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!'
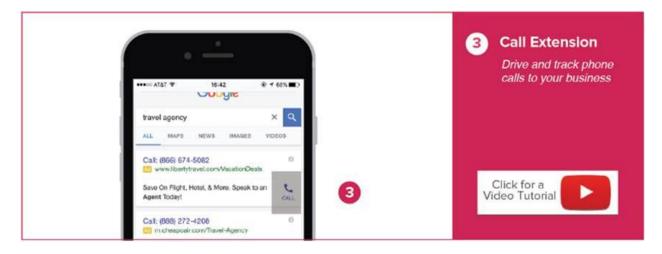
Location Extensions

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.

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.
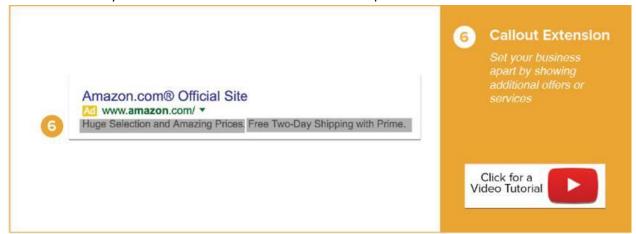
Review Extensions

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)

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.

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