

Native Creative Specifications

Desktop and Mobile Requirements

Advertiser Name (Displayed on Creative):

- 25 characters maximum, including spaces

Headline:

- 25 characters maximum, including spaces

Logo Image:

- Creative Size: 200 × 200 minimum
- Format: jpg, png
- File Size: 1200 KB maximum

Body Text:

- 90 characters maximum, including spaces

Creative Image:

- Creative Size: 1200 × 627 minimum
- Square Image (Optional): 627 × 627
- Format: jpg, png
- Size: 1200 KB maximum

Display URL:

- 30 characters maximum

Call-to-Action:

- 15 characters, including spaces

Benefits of Native Advertising

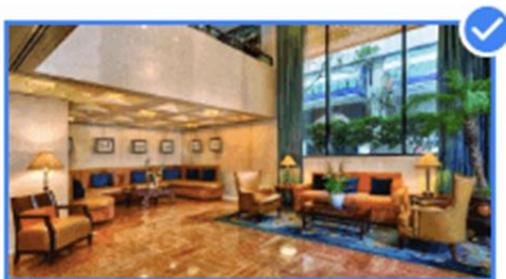
- Strong CTRs
- Sophisticated Targeting
- Non-Disruptive Format
- Increased Brand Loyalty
- Industry-Wide Adoption

Native Best Practices

Create Interest, Not Interruption: A native ad strategy should focus on high quality content to create interest and not interruption. Ads that can blend well into the content of a website will get more clicks and promote users to engage with the ad.

Images: Native ads format to each site differently, to help ensure the logo on your image will serve, provide images in both the landscape (1:91:1) and square (1:1) sizes for maximum inventory compatibility.

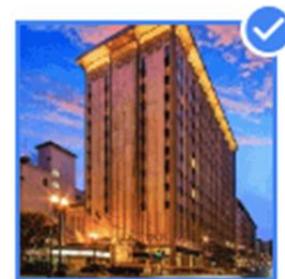
Landscape Photo



Logo

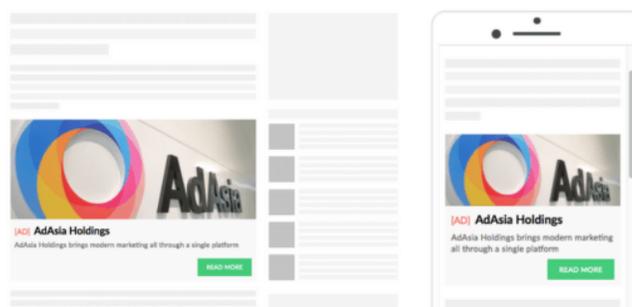


Square Image



Keep your images simple and keep brand mention to a minimum; consumers are getting smarter and quick to recognize clickbait. Keep the user experience in mind and make it as native as possible and focus on the content you create.

Branding Assets: Logo and advertiser name will not always appear depending on the site that the ad is served on. If you wish to guarantee they are displayed, feature the brand/company name in or on the image, but minimize text on the ad.



Creative Optimization: To maximize native performance, run A/B test styles with different ad components.

Call to Action: A custom call to action should be applied to inform users of what action you are wanting them to take once they click through to an ad.

Examples: Learn More, Download Now, Sign Up, Shop Now

Landing Page: Native ads should link to high quality content or an engaging landing page. To create lasting time on site, promote page exploration or push lead generation/conversions.

- Make sure that your landing page/site is mobile optimized
- If the KPI is a conversion, make sure the action is on the landing page and preferably above the fold
- Simplify the lead generation process as much as possible

Native Examples



There are certain categories of prohibited content which cannot be advertised or are subject to restrictions. This can include, but is not limited to, adult content, weapon-related content, alcohol-related content, tobacco-related content, gambling-related content, political-related content, financial-related content and certain health-care related content. If you have questions regarding the content of your ad, please reach out to your account manager and/or specialist.