



## 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

**Square 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 per landing page**

≤110 characters

*Copy should be able to stand on its own. It is recommended to have multiple headlines. Include headlines less than or below 90 characters to increase reach.*

**1 ad description per landing page** ≤100 characters

*A description that is included within the native ad that further explains what to expect from the landing page upon clicking the ad. Copy should be able to stand on its own. Limit to one ad description per landing page.*

## 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. A headline should be able to stand on its own. If using retargeting, please provide at least 2 headlines with a strong CTA message. We recommend imagery to be free of text and logos. All imagery and headlines will be sent for your approval prior to launch.