

# Specifications

# NEXTDOOR



## Best Practices

**Copy should be useful, friendly, and local. The most successful advertisers on Nextdoor act like good neighbors themselves.**

- Headlines should be compelling, conversational, and human. Write as if you're speaking to a member of your own community.
- Body copy should be useful, timely, and fresh. Expand on your message and prove out the value you provide by being part of the neighborhood. Help people understand how to best use your product/service. Guide every kind of neighbor, and meet them where they are.
- Offer text should be engaging and spark action, e.g. with a strong CTA, or with a discount or deal
- Buttons should reflect the action you want members to take
- CTR increases by 15% when the creative is personalized with location

**Image needs to be clear and relevant to the neighborhood**

- Choosing a lifestyle image that includes real people or places will ensure your ad is relevant to a member's feed
- Logos can be tastefully incorporated into the creative via part of the lifestyle image
- Avoid white backgrounds which blend into the background of the Sponsored Posts
- CTRs are 10% higher when less than ¼ of the image contains text

## Display (Newsfeed)

<b>Logo</b>	100px x 100px
<b>Advertiser Name</b>	25 characters
<b>Subject Line</b>	70 characters
<b>Body Copy</b>	800 characters (90 characters before truncation)

<b>Offer Text</b>	50 characters
<b>CTA</b>	10 characters
<b>Image Size</b>	<ul style="list-style-type: none"> <li>• &lt;1MB JPEG, PMG or GIF</li> <li>• 1200px X 628 px or 1:91:1</li> <li>• 30 sec loop</li> </ul>

## Video (Newsfeed)

<b>Logo</b>	100px x 100px
<b>Advertiser Name</b>	25 characters
<b>Subject Line</b>	70 characters
<b>Body Copy</b>	800 characters (90 characters before truncation)
<b>Offer Text</b>	50 characters
<b>CTA</b>	10 characters
<b>File Size</b>	50 MB MOV or MP4 3-120 seconds
<b>Aspect ratio</b>	16:9
<b>Thumbnail</b>	1200px X 628px

### Spotlight (Newsfeed)

Logo	100px x 100px
Image Size	<1 MG JPEG or PNG 1200px X 1200px or 1:1
Image Copy	<30 character limit recommended; keep text legible. The text will be a part of the image.
Sponsored By + Logo	Logo will always be proceeded by “Sponsored by [+ logo]”Note: If Nextdoor will not be providing creative assistance, this must be included in the image. Minimum size for the logo is 100px X 100px

### Carousel (Newsfeed)

Logo	100px x 100px
Advertiser Name	25 characters
Subject Line	70 characters
Body Copy	240 characters (90 characters before truncation); 108 characters iOS
Offer Text	33 characters
CTA	10 characters

<b>Image Size</b>	<ul style="list-style-type: none"> <li>• Ideal size: 464px X 464px</li> <li>• Min. size: 232px X 232px at 1:1 ratio</li> <li>• Minimum of 1 image and max 5 images (excluding the end card)</li> </ul>
<b>Last Card - Logo or Brand Image</b>	Ideal size: 264px X 264px Min. size: 132px X 132px

## Digest

<b>Advertiser Name</b>	25 characters
<b>Subject Line</b>	50 characters
<b>CTA</b>	10 characters
<b>Image Size</b>	<ul style="list-style-type: none"> <li>• &lt;1MB JPEG or PNG</li> <li>• 250px X 250px</li> </ul>

## For Sale and For Free

<b>Logo</b>	100px X 100px
<b>Advertiser Name</b>	25 characters
<b>Body Copy</b>	40 characters
<b>Optional Offer Text (Deal or Price)</b>	13 characters
<b>Image size</b>	1:1 ratio, 174px X 174px min

## Right Hand Rail

<b>Advertiser Name</b>	25 characters
<b>Subject line</b>	70 characters
<b>Image size</b>	<ul style="list-style-type: none"><li>• &lt;1MB JEPEG or PNG</li><li>• 1200px X 1200px</li></ul>
<b>Additional</b>	45 sec. Refresh (desktop only)