



Ad Specs - Updated April 20, 2018

Banner Advertising – File Size: 150 KB or Smaller

Programmatic Display Supported Ad Formats

- GIF, JPG image files
- HTML5 for interactive banners
- Rich media expandable – supported through third party with some limitations, please speak with your Account Manager

Top Performing / Recommended Ad Sizes

Top Display

160x600 - Wide Skyscraper
300x250 - Medium Rectangle
728x90 - Leaderboard
300x600 - Half Page Ad

Top Mobile

300x50 - Mobile Leaderboard
320x50 - Mobile Leaderboard
336x280 - Large Rectangle

Responsive Ads

Short Title: 25 characters or less
Long Title: 90 characters or less
Image: 1200x628 – 1.91:1
Description: Up to 90 characters
Business Name
Logo: 1200x1200
Final URL

Native Ads

Short Title: 25 Characters
Long Title: 90 Characters
Main Image: 1200x627
Short Description: 90 Characters
Long Description: 140 Characters
Sponsor: (KeyMedia Solutions) 25 Characters
Call to Action: 15 Characters
Logo: 200x200

Geofence Ad sizes

300x250
300x50
320x50



Expandable Ads – Rich Media

- For information on available expandable ad inventory and limitations, please contact your Account Manager.

Social Media

Facebook:

Headline: 25 characters including spaces

Body: 125 characters including spaces

Link Description: 30 Characters

1200x628 pixels image (JPG); images for carousel ads should be 600x600 pixels

Text on Image: No more than 20% (Use this tool to test

https://www.facebook.com/ads/tools/text_overlay)

Video: Up to 240 minutes, no larger than 4GB

For a full overview of the recommendations by ad type, visit the link below:

<https://www.facebook.com/business/ads-guide/>

Instagram Feed:

Suggested Text Characters: 90 characters

Max File Size: 30MB

Text on Image: No more than 20%

Max Hashtags: 30

Max Text Characters: 2,200

Image size: 600x600 pixels (JPG or PNG)

Twitter:

Promoted Tweet w/ image:

600x335 pixels, max characters: 116 (24 characters are used for images).

Promoted Tweet w/ video:

640x360 pixels, max characters: 116 (24 characters are used for images).

Title (under video): 70 characters

Description (under video): 200 characters

Video: MP4 or MOV

For a full overview of the recommendations by ad type, visit the link below:

<https://business.twitter.com/en/help/campaign-setup/advertiser-card-specifications.html>

LinkedIn:

Text Ads:

Headline: 25 characters including spaces

Body: 75 characters including spaces divided between two lines

URL: Unlimited

50x50 pixels image (JPG or PNG)



Sponsored Content:

Intro text: 150 characters (to avoid truncation)

Title: 70 characters

Description Text: 100 characters

Image: 1200x627 pixels

Pinterest:

Image: Vertical image aspect ratio of 2:3 to 1:2.8 and a minimum width of 600 pixels (top image sizes are 600x1200 and 600x900)

Pins should be helpful, beautiful and actionable.

For more information, visit the link below:

<https://about.pinterest.com/en/advertising-standards>

Search Engine Marketing

Expanded Text Ads:

Headline: 30 characters including spaces

Second Headline: 30 characters including spaces

Body: One consolidated 80-character description line

Display URL: Domain is automatically extracted from your final URL to ensure accuracy. You can customize 2 additional URL paths.

Ad Extensions for Google Search Campaigns

Sitelink Extensions

Sitelink extensions give searches direct access to certain pages of a landing page.

Needed:

Link text (For example, 'Contact Us', 'About Us' 25 characters max)

The URL to the page that will be added as a link text. (www.keymediasolutions.com/contactus)

Description of the linked page (2 lines, each line can have 35 characters max)

For example, (line 1) 'Contact us today for a free quote.' (line 2) 'No obligation required, call today!'

1

Amazon.com
www.amazon.com/ Amazon.com, Inc. ▾
 Online retailer of books, movies, music and games along with electronics, toys, apparel, sports, tools, groceries and general home and garden items. Region 1 ...

<p>Books Up to 50% off select Science Fiction, Fantasy, and Comic ...</p> <p>Your Account Your Messages: Important Messages - Order Related ...</p> <p>Amazon Prime Amazon Prime-Enjoy fast free shipping, exclusive access to ...</p> <p>More results from amazon.com »</p>	<p>Prime Video Find, shop for and buy Prime Video at Amazon.com.</p> <p>Shop by Department Easter Shop. All Card MarketplaceShop with Points at ...</p> <p>Today's Deals New deals. Every day. Shop our Deal of the Day, ...</p>
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1 Sitelink Extension

Click Here for a Video Walkthrough

Location Extensions

In order to add a location extension, each property will need to have a 'Google My Business' account. We will request access to this account and then link it to our AdWords campaign.

2 Location Extension

Click Here for a Video Walkthrough

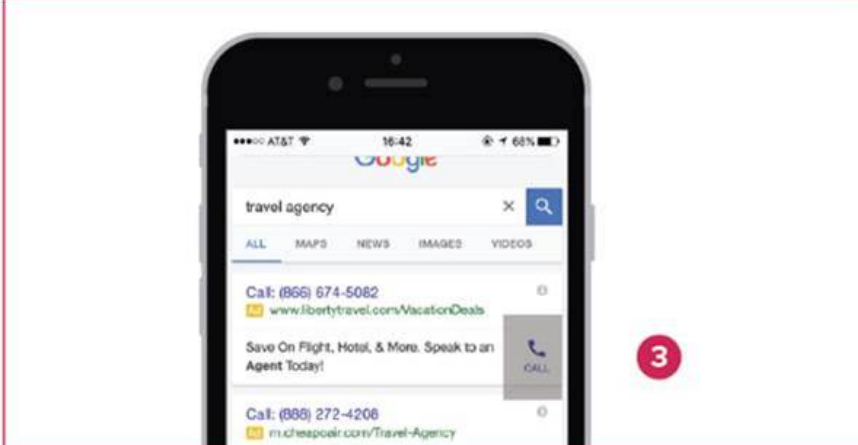
2

IKEA.com - IKEA® Official Site
www.ikea.com/US ▾
 Find Spring Inspiration at IKEA. Visit Your Local Store Today!
 📍 1 Beard St, Brooklyn, NY · (888) 888-4532 · Open today · 10:00 AM – 9:00 PM ▾


<p>Bedroom Get All Your Needs at IKEA for The Bedroom You've Always Wanted</p> <p>Living Room Find All The Furniture You Need To Create The Living Room You'll Love</p>	<p>Kitchen Get a Kitchen Catered to Your Taste at IKEA. View All of Our Styles</p> <p>Start The Day Off Right Avoid Stress & Wake Up Refreshed. Tips On Getting Ready in the A.M.</p>
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Call Extensions

The phone number listed on the website will be added to the ads to give possible customers an option to call the store or business directly.



3 Call Extension
Drive and track phone calls to your business

Click for a Video Tutorial 

Review Extensions

Review extensions can highlight positive third-party reviews if the business has any. The character count for your review text is combined with the source name character count and can't exceed a combined 67 characters. (highlighted portion below)

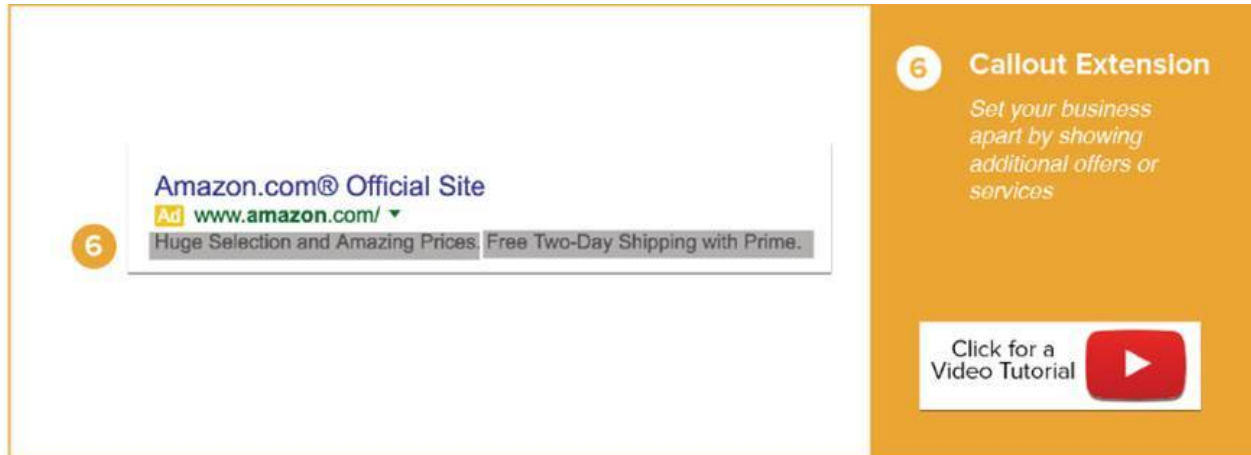


5 Review Extension
Highlight what people are saying about you online

Click for a Video Tutorial 

Callout Extensions

Use callout extensions to show additional descriptive text like "Free shipping" or "24hr customer service" beneath your ad. Text for callout extensions can be up to 25 characters.



Structured Snippet

This is where things like brands or models can be mentioned. There needs to be at least 3. They can only be 25 characters.

Ray-Ban.com - Ray-Ban® Official Site

Ad www.ray-ban.com/Official_Site

Buy Ray-Ban® Sunglasses Online. Free Shipping & Returns!

Exclusive Styles · Largest Online Selection · #Campaign4Change

Styles: Aviator, Wayfarer, Clubmaster, Round, Custom

Ray-Ban has 483,331 followers on Google+

Exclusive Collection

New Special Edition Styles Only
Available Online At Ray-Ban.

Women's Sunglasses

Turn Up The Heat With The Latest
Styles for Women + Free Shipping.

Men's Sunglasses

Discover The Latest Collection For
Men Plus Get Free Shipping.

REMIX Custom Sunglasses

Customize Your Own Designs With
REMIX Exclusively On Ray-Ban.com



Checklist

- Sitelink Extensions:
 - Link Text (25 Characters)
 - Link URL
 - Two Description Lines (35 Characters Each Line Max)
- Location Extension
 - Google My Business Account
- Call Extension
 - Phone Number (Listed on Website)
- Review Extension
 - Review From Third-Party (Needs Source)
- Callout Extension
 - 25-Character Max Per Callout
- Structured Snippet
 - 25-Character Max
 - Need at Least 3 Snippets

Video

Please remove all slates and countdown graphics from the video.

Video Length

Video has to be less than or equal to requested duration (i.e. we can bid on a 15 second request with a 10 second video.)

- 15 second
- 30 second
- 60 Second

Video Dimensions

All KeyMedia hosted videos will be scaled to fit the player size on screen

- 480x360
- 640x360
- 1920x800

Supported Companion Ads

Only standard image files are accepted. Flash files are not supported.

- 300x250
- 300x60



Video Placement

- Pre-Roll (This represents majority of Programmatic Display Advertising inventory)
- Mid-Roll
- Post-Roll

Recommended Aspect Ratios

If KeyMedia is hosting, we will encode and automate to the correct size

- 4:3
- 16:9

Supported File Types

- mp4, flv, webm, mov, wmv, mpg, mpeg

Supported File Size

- Maximum is 60MB. KeyMedia will encode the video down to a workable file size (2-5MB).

Desktop & Mobile Video Pre-Roll Requirements (300x250)

- Must be 60 MB or smaller
- MOV or MP4 file formats accepted
- :15 or :30 sec file length
- Bit rate of 1 MB
- 24-25 or 29-30 frames per second
- 4:3 or 16:9 aspect ratio
- 640x360 or 480x360 resolution (minimum)
- MP3 or AAC audio code

YouTube Requirements

- Video has to be less than or equal to requested duration (15, 30, and 60 seconds)
- Hosted videos will be scaled to fit the player size on screen
 - 16:9 aspect ratio: 854x480, 1280x720, 1920x1080; 4:3 aspect ratio: 480x360, 720x540, 960x720
 - Supported file types: mp4, flv, webm, mov, wmv, mpg, mpeg
 - Supported file size: Min. 2-5MB, Max. 60MB
- Companion Banner specs:
 - Supported file types: JPG, GIF, or PNG
 - Ad size: 300x60
 - Supported file size: 150KB

https://support.google.com/displayspecs/answer/6244563?hl=en&ref_topic=6244532

In-Banner Requirements

Your video ad will display as a static image prior to user interaction. Your opening image should adhere to the following criteria:

- Must be 40K or smaller



- JPG or GIF format (15-sec animation loop)
- The image will be resized for 300x250 and 300x60 display

Other Specifications

- Creative images must be clear, recognizable, and relevant; text appearing in the ad must be legible
- Creatives cannot appear sideways or upside down

Google Shopping

Information needed for Google Shopping product feed.

- Product ID - Product Title - Product Description - Google Product Category
- Price - Condition - URL -Availability
- Image Link - Brand - MPN - Shipping Weight

Prohibited Characteristics

Ads may NOT

- Promote online gambling (paid, free, or gateway to paid gambling; brick and mortar gambling is acceptable)
- Depict or delivering libelous, violent, tasteless, hate, defamatory, or illegal content
- Portray partial or complete nudity, pornography, and/or adult themes and obscene content
- Spawn pops, simulate clicks, contain malicious code, viruses, or executable files of any kind
- No explicit language, no spelling mistakes, no simulated expletives (e.g., #\$%!

For more information on Internet Advertising Bureau standard guidelines, click here: [IAB Display Guidelines](#)