



## Image Requirements (3-5 images)

File Type: .jpg, .png, static .gif

Dimensions: 1200×628px and 1000×750px

*Both sizes required for optimization*

Maximum File Size: 20MB

## Logo Requirements

File Type: .jpg, .png, static .gif

Dimensions: 300×300px minimum

*White Background. Logomark Preferred.*

Maximum File Size: 20MB

## Copy Requirements

**Brand Name:** 30 Character Limit    **Landing Page URL:** Landing page where you wish to drive the user

**3-5 headlines of each length per landing page**

Short (1-25 characters) Medium (26-50 characters) and Long (51-90 characters)

*Copy should be able to stand on its own.*

**1 ad description per landing page** (1-100 characters)

*The ad description further explains what the user can expect from the landing page upon clicking the ad. Copy should be able to stand on its own.*

## Tagging and Tracking

**3rd Party Trackers (Optional):** All 3rd party trackers are accepted if they are 1×1 image tag. All trackers must be secure (https://)

**Submission Lead Time:** Min 2 business days before campaign launch

**Implementation Notes and Best Practices:** We recommend multiple headlines in order to reach both desktop and mobile devices and optimize towards the best performing combinations. We recommend imagery to be free of text and logos. All imagery and headlines will be sent for your approval prior to launch.