



SNAPCHAT CREATIVE

Single Image or Video Specifications

Image Specs	<ul style="list-style-type: none">• 1080 x 1920px• 9:16 aspect ratio• Scaled proportionally to original asset
Acceptable Creatives	Live, motion graphic, or stop motion video, Cinemagraph, Slideshow, Gif-like, or Still image
Length	<ul style="list-style-type: none">• 3 to 180 seconds (if file size does not exceed 1 GB)• 30 seconds (if created in Snap Publisher)• If the video is longer than 30 seconds, you'll need to utilize an external editing software and upload the video to the Creative Library.
File Format	<ul style="list-style-type: none">• mp4 mov, .jpg, or .png• Storage Aspect Ratio (SAR): 9:16• Display Aspect Ratio (DAR): 9:16• Pixel Aspect Ratio (PAR): 1:1
File Size	<ul style="list-style-type: none">• Video: 1 GB or less• Image: 5 MB or less
Audio	<ul style="list-style-type: none">• Must utilize 2 channels (left and right) in a balanced way throughout• Audio target level should be- 16 LUFS• PCM or AAC codec• 192 minimum kbps• 16 or 24 bit only

Brand and Headline Placement	<ul style="list-style-type: none">• Brand Name: Up to 32 characters with spaces (i.e. company name, movie title, etc.)• Headline: Up to 34 characters with spaces (i.e. product name, Campaign slogan/tagline, tune-in date, etc.)• Please Note: The Brand Name must reflect the paying Advertiser and cannot be the same as your Headline.
Additional Notes	<ul style="list-style-type: none">• To prevent overlap with the following elements, Snapchat suggests avoiding placement of logos or other graphic elements within 150px from the top and 330px bottom of the creative• A tappable card with your Brand Name, Headline, and Profile Logo (if you've linked your business account with your Public Profile) are added by Snapchat to the lower left corner of the ad.• An 'AD' slug is added by Snapchat and appears on the lower right corner of the image or video• Do not include any additional 'Swipe Up' CTAs: you can instead use 'Tap' or 'Click' CTAs.• Do not put any visual indicators (arrow, caret, chevron, directional emoji).• Do not put Snap UI CTA highlight (such as single semi-circle or triangle).
Requirements	<ul style="list-style-type: none">• Brand name must match the paying Advertiser whose products or services are being advertised• Brand name and headline must be added• Approved for viewing by a 13+ audience• If featuring your Sponsored Creative Tool, the Ad must include persistent branding and a graphic text overlay with actionable message, such as, 'Unlock Lens' or a Campaign tagline• Advertiser-supplied brand name and headline for Single Image or Video ads running in between User Stories and in Our Stories• Client is responsible for obtaining appropriate licensing rights for fonts, emojis, and creative tools

Restrictions

- Letterboxing (i.e. plain colored rectangle boxes without graphics, animation or text located on the top and bottom of creative) that lasts for more than 50% of the Ad's duration. Letterboxing is not permitted in still image ads.
- Use or promotion of Snapchat usernames (or accounts) and Snap-owned trademarks or products, except in the context of promoting a Snapchat account (i.e. 'Follow @advertiseraccount on Snapchat' or 'Add us on Snapchat')
- Snap UI CTA highlights (such as single semi-circle or triangle) are all allowed only if they are static and do not dominate the creative. The only movement allowed is an introductory reveal.
- On-screen text or graphic CTAs that use the word 'Unlock,' unless tied to a Snapchat creative tool (i.e. Lenses, Filter, Sticker pack)
- Use or promotion of Snapcodes
- Altering of Snap trademarks, including the Snapchat app icon. All uses of Snap's trademarks must comply with Snap's Brand Guidelines
- Falsely implying or suggesting any partnership or endorsement by Snap
- Inclusion of Snapchat UI elements or organic Snap features (restriction does not include native text bar, doodles, Helvetica font* or emojis*)
- Emulating Publisher content to mislead Snapchatters
- Ads that have little or no correlation between Single Image or Video and landing page, use overly sensationalized language or make unverifiable claims, and/or use deceptive copy, or imagery to incentivize a Snapchatter to swipe up
- Headlines that feature all capital letters
- Legal language within the top or bottom 150px

Story Ad Specification

Logo	<ul style="list-style-type: none">• 993 px wide x 284 high provided as a .png on transparent background• Please Note: Asset should be formatted to fit the full height of the canvas OR fit the full width of the canvas and 50% or more of the height
Image	<ul style="list-style-type: none">• One (1) high-quality image that is 360 px x 600 px, provided as an up to 2 MB .png file• Please account for a 175 px 'buffer zone' at the top of the image. This is to ensure your logo does not conflict with any important image elements on the vertical tile.
Headline	<ul style="list-style-type: none">• Up to 55 characters with spaces• Please ensure your tile image has an 8-bit or lower bit depth• Emojis are allowed (these count toward the 55 character limit)
Additional Notes	<ul style="list-style-type: none">• Tile is not required for Story Ads with placement delivery in between content only. Tile is required if placement is automatic, or in Discover Feed.• Text in the supplied tile image may not be located near the top or bottom of the image where it may be obscured by the overlaid Logo and Headline.• If background color of tile is white, Snapchat recommends adding a gradient shade towards the bottom of the image to ensure the headline that is affixed pops against the background• Snapchat lays out tile design with elements provided at the time of Campaign flighting

<p>Story Asset Deliverables</p>	<ul style="list-style-type: none">• Single Image or Video Ads<ul style="list-style-type: none">◦ 1-20 'chapterized' Single Image or Video ads provided as separate files for flighting*◦ Each Single Image or Video ad can be up to 10 seconds for a total of up to 180 seconds◦ Each Single Image or Video ad must comply with Single Image or Video ad Specifications outlined here◦ Attachments (if running on single image or videos in the Story Ad)*◦ Brand Name: Up to 25 characters with spaces◦ Headline: Up to 34 characters with spaces• Note: Article Attachments are not supported. Single Image or Video ad Creative Guidelines apply for each Snap and Attachment (if applicable), with the exception of required visible branding on each Snap. Story Ad content (tile and image or video) must comply with Snapchat's Advertising Policies.
<p>Restrictions</p>	<ul style="list-style-type: none">• Tile Asset<ul style="list-style-type: none">◦ Supplying a plain, solid colored tile image (without any other visual elements featured in it)◦ Clickbait or distasteful messaging in title of the Story Ad (i.e. a headline that is not truthful to the content featured in the Story, shocking, offensive, or overly-provocative messaging)◦ Tile of Stories that are all capital letters or all emojis◦ Imagery that is of poor resolution

<p>Restrictions (cont.)</p>	<ul style="list-style-type: none">• Text graphic overlay on tile image• Please Note: Text appearing on products within the image or on any signage within the image (i.e. Street signs or artwork on a wall, etc) is permitted.• Snapchat recommends that any permitted text within the image not conflict with logo or headline overlay; Advertisers should adhere to a 175px buffer zone at the top and bottom of the tile image to avoid potential overlap.• Logos that are the same color as the tile background image they appear on (thereby making the logo invisible)• Story Asset<ul style="list-style-type: none">◦ Single Image or Video ads (or Attachments) provided outside of Snapchat’s Creative Guidelines and Specifications◦ Duplicate creatives within a Story Ad submission
<p>Recommendations</p>	<ul style="list-style-type: none">• Tile Asset<ul style="list-style-type: none">◦ Ensure your brand logo pops on the image - take advantage of the full logo space available by separating your logo into two lines if necessary to fill the maximum allotted space◦ Create a curiosity gap or sense of urgency with your Story title◦ Keep copy clear, concise, and honest◦ When it works, tease utility, novelty, and relevance with your Story tile• Story Asset<ul style="list-style-type: none">◦ Your Story Ad is a branded content experience; Create a narrative Users will want to watch and engage with◦ Ensure Single Image or Video ads are viewed in succession and tell a cohesive story

Recommendations (cont.)	<ul style="list-style-type: none">◦ Pace and movement are key; Single Image or Video ads should have personality, energy, movement, and be quick-hitting◦ Avoid using your 1st Single Image or Video ad in the Story Ad as an introduction; Drop right into action, as your tile acts as the viewer's introduction to the story
Additional Notes	<ul style="list-style-type: none">• The more your brand engages the Snapchat audience across the Single Image or Video ads, the more earned impressions your brand receives• Additionally, Story Ad tiles are delivered in a dynamic feed that provides a personalized experience to each User
Restrictions	<ul style="list-style-type: none">• Graphics that feature gambling or lottery material are not permitted• Please see our Submission Guidelines for more information• Filter design may not include URLs, barcodes, Snapchat/Social usernames, or CTAs, other social platform logos, phone numbers, Snapcodes, email• Hashtags are not allowed except:<ul style="list-style-type: none">• If limited to '#1' in reference to the number not a handle• If integral or mandated for Campaign cohesion (ex, hashtag will be present on every digital or physical asset)• Reminder, hashtags within filter creative are not 'tappable' or functional

<p>Restrictions (Con't)</p>	<ul style="list-style-type: none"> • Any Filter with political content must include 'Filter paid for by [insert name of purchaser]' in 40 pixel height and with a shadow background of that text. Examples of political content include political issue advocacy, or promotion of certain political parties and candidates • Filters should honor Snapchat's Advertising Guidelines and are subject to final creative approval by Snapchat
<p>Creative Recommendations</p>	<ul style="list-style-type: none"> • Designs should enhance the underlying snap, by adding an element of context, visual appeal, humor or relevance • Remember to leave enough blank space in the design so Snapchatters can see their image or video content behind the design. We suggest you only use the top and (or) bottom 25% of the screen. • Filters should be artistic, not photographic. Photo realistic imagery is not recommended. • Be creative and make it visually compelling. Make something that Snapchatters will want to send to their friends!
<p>Smart Filter Specifications</p>	<ul style="list-style-type: none"> • With Smart Filters, brands can serve Ads with real time updates, making Smart Filters relevant no matter the location, time, or day. • Smart Time Format • Time: 12:00 PM • Month Day: Sep 23 • Month / Day / Year: 05 / 23 / 17 or May 23, 2017 • Day of Week: Monday • Month: January • Phrase: 'It's <time> today' • Custom: Mix and match from the following to create a custom format. Format cannot include characters (ex: <Month)

Smart Filter Specifications (Con't)

- Smart Count Format
 - Days: Hours: Minutes Seconds: 05 : 03 : 23 :15
 - Days: Hours: 04: 23
 - Hours: Minutes: 23:15
 - Days: 1 Day
 - Hours: 2 Hours
 - Minutes: 23 Minutes
 - Phrase: '<hours> until New Years'
 - Custom: Mix and match from the following to create a custom format. Format cannot include characters (ex: <Month)
- Smart Location Format
 - Neighborhood: Venice / West Village
 - City: Los Angeles / Manhattan
 - City, State: San Francisco, CA
 - State Full Name: Colorado
 - State Initial: CA
 - Zip: 90210
 - High School: Venice Senior High School
 - College: UCLA
 - Airport: LAX

Smart Filter Specifications (cont.)

- Smart Location Character Length
 - For High Schools:
 - Longest Length: 73 characters (Weaver Academy For The Performing And Visual Arts And Advanced Technology)
 - Shortest Length: 4 characters (Jact)
 - For Colleges:
 - Longest Length: 72 characters (Alfred State College, State University of New York College of Technology)
 - Shortest Length: 6 Characters (Vassar)

Lenses Specifications

Branding Guidelines	<ul style="list-style-type: none">• Lenses must feature a visible brand logo or brand name. Branding is required on both Face Lenses and World Lenses.• Avoid placing the brand logo in areas where it may be obscured by UI elements or the carousel on the bottom of the screen• The recommended logo placement is on the top left or top right under the top UI elements• Snapchat adds a 'SPONSORED' slug to the creative. This slug appears for 2 seconds and disappears and does not show up in Snapchatters photo or video Snaps.
Restrictions	<ul style="list-style-type: none">• URLs, QR Codes, Snapcodes, Snapchat usernames, or any social handles are not allowed• Profanity, with the exception of abbreviations (like OMFG or WTF) if not used in a sexual context• Do not change the Snapchatter's perceivable race or skin tone, unless the Snapchatter is transformed into a non-human fictional character (such as transforming the Snapchatter into a blue alien or a green frog or green lizard)• Content that may incite or glorify violence or the use of weapons• Weapons must not be pointed or shooting at Snapchatters, or otherwise be depicted in a threatening manner. If you include firearms in your creative, point them away from the Snapchatter and avoid any shooting toward the Snapchatter or the audience.• Please review our Advertising Policies for additional requirements related to disallowed and restricted categories

<p>Face Lenses</p>	<ul style="list-style-type: none"> • Face Lenses feature innovative technology which can accurately recognize a Snapchatter's eyes, mouth, and head to transform Snapchatters into silly or aspirational characters. • Note: Face Lenses are required if buying with Reach and Frequency.
<p>World Lenses</p>	<p>World Lenses can detect and map the environment and surface around you. Use your rear-facing camera and tap to see your world through different Lenses.</p>

Collection Ad Specifications

<p>Thumbnail Specifications</p>	<ul style="list-style-type: none"> • File Format: Static image only (.jpg or .png) • Thumbnail Images: 2,3,4 square images only • Thumbnail File Size: 2MB or less for each image • Thumbnail Image Size: Equal to or more than 260px by 260px
<p>Creative Recommendations</p>	<ul style="list-style-type: none"> • Single Image or Video <ul style="list-style-type: none"> ◦ Focus on one key hero message ◦ Feature a strong and relevant call-to-action for Collection Ads ◦ Use purposeful sound design ◦ Branding should come in before 0:02 • Run short-form ads (i.e. :03-:05 in duration) to mirror the bite-sized nature of Snaps • Keep creative simple to drive attention to the Thumbnails

<p>Creative Recommendations (cont.)</p>	<ul style="list-style-type: none">• Thumbnail<ul style="list-style-type: none">◦ Avoid placing critical graphics, logos, messaging, visual indicators or important language in the safe zones (~450px)◦ Keep Thumbnails simple and clear◦ Do not feature numerous products within a single thumbnail image◦ Ensure the Product or Visual Element fills the entire Thumbnail◦ Use little or no text in the Thumbnail◦ Utilize different URLs to correspond with each of the Thumbnail images to highlight each unique product or feature
<p>Additional Notes</p>	<ul style="list-style-type: none">• Collection Ads can be created dynamically with the contents of uploaded Product Catalogs, or manually with tile images uploaded specifically for the Collection Ad• 'AD' slug is added by Snapchat and appears on the upper right corner of the Collection Thumbnails Area• Call-to-action is applied by Snapchat to upper left of the Collection Thumbnails Area and selected from a list within Ads Manager• Each of the Thumbnail images requires a corresponding URL• An additional Swipe Up URL is also required. When a Snapchatter swipes up this URL is visited.• URLs may be used multiple times

<p>Restrictions</p>	<ul style="list-style-type: none"> • Single Image or Video <ul style="list-style-type: none"> ◦ Legal language in the bottom 445 px ◦ 'Tap' CTA must be static, but it is allowed a single introductory reveal only • Thumbnail <ul style="list-style-type: none"> ◦ Thumbnails can feature the same product at different angles/vantage points but not the same exact image ◦ Thumbnails can include text but cannot be text only ◦ Thumbnails must feature an image (i.e. product, icons, item, feature) rather than just a single- or multi-color fill, gradient or pattern ◦ Thumbnails cannot have a transparent background
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Commercial Specifications

<p>Design Specifications</p>	<ul style="list-style-type: none"> • Full Screen Canvas <ul style="list-style-type: none"> ◦ 1080px x 1920px ◦ 9:16 aspect ratio ◦ Scaled proportionally to original asset • Acceptable Creatives <ul style="list-style-type: none"> ◦ Live video, motion graphic video, or stop motion video ◦ Must include audio • Length <ul style="list-style-type: none"> ◦ Standard Commercial: 3 to 6 Seconds. The full ad will be non-skippable. ◦ Extended Play Commercial: 7 to 180 seconds. Only the first 6 seconds will be non-skippable. • Special Requirements <ul style="list-style-type: none"> ◦ Only Web View and AR Lens attachments are supported • File Format <ul style="list-style-type: none"> ◦ Video only (.mp4 or .mov, and H.264 encoded)
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<p>Design Specifications (cont.)</p>	<ul style="list-style-type: none">• Storage Aspect Ratio (SAR) should be 9:16• Display Aspect Ratio (DAR) should be 9:16• Pixel Aspect Ratio (PAR) should be 1:1• File Size<ul style="list-style-type: none">◦ Video (1GB or less)• Audio<ul style="list-style-type: none">◦ Must utilize 2 channels (left and right) in a balanced way throughout◦ Audio target level should be- 16 LUFS◦ PCM or AAC codec◦ 192 minimum kbps◦ 16 or 24 bit only◦ 48 KHz sample rate
<p>Additional Notes</p>	<ul style="list-style-type: none">• To prevent overlap with the following elements, Snapchat suggests avoiding placement of logos or other graphic elements within 150px of the top and bottom of creative• A tappable card with your Brand Name, Headline, and Profile Logo (if you've linked your business account with your Public Profile) are added by Snapchat to the lower left corner of the ad.• 'AD' slug is added by Snapchat and appears on the lower right corner of the Snap Ad• A 6-second ticker, showing the Snapchatter the duration of the Ad, will automatically appear at the top of the screen within the buffer zone
<p>Requirements</p>	<ul style="list-style-type: none">• Full screen and vertically formatted• Approved for viewing by a 13+ audience• Must include audio• Brand Name and Headline must be added• Brand Name must match the paying Advertiser whose products or services are being advertised• Format Restrictions• Stills, cinemagraphs, .gifs and silent video are not permitted

**Requirements
(cont.)**

- Full screen and vertically formatted
- Approved for viewing by a 13+ audience
- Must include audio
- Brand Name and Headline must be added
- Brand Name must match the paying Advertiser whose products or services are being advertised
- Format Restrictions
- Stills, cinemagraphs, .gifs and silent video are not permitted
- Design Restrictions
 - Letterboxing (i.e. plain colored rectangle boxes without graphics, animation or text located on the top and bottom of creative) that lasts for more than 50% of the Ad's duration.
 - Use or promotion of Snapchat usernames (or accounts) and Snap-owned trademarks or products, except in the context of promoting a Snapchat account (i.e. 'Follow @advertiseraccount on Snapchat' or 'Add us on Snapchat')
- Use or promotion of Snapcodes
- On-screen text or graphic CTAs that use the word Unlock, unless tied to a Snapchat creative tool (i.e. Lens, Filter, sticker pack)
- Altering of Snap trademarks, including the Snapchat app icon. All uses of Snap's trademarks must comply with Snap's Brand Guidelines
- Falsely implying or suggesting any partnership or endorsement by Snap
- Inclusion of Snapchat UI elements or organic Snap features (use of native text bar, doodles, Helvetica fonts, and Emojis is permitted)
- Emulating Publisher content to mislead Snapchatters

Recommendations

- Focus on single-minded message
- Ensure clear branding
- Use purposeful sound design
- Capture attention quickly to pull the Snapchatter in
- Create a simple narrative, preferably with reveal/payoff coming in at the :05 mark
- Please Note: Commercials can target the following countries: AE, AU, AT, BE, BH, CA, CH, DE, DK, FI, FR, IE, IN, IQ, JO, KW, NL, NO, NZ, OM, QA, SA, SE, UK, US.