Display Ad Specs

DESKTOP + LAPTOP + TABLET + MOBILE

A display ad is an ad unit that can be either static or animated. It is placed within a publisher’s specified ad content area based on our clients’ targeting criteria and our programmatic buying process.

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Device</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper</td>
<td>Desktop, Laptop</td>
<td>160x600</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>Desktop, Laptop, Tablet, Mobile</td>
<td>300x250</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>Desktop, Laptop, Tablet</td>
<td>728x90</td>
</tr>
<tr>
<td>Banner</td>
<td>Mobile</td>
<td>320x50</td>
</tr>
</tbody>
</table>

Static/Animated GIF Banners

<table>
<thead>
<tr>
<th>File Types Accepted</th>
<th>Max Loops</th>
<th>Max Animation Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>jpg, png, gif</td>
<td>3</td>
<td>:15</td>
</tr>
</tbody>
</table>

Max File Size

- Desktop/Laptop/Tablet: 50 KB
- Mobile: 40 KB

Desktop HTML5 Assets

<table>
<thead>
<tr>
<th>Format</th>
<th>Max Initial Load</th>
<th>Max Polite Load</th>
<th>Max User Initiated Load</th>
<th>Max Loops</th>
<th>Max Animation Length</th>
<th>Max Frames Per Second</th>
</tr>
</thead>
<tbody>
<tr>
<td>HTML5</td>
<td>150 KB</td>
<td>300 KB</td>
<td>2.2 MB</td>
<td>3</td>
<td>:15</td>
<td>24</td>
</tr>
</tbody>
</table>

Mobile HTML5 Assets

<table>
<thead>
<tr>
<th>Format</th>
<th>Max Initial Load</th>
<th>Max Polite Load</th>
<th>Max User Initiated Load</th>
<th>Max Loops</th>
<th>Max Animation Length</th>
<th>Max Frames Per Second</th>
</tr>
</thead>
<tbody>
<tr>
<td>HTML5</td>
<td>50 KB</td>
<td>100 KB</td>
<td>200 KB</td>
<td>3</td>
<td>:15</td>
<td>24</td>
</tr>
</tbody>
</table>

Hosting

- Must be hosted by a third-party ad server and delivered as a JavaScript or iframe tag

- All third-party tags must be SSL-compliant
- Static backup images (jpeg or png format) are required for all HTML5 files
- Assets should be delivered 3 business days before launch
- Ads need to have a high contrast background or include a visible border
- Click actions must click to a new target window
- Flash is not supported; creative must not include any Flash object
Display Ad Specs: In-Ad Carting

In-Ad Carting is an add to cart offering that allows for up to three retailers to be dynamically shown in the creative via HTML overlay and clicked on to go directly to that retailer’s carting experience. The current offering allows for static base creative to which Vericast applies the HTML overlay.

Below are specs for standard display ads with the recommended live area. Please make sure to keep graphics and text in the live area so it is not covered by the retailer buttons.

Supported sizes include 160x600, 300x250, and 728x90.
Rich Media Display Ad Specs

A rich media display ad is an ad unit with advanced features that encourage viewers to interact with the content. It is placed within a publisher’s specified ad content area based on our clients’ targeting criteria and our programmatic buying process.

### DESKTOP + LAPTOP + TABLET + MOBILE

#### Ad Unit Specifications

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Device</th>
<th>Size</th>
<th>Max Expandable</th>
<th>Expand Direction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper</td>
<td>Non-Mobile</td>
<td>160x600</td>
<td>600x600</td>
<td>L or R*</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>Non-Mobile</td>
<td>300x250</td>
<td>600x250</td>
<td>L or R*</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>Non-Mobile</td>
<td>728x90</td>
<td>728x315</td>
<td>Down</td>
</tr>
<tr>
<td>Banner</td>
<td>Mobile</td>
<td>320x50</td>
<td>320x480</td>
<td>Down</td>
</tr>
</tbody>
</table>

All hosting must be done by a Rich Media vendor. Our preferred vendors are Flashtalking, PointRoll, Sizmek, DoubleClick, Celtra.

#### Format & Size

<table>
<thead>
<tr>
<th>Format</th>
<th>Max Initial Load</th>
<th>Max Polite Load</th>
<th>Max User Initiated Load</th>
<th>Max Number of Panels</th>
<th>“Close X” Button</th>
<th>Audio Initiated</th>
</tr>
</thead>
<tbody>
<tr>
<td>HTML5</td>
<td>150 KB</td>
<td>300 KB</td>
<td>2.2 MB</td>
<td>4</td>
<td>Y</td>
<td>User-click</td>
</tr>
<tr>
<td>HTML5</td>
<td>50 KB</td>
<td>100 KB</td>
<td>200 KB</td>
<td>4</td>
<td>Y</td>
<td>User-click</td>
</tr>
</tbody>
</table>

#### Auto-Play Creative

- Loop 3 times; 15 sec. animation length
- Hotspot: Not to exceed ¼ size of original ad
  - Cursor-initiated after resting 1-sec
  - Must not initiate audio

#### Expand/Retract

- Expand upon click/roll-over
- Use the same open/close method
- Expand upon tap; No auto expansion

#### Additional Format Specifications

- All third-party tags must be SSL-compliant
- Assets should be delivered 3 business days before launch
- Ads need to have a high contrast background or include a visible border
- Click actions must click to a new target window
- Static backup images (.jpg or .png format) are required for all HTML5 files
- HTML5 must be hosted by a third-party ad server and delivered as a JavaScript or iframe tag. Please find additional guidance [here](#)
- Flash is not supported; creative must not include any Flash object

#### Audio Initiated

- User-click
High Impact Display Ad Specs

DESKTOP + LAPTOP + TABLET

A high impact display ad is an ad unit with advanced features that encourage viewers to interact with the content. It is placed within a publisher’s specified ad content area based on our clients’ targeting criteria and our programmatic buying process.

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Device</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>Non-Mobile</td>
<td>970x250</td>
</tr>
<tr>
<td>Filmstrip</td>
<td>Non-Mobile</td>
<td>300x600</td>
</tr>
</tbody>
</table>

**Billboard**

**Expansion Requirements**
- Must have click to expand and to close buttons
- Must be able to collapse ad

**Video Requirements**
- In-Banner Video Creative Specifications also apply, with the exception of “Allowed Dimensions.”

**Filmstrip**

<table>
<thead>
<tr>
<th>Format</th>
<th>Max Initial Load</th>
<th>Max Polite Load</th>
<th>Max Content Cells</th>
<th>Max Frame Rate</th>
<th>Audio / Video Initiated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image (jpg, png, gif), HTML5</td>
<td>200 KB</td>
<td>300 KB</td>
<td>5</td>
<td>24 fps</td>
<td>User-click</td>
</tr>
</tbody>
</table>

**Animation/Looping**
- Unlimited looping; 15 sec. max animation length
- Afterwards, image must remain static

**Video Requirements**
- In-Banner Video Creative Specifications also apply, with the exception of “Allowed Dimensions.”

**Border Requirements**
- 1-pixel border required

Note: These requirements are in addition to those listed in the Desktop Display Ad Specs table.

- All third-party tags must be SSL-compliant
- Assets should be delivered 3 business days before launch
- Click actions must click to a new target window
- HTML5 must be hosted by a third-party ad server and delivered as a JavaScript or iframe tag. Please find additional guidance [here](#)
- Flash is not supported; creative must not include any Flash object

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High Impact Display Ad Specs (cont’d)

MOBILE

Mobile Interstitial ("Between-the-Page" Units)
The interstitial unit is an interactive full-page ad unit. An interstitial is loaded in-between content (such as game levels or web pages). When collapsed (closed), the user’s expected content loads.

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Device</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Interstitial</td>
<td>Mobile</td>
<td>320x480</td>
</tr>
<tr>
<td></td>
<td></td>
<td>480x320</td>
</tr>
<tr>
<td></td>
<td></td>
<td>768x1024</td>
</tr>
<tr>
<td>Tablet</td>
<td></td>
<td>1024x768</td>
</tr>
</tbody>
</table>

Animation/Looping
- Unlimited looping; 15 sec. max animation length
- Afterwards, image must remain static

Video Requirements
- In-Banner Video Creative Specifications also apply, with the exception of “Allowed Dimensions.”
- Streaming video can be loaded into the parent cell upon user click only
- User Controls: Play, pause, and mute controls are required. Other controls are permitted.

Additional Requirements
- Must have click to close button
- All third-party tags must be SSL-compliant
- Assets should be delivered 3 business days before launch
- Click actions must click to a new target window
- Static backup images (jpg or png format) are required for all HTML5 files
- HTML5 must be hosted by a third-party ad server and delivered as a JavaScript or iframe tag. Please find additional guidance [here](#)
- Flash is not supported; creative must not include any Flash object

Table: MOBILE Ad Unit Specifications

<table>
<thead>
<tr>
<th>Format</th>
<th>Max Initial Load</th>
<th>Max Polite Load</th>
<th>Max Frame Rate</th>
<th>Audio / Video Initiated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image (jpg, png, gif), HTML5</td>
<td>200 KB</td>
<td>300 KB</td>
<td>24 fps</td>
<td>User-click</td>
</tr>
</tbody>
</table>

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Connected TV Ad Specs

CONNECTED TV + DESKTOP + LAPTOP + TABLET + MOBILE

Connected TV (OTT/CTV) advertising offers targeted 15-, 30-, 60-, and 90-second full resolution, non-skippable ads. Ads are delivered across premium, brand safe content via popular distributors including, DirecTV, AppleTV, Roku and Sling.

- Include a creative from each spec type to reach the most Connected TV inventory
- Only MP4 files are allowed for CTV ad placements. FLV and WebM files are not supported
- Assets should be delivered 3 business days before launch
- Ads need to have a high contrast background or include a visible border
- Click actions must click to a new target window
- VAST 2.0 only. VPAID not supported

<table>
<thead>
<tr>
<th>Available Creative Length</th>
<th>:15</th>
<th>:30</th>
<th>:60</th>
<th>:90</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>Yes</td>
<td>Yes*</td>
<td>Yes*</td>
<td>Yes*</td>
</tr>
</tbody>
</table>

15-second and 30-second creative lengths typically have the most avails.

15-second and 30-second creative lengths typically have the most avails.

Publishers accepting 60-second slots may have limited avails.

Publishers accepting 90-second slots may have limited avails.

*Please note that these spot lengths are not standard.

---

<table>
<thead>
<tr>
<th>Specs</th>
<th>Mezzanine</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>File Type</td>
<td>mp4</td>
<td>mp4</td>
</tr>
<tr>
<td>Resolution</td>
<td>1920x1080</td>
<td>1920x1080</td>
</tr>
<tr>
<td>Bitrate Range</td>
<td>15,000 kbps to 30,000 kbps</td>
<td>4,000 kbps to 6,500 kbps</td>
</tr>
<tr>
<td>Max. File Size</td>
<td>10 GB</td>
<td>N/A</td>
</tr>
<tr>
<td>Frame Rate (FPS)</td>
<td>23.98, 25, or 29.97</td>
<td>29.97</td>
</tr>
<tr>
<td>Audio Sample Rate</td>
<td>48 KHz</td>
<td>48 KHz</td>
</tr>
</tbody>
</table>
In-Stream Video Ad Specs

DESKTOP + LAPTOP + TABLET + MOBILE

Pre-roll and mid-roll ads are in-stream video ads that play before or during the content the viewer requested. A companion ad can run alongside the video to sustain advertiser visibility throughout the experience. These ads are placed based on our clients’ targeting criteria and our programmatic buying process.

### Aspect Ratio

<table>
<thead>
<tr>
<th>Aspect Ratio</th>
<th>Allowed Dimensions</th>
<th>Length of Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>16:9</td>
<td>640x360, 854x480, 1920x1080</td>
<td>Preferred: Up to :60 [most common :15, :30, :60] Accepted: Longer than :60 on a case-by-case basis</td>
</tr>
<tr>
<td>4:3</td>
<td>640x480, 720x540, 1440x1080</td>
<td></td>
</tr>
</tbody>
</table>

### Bit Rate

Various bit rates per media file is recommended for widest inventory avails:
- 200-700 kbps (low res)
- 700-1500 kbps (std def)
- 1500-3500 kbps (hi def)

### Third-party Tracking

- Tags must adhere to VAST 3.0 or VPAID 2.0
- Click trackers and 1x1 impression pixels can be added
- All third-party tags must be SSL-compliant
- Assets should be delivered 3 business days before launch
- Click actions must click to a new target window
- Flash is not supported; creative must not include any Flash object

### Companion Banner

<table>
<thead>
<tr>
<th>File Types Accepted</th>
<th>Max File Size</th>
<th>Audio Codecs</th>
<th>Audio Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preferred: mp4, webm</td>
<td>1 GB (extremely large files will be transcoded)</td>
<td>Preferred: mp3, H.264/AAC</td>
<td>Max of -12db</td>
</tr>
<tr>
<td>Accepted: asf, dv, mpg, mov, wmv, 3gp, 3g2, avi</td>
<td>24+ fps</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not allowed: flv</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Bit Rate

- mp4, webm
- Preferred: mp3, H.264/AAC
- Max of -12db

### Companion Banner

- jpg, png, gif
- 300x250
- 70 KB
- Max: 30 – unlimited looping within 30s allowed. After, image must remain static

### Audio Rich Media

- mp3, H.264/AAC
- Max of -12db

### Companion Banner

- Audio Rich Media
- If ad clicks, please provide a clickthrough URL

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In-Banner Video Ad Specs

DESKTOP + LAPTOP + TABLET + MOBILE

An in-banner video ad is an out-stream video ad that plays after user initiation and runs in the same placements as display ads based on our clients' targeting criteria and our programmatic buying process.

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Device</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page</td>
<td>Desktop, Laptop</td>
<td>300x600</td>
</tr>
<tr>
<td>Billboard</td>
<td>Desktop, Laptop</td>
<td>970x250</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>Desktop, Laptop, Tablet</td>
<td>728x90</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>Desktop, Laptop, Tablet, Mobile</td>
<td>300x250</td>
</tr>
<tr>
<td>Banner</td>
<td>Mobile</td>
<td>320x50</td>
</tr>
</tbody>
</table>

Requirements

- Format: HTML5
- Requires user-interaction (click, rollover or tap to start) – video will never auto-play
- Requires play, pause, and mute controls. Other controls are permitted, but not required.
- Requires user-interaction to replay – video can not automatically replay
- Hotspot not to exceed ¼ size of original ad. Only initiated when cursor rests on hotspot for at least 1 second. Must not initiate audio.

Third-party Tracking

- Click trackers and 1x1 impression pixels can be added
- VAST Tags accepted

- All third-party tags must be SSL-compliant
- Assets should be delivered 3 business days before launch
- Ads need to have a high contrast background or include a visible border
- Click actions must click to a new target window
- Flash is not supported; creative must not include any Flash object
Dynamic Mobile Ad Specs

MOBILE

A Dynamic Mobile ad unit consists of an initial banner that users can tap to expand to a full-screen interactive panel. These location-based ads dynamically display a consumer’s distance from a point of interest (POI) and are delivered on high-quality, local apps.

Image Banner With Distance Text
• Single 320x50 image
• Dynamic variable image(s) and/or text optional
• Dynamic display of consumer’s distance from POI location

Creative Requirements
• Image format: jpg, png, gif
• Dynamic distance text area: 65x20 top-right (to avoid overlap)
• Dynamic distance displays as “x.xx mi away”

Mobile Banner Options

<table>
<thead>
<tr>
<th>Banner Size (KB)</th>
<th>High-Density Size (KB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>320x50</td>
<td>640x100</td>
</tr>
<tr>
<td>320x480</td>
<td>640x960</td>
</tr>
</tbody>
</table>

*High-density size (up to twice the dimensions, aka “2x”) is recommended for best display quality.
Dynamic Mobile Ad Specs (cont’d)

**MOBILE**

**Mobile Interactive Panel Options**

- **Single CTA Panel**
  - This is a single 320x480 image panel that redirects to a URL.

- **Three CTA Panel**
  - This panel allows for 3 different calls to action on a single 320x480 image—one for the top, middle, and bottom section.

- **Image and Map Panel**
  - This panel supports a foreground 300x250 image, up to 3 call to action buttons, a dynamic display of the consumer’s distance from the closest location, and the address of the closest location.

- **3 Address Map Heading Image Panel**
  - This panel supports a 16:9 aspect ratio or 320x180 header image, addresses of up to 3 closest locations with a CTA for each, and a footer CTA.

- **Text Image and Map Panel**
  - This panel supports a foreground 4:3 aspect ratio image, customizable heading and subheading, 3 call to action buttons, a dynamic display of the consumer’s distance from the closest location, and the address of the closest location. Heading and subheading text can resize, shrinking to fit content on a single line. Detailed text can resize and span multiple lines.

- **Available Call-To-Actions**
  - Call Us (Dials)
  - Get Directions (Opens Map)
  - View Site (URL)
  - Order Online (URL)

- **Advanced Creative Options and CTAs for Panel**
  - *may require longer development time*
  - Video Unit – Video will play in the user’s native device player
  - Carousel Unit – Displays separate images to highlight multiple products or deals – 5 image max.
  - Download App (URL) – iOS and Android application download URLs.
  - Customization of any of the above options (adding or removing buttons, etc.)

- **Video and Map Panel**
  - This panel supports a 320x70 header image, a 16:9 aspect ratio video, up to 3 call to action buttons, a dynamic display of the consumer’s distance from the closest location, and the address of the closest location.

- **All third-party tags must be SSL-compliant**
- **Assets should be delivered 5-8 business days prior to launch**

We can accept (1) impression tracker and up to (2) fourth-party pixels. To confirm acceptance of tracking vendor, please contact your account manager.

*Call click actions must pair with a landing page clickthrough URL.
Digital Out of Home ads provide branding opportunities for advertisers as consumers go about their daily lives. Units are not clickable, so CTAs should be achieved via compelling copy and creative.

Large Format
Be seen by on-the-go consumers with eye-popping billboards that stand out from the crowd.

Point Of Purchase
Increase spot sales of your product or reach people who are adjacent to locations (retailers, grocery stores, pharmacies, etc.) that will drive consideration.

Place Based
Build crucial long-term brand awareness and affinity by messaging people as they work out, fuel up, work, or enjoy happy hour.

Accepted formats: JPG (image), MOV, or MP4 (video)
Max file size: 10 MB (image), 50 MB (video)

<table>
<thead>
<tr>
<th>Vertical Packages</th>
<th>Static Image Specs</th>
<th>Video Specs</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPG</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bars, Billboards, Casual Dining</td>
<td>1080x1920, 1280x960</td>
<td>1200x400, 1400x400, 1600x400, 1920x1080, 600x600, 728x90, 840x400, 1000x400</td>
</tr>
<tr>
<td>Restaurants, Convenience Stores, Doctors' Offices, Sports Entertainment, Gas Stations, Grocery Stores, Gyms</td>
<td>1080x1920, 1280x960, 1920x1080, 600x600, 728x90, 840x400, 1000x400</td>
<td>Recommended Sizes: 16:9, 9:16, 4:3</td>
</tr>
<tr>
<td>Retail</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bars, Billboards, Casual Dining</td>
<td>1080x1920, 1280x960</td>
<td>1200x400, 1400x400, 1600x400, 1920x1080, 600x600, 728x90, 840x400, 1000x400</td>
</tr>
<tr>
<td>Restaurants, Convenience Stores, Sports Entertainment, Gas Stations, Gyms, Malls</td>
<td>1080x1920, 1280x960, 1920x1080, 600x600, 728x90, 840x400, 1000x400</td>
<td>Recommended Sizes: 16:9, 9:16, 4:3</td>
</tr>
<tr>
<td>Finance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bars, Billboards, Casual Dining</td>
<td>1080x1920, 1280x960</td>
<td>1200x400, 1400x400, 1600x400, 1920x1080, 600x600, 728x90, 840x400, 1000x400</td>
</tr>
<tr>
<td>Restaurants, Gas Stations, Grocery Stores, Gyms, Movie Theaters, Office Buildings</td>
<td>1080x1920, 1280x960, 1920x1080, 600x600, 728x90, 840x400, 1000x400</td>
<td>Recommended Sizes: 16:9, 9:16, 4:3</td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
</tr>
<tr>
<td>For unlisted vertical inquiries please contact your account manager or see full specifications below for a selectable venue listing.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For full specs, [click here](#)
Digital Audio Specs

Audio Placement

<table>
<thead>
<tr>
<th>File Types Accepted</th>
<th>Length</th>
<th>Recommended Bitrate</th>
<th>Max Audio File Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>MP3, MP4, WAV, AAC, FLAC, OGG</td>
<td>15 or 30 seconds</td>
<td>128-160 kbps</td>
<td>500 MB; smaller recommended for optimal performance.</td>
</tr>
</tbody>
</table>

Static Banners/Companion Display Unit

<table>
<thead>
<tr>
<th>File Types Accepted</th>
<th>Max File Size</th>
<th>Image Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>jpg, png</td>
<td>750 KB</td>
<td>300x250</td>
</tr>
</tbody>
</table>

300x250 Companion Ad

- All third-party tags must be SSL-compliant
- Assets should be delivered 3 business days before launch
- Ads need to have a high contrast background or include a visible border
- Click actions must click to a new target window
- Flash is not supported; creative must not include any Flash object
Email Ad Specs: Performance Layouts

**DESKTOP + LAPTOP + TABLET + MOBILE**

Email campaigns are 1:1 marketing communications sent to a consumer’s inbox and accessible across multiple devices/operating systems. The goal of the communication is to build brand/company awareness with a specific audience and drive them in store with a call to action. We recommend using our industry-proven email templates for the fastest content delivery and best performance. If a custom email layout is required, please refer to Custom Email Ad Specs.

**Clients should provide the following content to produce the email message:**

<table>
<thead>
<tr>
<th>Copy</th>
<th>Image Formats/Dimensions</th>
<th>Fonts</th>
</tr>
</thead>
<tbody>
<tr>
<td>See Email Creative Brief for all copy and campaign content requirements.</td>
<td>Acceptable formats: jpg, png, gif Images: Minimum 600 pixel width required for responsive design. Height as needed.</td>
<td>Please include all fonts used in any native creative files being supplied or required per your brand style guide.</td>
</tr>
<tr>
<td>Due to quality and copyright issues, we cannot accept images captured from websites.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Best Practices and Guidelines**

**Sender Information**
- Keep from line to your brand name; do not combine it with other words
- Keep subject line to 49 characters or less
- Make the subject line informative, short and recognizable
- Include the following: brand name, offer value, time sensitivity/urgency

**Personalization**
- Adjust your message and visual content blocks based on demographic data such as Age, Race, Gender, Location, Marital Status, Education, Occupation
- Optimize content for future emails based on previous performance – what kinds of content worked best? Try using content that non-openers may have missed
- Ensure your subject line and copy is creating a personalized experience, using macros such as FirstName, nearby store addresses, City, etc.

**Content**
- Use web-safe standard fonts
- Body copy font size should be no less than 12 pixels
- Title font size should be 18 to 24 pixels
- Minimize graphics and images to logos, product or situational photos
- Do not embed video in an email. Instead, include a link that takes the user to a website that plays a video -or- use an animated GIF, provided the file size is under 100 KB
- Hyperlinks/social media images should be 44x44 pixels, large enough to tap with a fingertip

**Footer**
- Include your organization’s postal address (required by CAN-SPAM)
- Do not include an opt-out link; it will be added by Vericast

**Assets should be delivered 10 business days prior to launch**
- Your Email Should Include: Your logo, product image(s), a strong call to action, participating locations/phone #s and URLs
Email Ad Specs: Performance Layouts (cont’d)

**DESKTOP + LAPTOP + TABLET + MOBILE**

Our dynamic email templates are designed around our highest performing content layouts across all of our email campaign data in order to ensure the highest engagement possible for clients. They also allow for personalized dynamic content and are fully responsive for a consistent viewing experience across all device types. Below you'll find our recommended templates to best align with the client’s campaign criteria.

**Standard**
- Client is communicating a simple message with minimal clutter
- Client want to focus on a single point of engagement/click through
- Client has a single body of text content

**Plus**
- Client is focused on promoting multiple store locations near the recipient
- Client has a special offer that they want to make available to select audiences

**Advanced**
- Special promotion to offer specific audiences
- Promoting a sale or multiple sets of featured products that they want to target at specific audiences
- Multiple images and/or promotions in their email content
Email Ad Specs: Custom

**Custom** email message creation requires additional lead time and carries additional cost.

**Clients should provide the following creative files to produce the email communication:**

<table>
<thead>
<tr>
<th>File Formats</th>
<th>Image Formats / Resolution</th>
<th>Fonts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acceptable formats: psd (preferred), indd, ai, eps</td>
<td>Acceptable formats: jpg, png, gif</td>
<td>Please include all fonts used in any native creative files being supplied or required per your brand style guide.</td>
</tr>
<tr>
<td>Unacceptable formats: html or pdf</td>
<td>Resolution: 72ppi or higher</td>
<td></td>
</tr>
<tr>
<td>Images: Minimum 600 pixel width required for responsive design. Height as needed.</td>
<td>Due to quality and copyright issues, we cannot accept images captured from websites.</td>
<td></td>
</tr>
</tbody>
</table>

Layered artwork and vector-based logos are preferred to provide our team maximum flexibility in recreating your designs for Email.

### Best Practices and Guidelines

**Sender Information**
- Keep from line to your brand name; do not combine it with other words
- Keep subject line to 49 characters or less
- Make the subject line informative, short and recognizable
- Include the following: brand name, offer value, time sensitivity/urgency

**Layout**
- Limit to one page in length, approximately 800 pixels
- Design for mobile by keeping the width at or less than 600 pixels. Use a single column vertical layout
- Put your offer between 300 and 500 pixels from the top of your message
- Design with a ratio of 70% text to 30% images, lowering the likelihood for the email to be delivered as ‘SPAM’ or ‘JUNK’

**Content**
- Use web-safe standard fonts
- Body copy font size should be no less than 12 pixels
- Title font size should be 18 to 24 pixels
- Do not embed video in an email. Instead, include a link that takes the user to a website that plays a video -or- use an animated GIF, provided the file size is under 100 KB
- Hyperlinks/social media images should be 44x44 pixels, large enough to tap with a fingertip

**Footer**
- Include your organization’s postal address (required by CAN-SPAM)
- Do not include an opt-out link; it will be added by Vericast
Landing Page Specs

**DESKTOP + LAPTOP + TABLET + MOBILE**

A landing page is a perfect way to extend branding and messaging initiated from a display, social, email, or print ad to increase engagement with a campaign. Our templated pages give structure for positive brand interactions while providing the flexibility to craft the page in a way that supports various needs.

**Images**

<table>
<thead>
<tr>
<th>File Types Accepted</th>
<th>Allowed Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>jpg, png, gif</td>
<td>Background Image: 1200px - 1600px wide (landscape orientation works best)</td>
</tr>
<tr>
<td></td>
<td>Content Area Images (branding area, button stack, product gallery): Minimum 800px wide. Height as needed.</td>
</tr>
</tbody>
</table>

**Resizing**

Images will be auto scaled proportionately to fit in content areas depending on the screen size.

**Responsive Image Swapping**

Branding areas allow for different images to be displayed depending on whether the user views the page on a mobile device or desktop computer.

**Image Text**

Ensure your text can be read at about 400px wide. Images containing text built for desktop can be rendered illegible when scaled down to mobile layout sizes.

**Creative Asset Checklist**

Specify your preferences for customizable elements and applicable files.

---

**Core Elements**

- Social Sharing Buttons
- Background Color
- Background Image
- Button & Link Color Theme
- Branding Area Images
- Branding Area HTML

**Extended Elements**

- Referral Domains
- Redirect URL
- Tracking Code
- Embedded YouTube Video
- Age Verification
- Add-to-Cart Link

**Premium Elements**

- Store Locator
- Button Stack
- Product Gallery
Paid Social Image Ad Specs

FACEBOOK AND INSTAGRAM

<table>
<thead>
<tr>
<th>Image</th>
<th>Text</th>
</tr>
</thead>
</table>
| 1080x1080, jpg or png | Body Copy: 125 characters (can go over but may be truncated)  
                          Headline: 25 characters (can go over but may be truncated)  
                          Link Description: 30 characters (can go over but may be truncated) |

**Best Practices**

- Utilize images that include people using your product – these have proven to have increased engagement over images that do not include people
- Focus on your target audience and develop imagery and copy that caters directly to them
- Include brand logo on bottom left or right corner to help increase brand recognition
- Use high-resolution imagery to ensure the best quality graphic is being displayed on the latest high-definition screens
Paid Social Carousel Image Ad Specs

FACEBOOK AND INSTAGRAM

<table>
<thead>
<tr>
<th>Image</th>
<th>Text</th>
</tr>
</thead>
</table>
| Up to 5 images per carousel, 1080x1080, jpg or png | **Body Copy**: 125 characters (can go over but may be truncated)  
**Headline**: 25 characters (can go over but may be truncated)  
**Link Description**: 30 characters (can go over but may be truncated) |

**Best Practices**
- Use all image best practices from the Single Image slide
- Tell your story using all available components and imply continuation from slide to slide
- Include your key value proposition in the first slide – assume that some users will not swipe right
- If highlighting multiple products, only include one product per slide and be sure to have a unique product URLs associated with each slide
Paid Social Video Ads

FACEBOOK AND INSTAGRAM

**Video**

<table>
<thead>
<tr>
<th>Text</th>
<th>1x1 ratio at the highest resolution available (1080x1080 minimum)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Body Copy: 125 characters (can go over but may be truncated)</td>
</tr>
<tr>
<td></td>
<td>Headline: 25 characters (can go over but may be truncated)</td>
</tr>
<tr>
<td></td>
<td>Link Description: 30 characters (can go over but may be truncated)</td>
</tr>
<tr>
<td></td>
<td>File type: .MP4 or .MOV, 4 GB max</td>
</tr>
</tbody>
</table>

**Best Practices**

- Keep it short, but be sure to tell your story – we recommend 10-15 seconds length for most videos
- Grab attention early on and include your brand, product or key message within the first 3 seconds
- Develop for sound off and include captions for voice-overs
- Produce for mobile-social – users are more likely to watch and remember videos that are well-crafted and designed for mobile devices
- Avoid using TV spots without editing for social – TV spots are usually shot in landscape format (16x9) and typically do not engage the user until the endcard
## Instagram Video Stories

**INSTAGRAM**

<table>
<thead>
<tr>
<th>Video</th>
<th>Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ratio: 9:16 with resolution at least 1080x1920</td>
<td><strong>Primary Text:</strong> Text is not displayed on 1080x1920 story formats. If ad copy is needed, 1080x1080 sizing can be used, however, Meta will automatically add borders for story format and add it as a text overlay.</td>
</tr>
<tr>
<td>File Type: MP4, MOV or GIF</td>
<td></td>
</tr>
<tr>
<td>Video Duration: 1 second to 60 minutes</td>
<td></td>
</tr>
</tbody>
</table>

### Best Practices

- **Keep it short, but be sure to tell your story** – we recommend 10-15 seconds length for most videos.
- If wanting to have text included in your story, we recommend adding it as text overlay on the actual creative.
- **Pair text with focal point:** Ads that include centrally located text, such as “add to cart,” at a specific focal point are helpful in driving conversion metrics.
- **Stories-first content:** We recommend a full screen vertical design made specifically for the Stories medium, but you can also repurpose an asset from another placement. If you choose to repurpose an existing asset, make sure not to remove important information through cropping or zooming.

---

**Video**

- **1080x1080 minimum**
- **Text Ratio:** 9:16 with resolution at least 1080x1920
- **File Type:** MP4, MOV or GIF
- **Video Duration:** 1 second to 60 minutes

**SAFE ZONE**

- **14%**
- **20%**
Instagram Image Stories

**INSTAGRAM**

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<td>Keep a safe zone to ensure CTA &amp; Handle are not covered</td>
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**Best Practices**

- Image ads in Instagram Stories will show for five seconds or until the user swipes out of the Story
- If wanting to have text included in your story image, we recommend adding it as text overlay on the actual creative
- Make sure your images are on brand: Keep in mind that the images you share on Instagram should be consistent even if you use some images as organic content and others as advertisements
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Facebook Image Stories

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Thank You