



GIF Requirements

File Type: Animated .gif

Dimensions: 1200×628px and 1000×750px

Both sizes required for optimization

Maximum File Size: 10MB

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 per landing page

≤90 characters

Copy should be able to stand on its own.

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. We recommend creative to be free of text and logos. All cinemagraphs and headlines will be sent for your approval prior to launch.