gyms, Movie Theaters, Office Buildings	1280x960	1400x400	
		1920x1080	1600x400	
		600x600	728x90	
		840x400	3840x1080	
Other	For unlisted vertical inquiries please contact your account manager or see full specifications below for a selectable venue listing.			

For full specs, [click here](#)

Digital Audio Specs

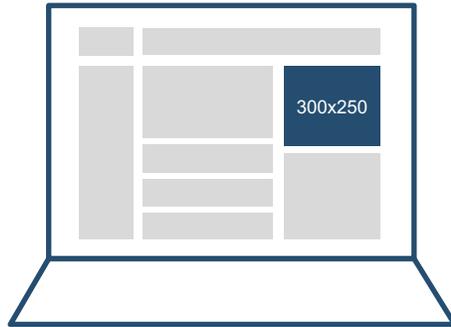
Audio Placement

File Types Accepted	Length	Recommended Bitrate	Max Audio File Size
MP3, MP4, WAV, AAC, FLAC, OGG	15 or 30 seconds	128-160 kbps	500 MB; smaller recommended for optimal performance.

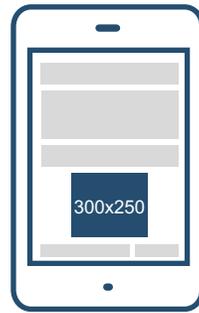
Static Banners/Companion Display Unit

File Types Accepted	Max File Size	Image Dimensions
jpg, png	750 KB	300x250

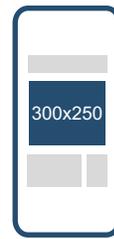
300x250 Companion Ad



Desktop/Laptop



Tablet



Mobile



- All third-party tags must be SSL-compliant
- Assets should be delivered 3 business days before launch
- Ads need to have a high contrast background or include a visible border
- Click actions must click to a new target window
- Flash is not supported; creative must not include any Flash object

Email Ad Specs: Performance Layouts

DESKTOP + LAPTOP + TABLET + MOBILE

Email campaigns are 1:1 marketing communications sent to a consumer's inbox and accessible across multiple devices/operating systems. The goal of the communication is to build brand/company awareness with a specific audience and drive them in store with a call to action. We recommend using our industry-proven email templates for the fastest content delivery and best performance. If a custom email layout is required, please refer to [Custom Email Ad Specs](#).

Clients should provide the following content to produce the email message:

Copy	Image Formats/Dimensions	Fonts
See Email Creative Brief for all copy and campaign content requirements.	Acceptable formats: jpg, png, gif Images: Minimum 600 pixel width required for responsive design. Height as needed.	Please include all fonts used in any native creative files being supplied or required per your brand style guide.
	Due to quality and copyright issues, we cannot accept images captured from websites.	

Best Practices and Guidelines

Sender Information

- Keep from line to your brand name; do not combine it with other words
- Keep subject line to 49 characters or less
- Make the subject line informative, short and recognizable
- Include the following: brand name, offer value, time sensitivity/urgency

Personalization

- Adjust your message and visual content blocks based on demographic data such as Age, Race, Gender, Location, Marital Status, Education, Occupation
- Optimize content for future emails based on previous performance – what kinds of content worked best? Try using content that non-openers may have missed
- Ensure your subject line and copy is creating a personalized experience, using macros such as FirstName, nearby store addresses, City, etc.

Content

- Use web-safe standard fonts
- Body copy font size should be no less than 12 pixels
- Title font size should be 18 to 24 pixels
- Minimize graphics and images to logos, product or situational photos
- Do not embed video in an email. Instead, include a link that takes the user to a website that plays a video -or- use an animated GIF, provided the file size is under 100 KB
- Hyperlinks/social media images should be 44x44 pixels, large enough to tap with a fingertip

Footer

- Include your organization's postal address (required by CAN-SPAM)
- Do not include an opt-out link; it will be added by Vericast

Assets should be delivered 10 business days prior to launch

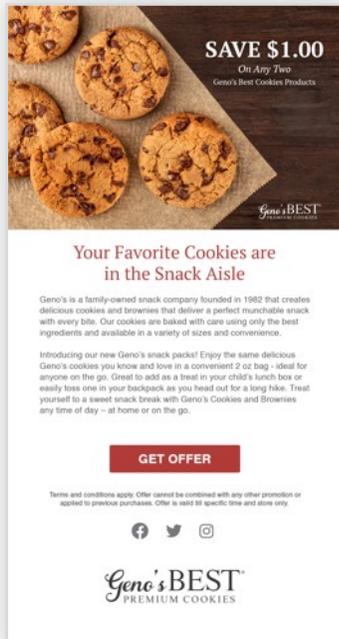


- Your Email Should Include: Your logo, product image(s), a strong call to action, participating locations/phone #s and URLs

Email Ad Specs: Performance Layouts (cont'd)

DESKTOP + LAPTOP + TABLET + MOBILE

Our dynamic email templates are designed around our highest performing content layouts across all of our email campaign data in order to ensure the highest engagement possible for clients. They also allow for personalized dynamic content and are fully responsive for a consistent viewing experience across all device types. Below you'll find our recommended templates to best align with the client's campaign criteria.



Standard

- Client is communicating a simple message with minimal clutter
- Client want to focus on a single point of engagement/click through
- Client has a single body of text content



Plus

- Client is focused on promoting multiple store locations near the recipient
- Client has a special offer that they want to make available to select audiences



Advanced

- Special promotion to offer specific audiences
- Promoting a sale or multiple sets of featured products that they want to target at specific audiences
- Multiple images and/or promotions in their email content

Email Ad Specs: Custom

DESKTOP + LAPTOP + TABLET + MOBILE

Custom email message creation requires additional lead time and carries additional cost.

Clients should provide the following creative files to produce the email communication:

File Formats	Image Formats / Resolution	Fonts
Acceptable formats: psd (preferred), indd, ai, eps Unacceptable formats: html or pdf	Acceptable formats: jpg, png, gif Resolution: 72ppi or higher Images: Minimum 600 pixel width required for responsive design. Height as needed.	Please include all fonts used in any native creative files being supplied or required per your brand style guide.

Layered artwork and vector-based logos are preferred to provide our team maximum flexibility in recreating your designs for Email.

Due to quality and copyright issues, we cannot accept images captured from websites.

Best Practices and Guidelines

Sender Information

- Keep from line to your brand name; do not combine it with other words
- Keep subject line to 49 characters or less
- Make the subject line informative, short and recognizable
- Include the following: brand name, offer value, time sensitivity/urgency

Layout

- Limit to one page in length, approximately 800 pixels
- Design for mobile by keeping the width at or less than 600 pixels. Use a single column vertical layout
- Put your offer between 300 and 500 pixels from the top of your message
- Design with a ratio of 70% text to 30% images, lowering the likelihood for the email to be delivered as 'SPAM' or 'JUNK'

Content

- Use web-safe standard fonts
- Body copy font size should be no less than 12 pixels
- Title font size should be 18 to 24 pixels
- Minimize graphics and images to logos, product or situational photos
- Do not embed video in an email. Instead, include a link that takes the user to a website that plays a video -or- use an animated GIF, provided the file size is under 100 KB
- Hyperlinks/social media images should be 44x44 pixels, large enough to tap with a fingertip

Footer

- Include your organization's postal address (required by CAN-SPAM)
- Do not include an opt-out link; it will be added by Vericast

Assets should be delivered 12 business days prior to launch



- Your Email Should Include: Your logo, product image(s), a strong call to action, participating locations/phone #s and URLs

Landing Page Specs

DESKTOP + LAPTOP + TABLET + MOBILE

A landing page is a perfect way to extend branding and messaging initiated from a display, social, email, or print ad to increase engagement with a campaign. Our templated pages give structure for positive brand interactions while providing the flexibility to craft the page in a way that supports various needs.

Images

File Types Accepted	Allowed Dimensions
jpg, png, gif	Background Image: 1200px - 1600px wide (landscape orientation works best)
	Content Area Images (branding area, button stack, product gallery): Minimum 800px wide. Height as needed.

Resizing

Images will be auto scaled proportionately to fit in content areas depending on the screen size.

Responsive Image Swapping

Branding areas allow for different images to be displayed depending on whether the user views the page on a mobile device or desktop computer.

Image Text

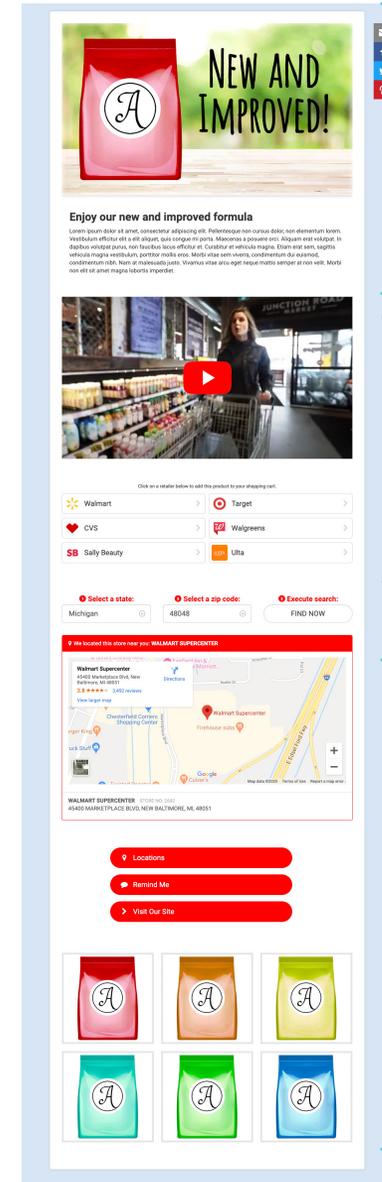
Ensure your text can be read at about 400px wide. Images containing text built for desktop can be rendered illegible when scaled down to mobile layout sizes.

Creative Asset Checklist

Specify your preferences for customizable elements and applicable files.

 All assets are due 10 days prior to launch

Responsive Template: Landing pages are built with a responsive design to adjust to various devices.



Landing Pages offer various elements that can be used in different combinations to create a rich user experience that aligns with the goals of the campaign.

Core Elements

- Social Sharing Buttons
- Background Color
- Background Image
- Button & Link Color Theme
- Branding Area Images
- Branding Area HTML

Extended Elements

- Referral Domains
- Redirect URL
- Tracking Code
- Embedded YouTube Video
- Age Verification
- Add-to-Cart Link

Premium Elements

- Store Locator
- Button Stack
- Product Gallery

Paid Social Image Ad Specs

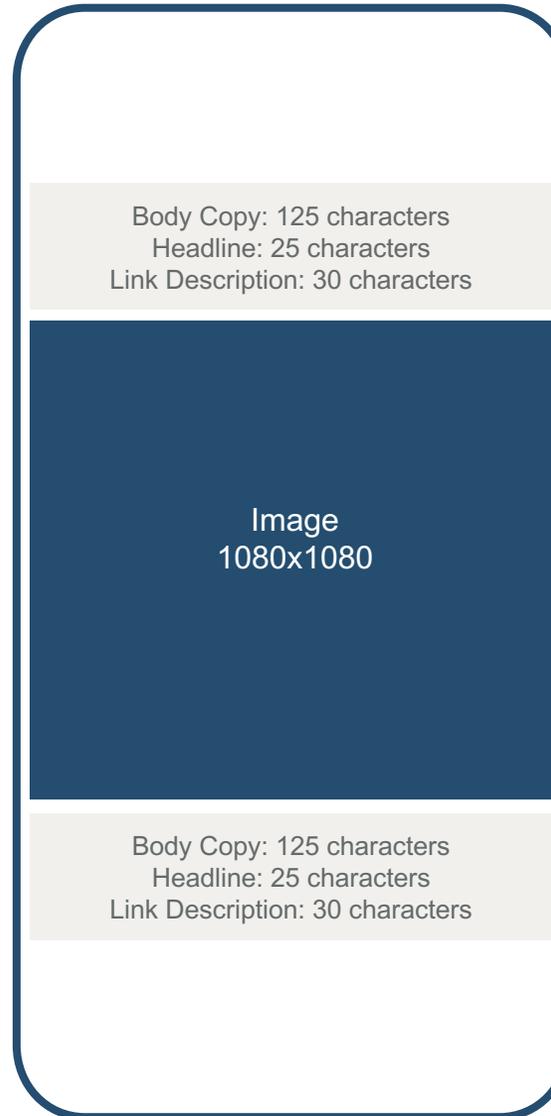
FACEBOOK AND INSTAGRAM

Image	Text
1080x1080, jpg or png Maximum File Size – 30 MB	Body Copy: 125 characters (can go over but may be truncated) Headline: 25 characters (can go over but may be truncated) Link Description: 30 characters (can go over but may be truncated)

Best Practices



- Utilize images that include people using your product – these have proven to have increased engagement over images that do not include people
- Focus on your target audience and develop imagery and copy that caters directly to them
- Include brand logo on bottom left or right corner to help increase brand recognition
- Use high-resolution imagery to ensure the best quality graphic is being displayed on the latest high-definition screens



Paid Social Carousel Image Ad Specs

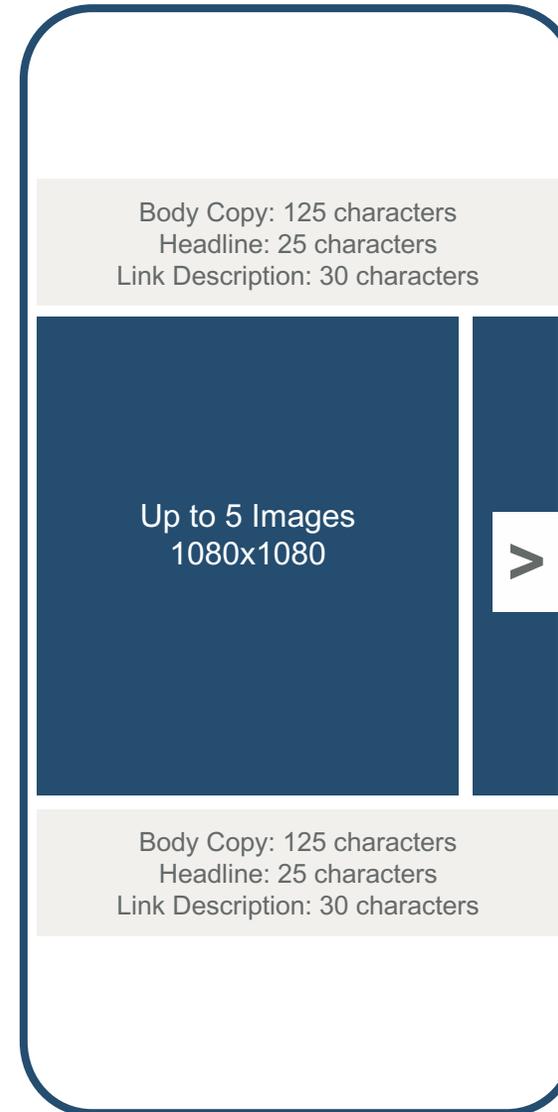
FACEBOOK AND INSTAGRAM

Image	Text
Up to 5 images per carousel, 1080x1080, jpg or png	Body Copy: 125 characters (can go over but may be truncated) Headline: 25 characters (can go over but may be truncated) Link Description: 30 characters (can go over but may be truncated)

Best Practices



- Use all image best practices from the Single Image slide
- Tell your story using all available components and imply continuation from slide to slide
- Include your key value proposition in the first slide – assume that some users will not swipe right
- If highlighting multiple products, only include one product per slide and be sure to have a unique product URLs associated with each slide



Paid Social Video Ads

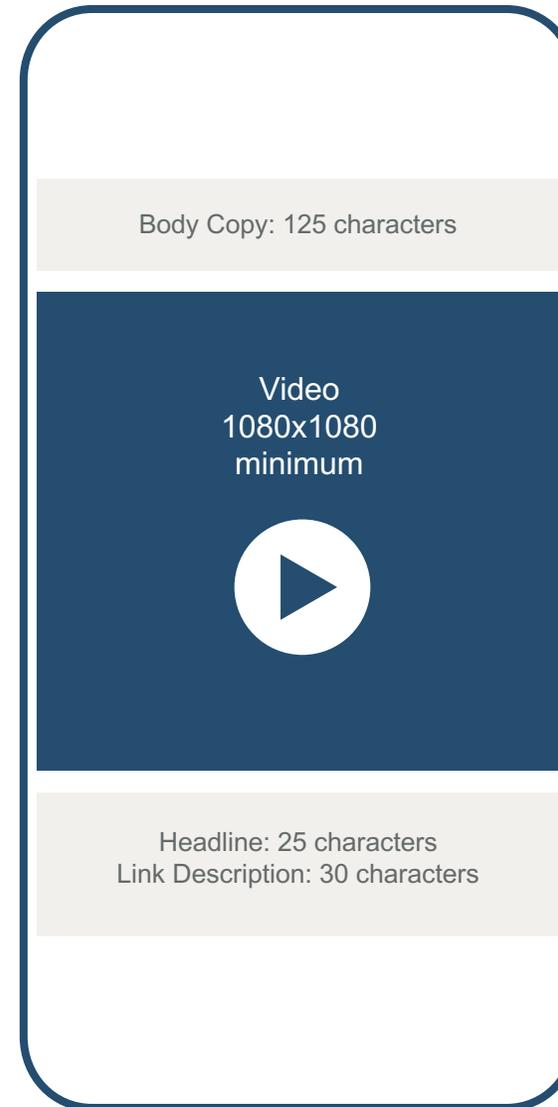
FACEBOOK AND INSTAGRAM

Video	Text
1x1 ratio at the highest resolution available (1080x1080 minimum)	Body Copy: 125 characters (can go over but may be truncated)
File type: .MP4 or .MOV, 4 GB max	Headline: 25 characters (can go over but may be truncated)
	Link Description: 30 characters (can go over but may be truncated)

Best Practices



- Keep it short, but be sure to tell your story – we recommend 10-15 seconds length for most videos
- Grab attention early on and include your brand, product or key message within the first 3 seconds
- Develop for sound off and include captions for voice-overs
- Produce for mobile-social – users are more likely to watch and remember videos that are well-crafted and designed for mobile devices
- Avoid using TV spots without editing for social – TV spots are usually shot in landscape format (16x9) and typically do not engage the user until the endcard



Instagram Video Stories

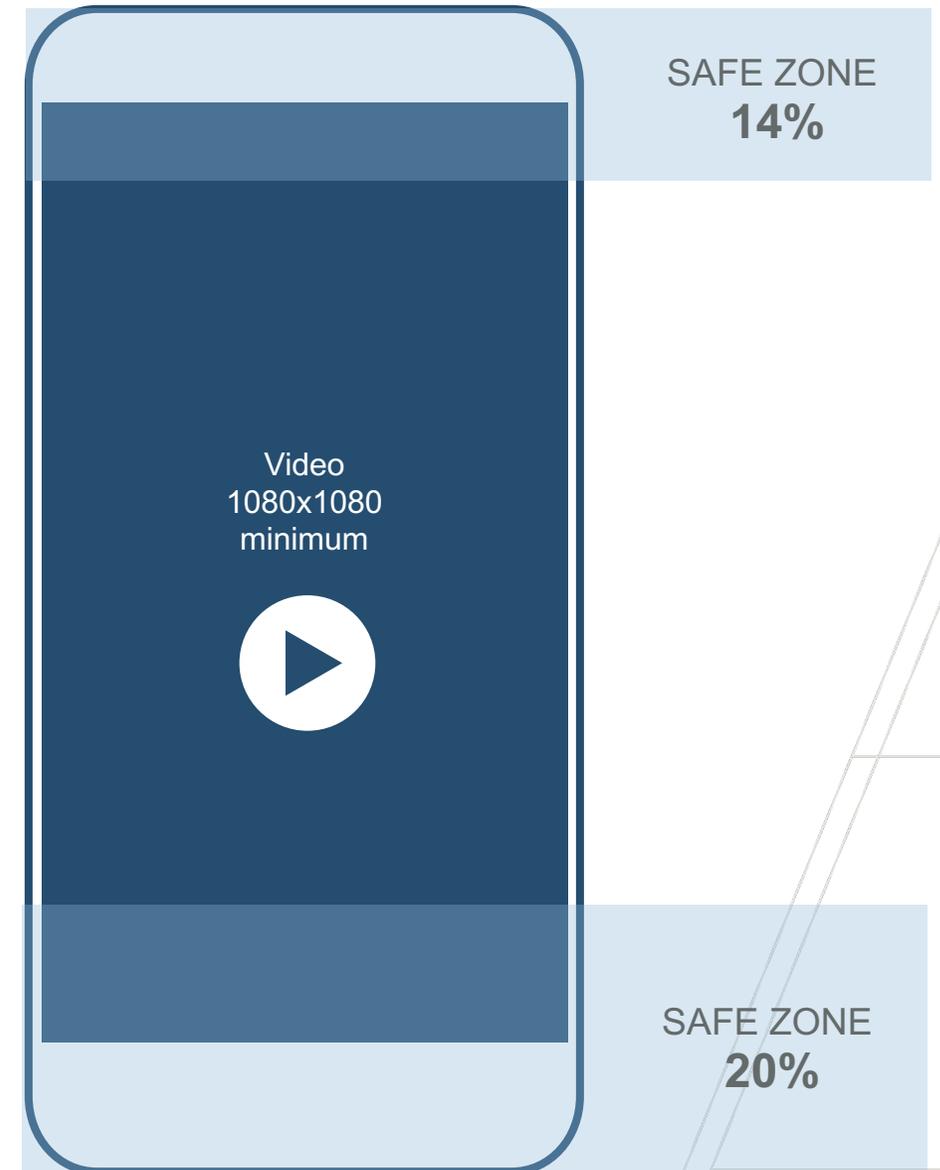
INSTAGRAM

Video	Text
Ratio: 9:16 with resolution at least 1080x1920	Primary Text: Text is not displayed on 1080x1920 story formats.
File Type: MP4, MOV or GIF	If ad copy is needed, 1080x1080 sizing can be used, however, Meta will automatically add borders for story format and add it as a text overlay.
Video Duration: 1 second to 60 minutes	

Best Practices



- Keep it short, but be sure to tell your story – we recommend 10-15 seconds length for most videos
- If wanting to have text included in your story, we recommend adding it as text overlay on the actual creative
- Pair text with focal point: Ads that include centrally located text, such as “add to cart,” at a specific focal point are helpful in driving conversion metrics
- Stories-first content: We recommend a full screen vertical design made specifically for the Stories medium, but you can also repurpose an asset from another placement. If you choose to repurpose an existing asset, make sure not to remove important information through cropping or zooming



Instagram Image Stories

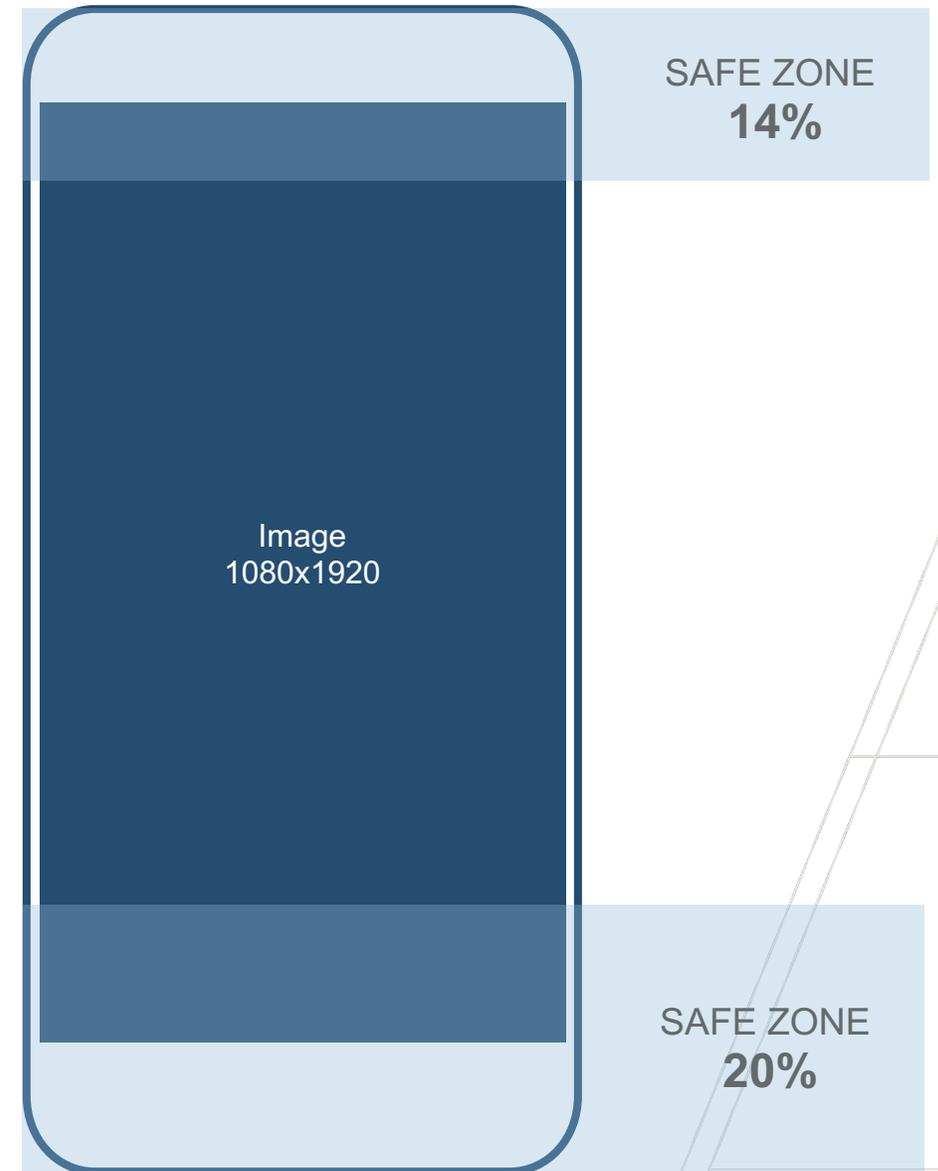
INSTAGRAM

Image	Text
Image File Type: jpg or png	Primary Text: Text is not displayed on 1080x1920 story formats.
Ratio: 9:16 with resolution at least 1080x1920	If ad copy is needed, 1080x1080 sizing can be used, however, Meta will automatically add borders for story format and add it text overlay.
Keep a safe zone to ensure CTA & Handle are not covered	

Best Practices



- Image ads in Instagram Stories will show for five seconds or until the user swipes out of the Story
- If wanting to have text included in your story image, we recommend adding it as text overlay on the actual creative
- Make sure your images are on brand: Keep in mind that the images you share on Instagram should be consistent even if you use some images as organic content and others as advertisements
- Pair text with focal point: Ads that include centrally located text, such as “add to cart,” at a specific focal point are helpful in driving conversion metrics



Facebook Image Stories

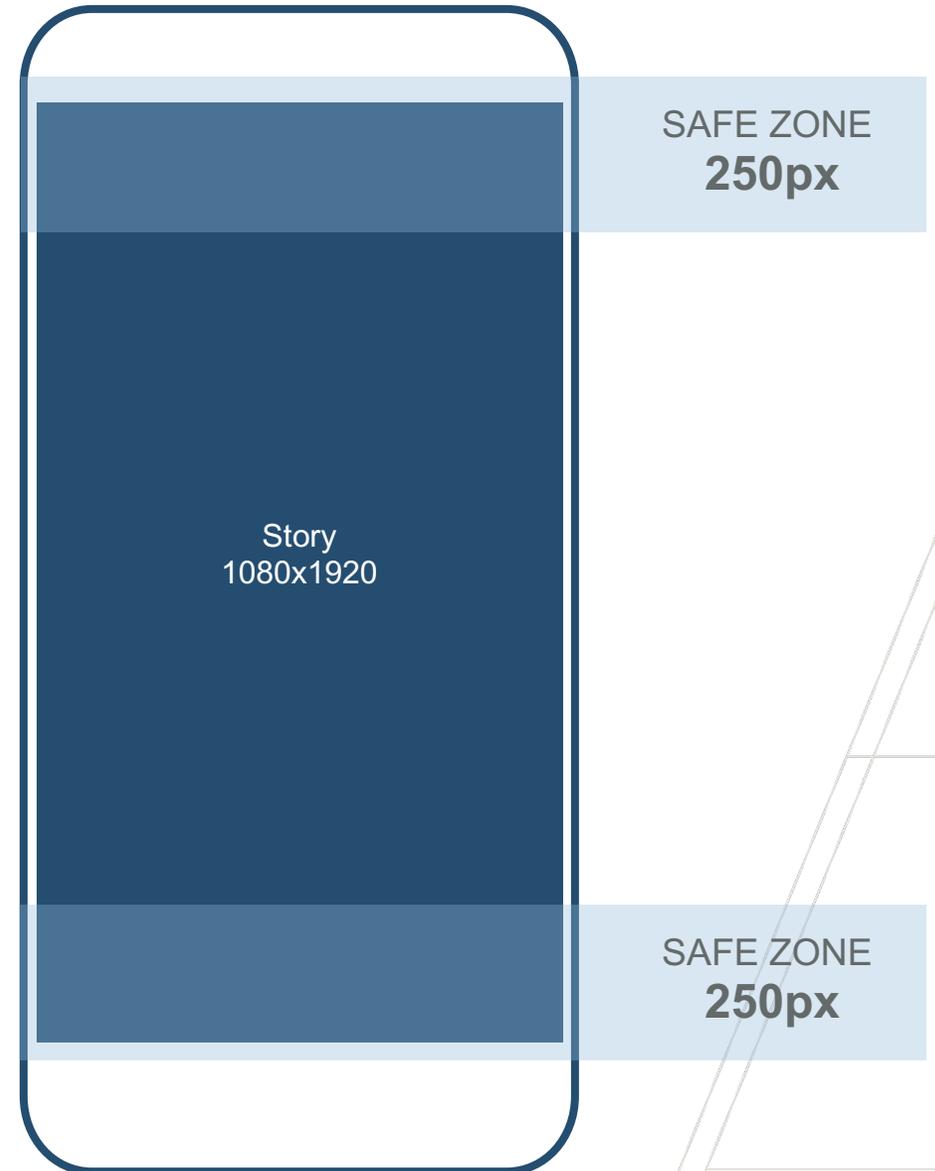
FACEBOOK

Image	Text
Image File Type: jpg or png	Primary Text: Text is not displayed on 1080x1920 story formats.
Ratio: 9:16 with resolution at least 1080x1920	If ad copy is needed, 1080x1080 sizing can be used, however, Meta will automatically add borders for story format and add it as a text overlay.
Make sure to keep a safe zone	

Best Practices



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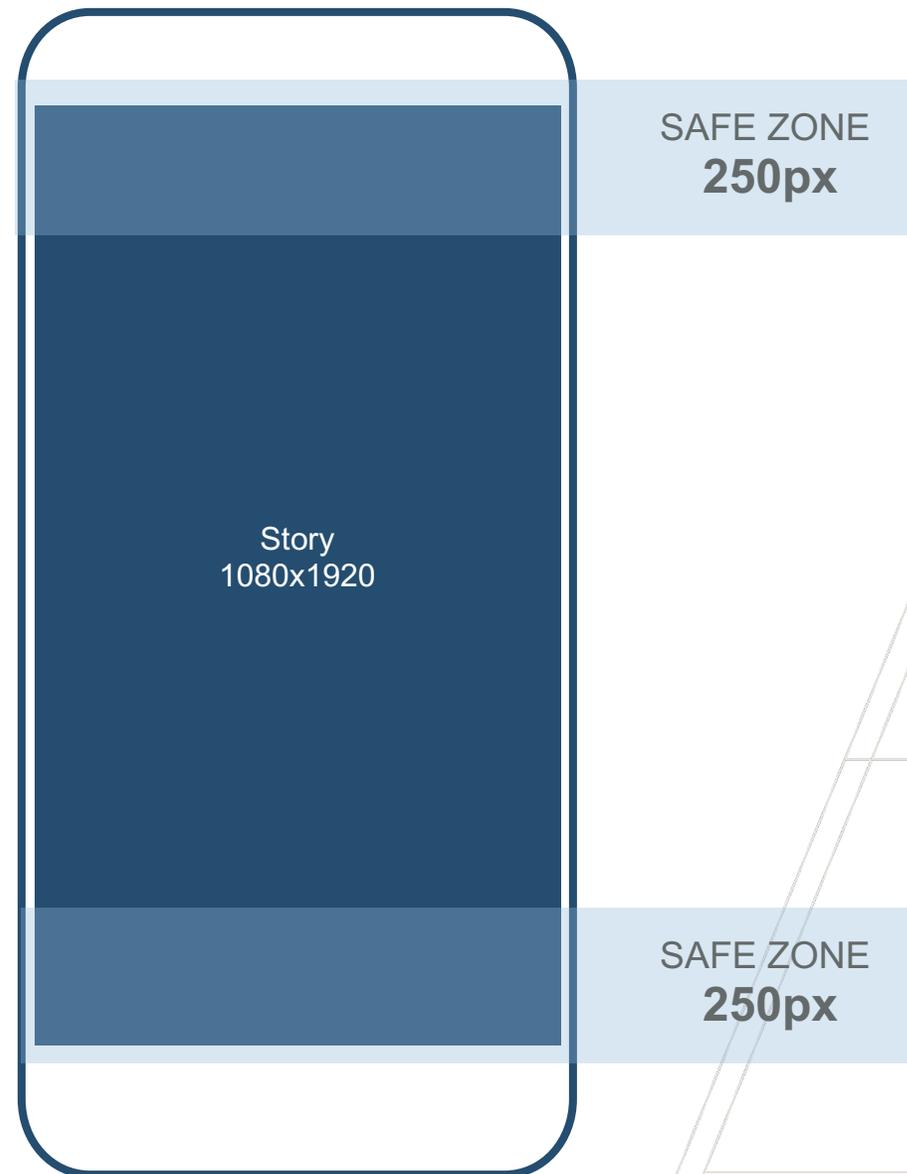
Facebook Video Stories

FACEBOOK

Video	Text
Ratio: 9:16 with resolution at least 1080x1920	Primary Text: Text is not displayed on 1080x1920 story formats.
File Type: MP4, MOV or GIF	
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Thank You