

Native Ads Specification

Artwork sizes:

Please supply the artwork in the following sizes in JPEG format:

- Small image: 80x80px (w/h)
Max file size 50Kb
- Large image: 1200x627px (w/h)
Max file size 150Kb.

What we need:

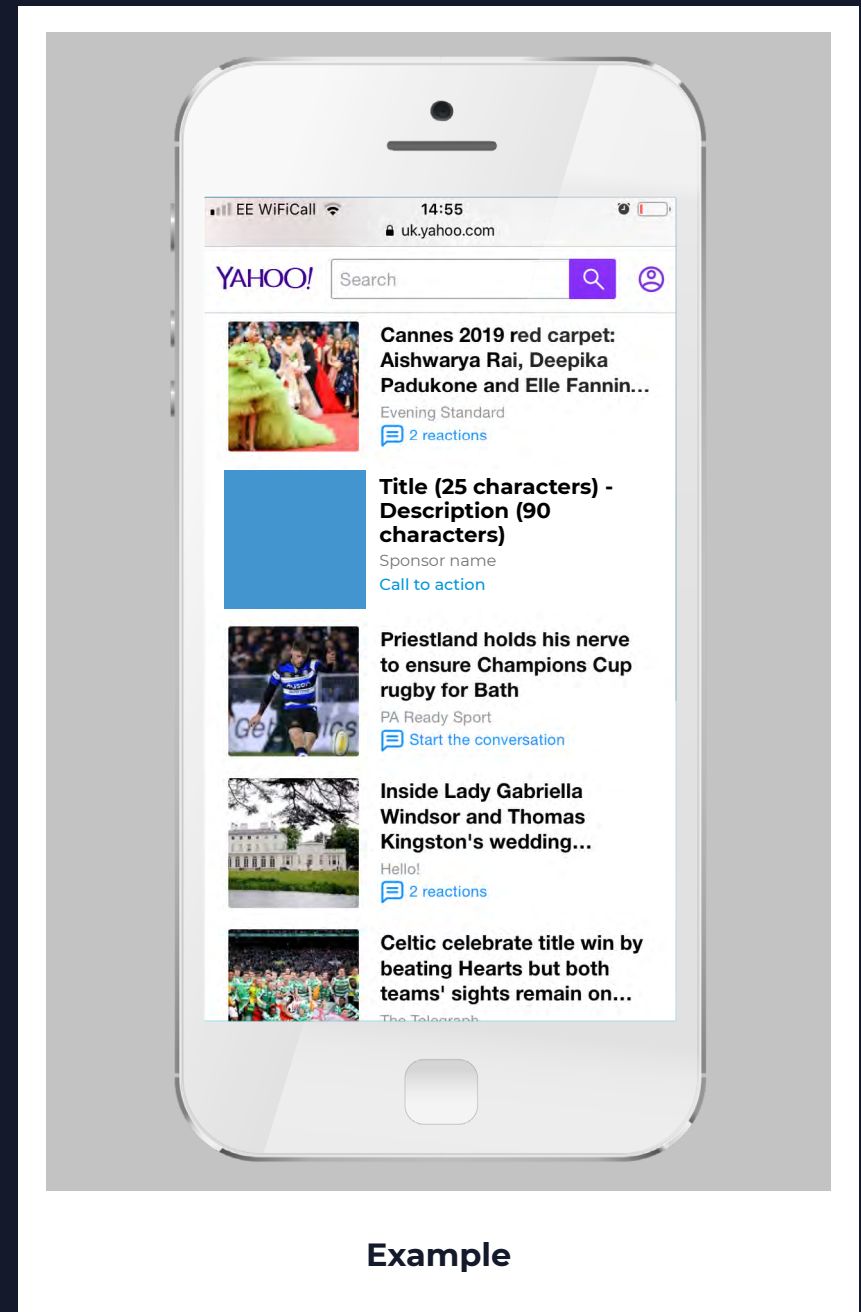
- Title: 25 characters
- Description: 90 characters
- Sponsor name: 15 characters
- Call to action: 15 characters

Please note this character count includes spaces.

Lead time: 24 hours to begin a campaign from receipt of all collateral.

Tracking links:

Please ensure if you would like to add click tracking links to your campaign this is sent across as your URL. Please note we **cannot** accept 3rd party tags on artwork.



Example

Examples are for illustrative purposes only. The area shown in green indicates the size of artwork in situ, this is not to scale, please follow the measurements given.