



Digital Ad Specifications

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For additional information or questions, please contact your sales representative or call us at 800-633-5953


Ad Essentials

**Overdrive Magazine**
Sponsored · 

1

Sponsored: Cummins will help you secure VW settlement funding. Don't wait another day - get what's yours!

2



3




Waiting For Your VW Settlement?

4


Cummins will help you secure VW settlement funding.


5


Learn More

   Jim Westfall, Rick Poppe and 31 others

4 Comments 1 Share

 Like

 Comment

 Share

1. **Text:** Tell people a bit more about your URL. Make sure to clearly explain what you're promoting.
2. **Image:** The images you choose have a big impact on how people respond to your ads, particularly in News Feeds
3. **Headline:** A good headline grabs people's attention, but also tells them what the ad is about
4. **News Feed link description:** Tell customers where they're clicking to and what to expect once they get there. Character limits are a suggestion, but Facebook does not strictly enforce.
5. **Call to action:** Include a call-to-action button, like Shop Now or Sign Up to tell people what you'd like them to do. This is optional but recommended.

Available CTAs include:

- Subscribe

• Watch More

• Listen Now

• Apply Now

• Donate Now

• Download
- Get Offer

• Learn More

• Send Message

• Request Time

• Book Now

• Contact Us
- Use App

• Shop Now

• Sign Up

• Watch Video

Carousel Ads

- MOBILE WEB
- MOBILE APP
- DESKTOP

The carousel format allows you to showcase up to ten images or videos within a single ad, each with its own link. With more creative space within an ad, you can highlight different products or tell a story about your brand.

**Images or video that consist of more than 20% text may experience reduced delivery.*

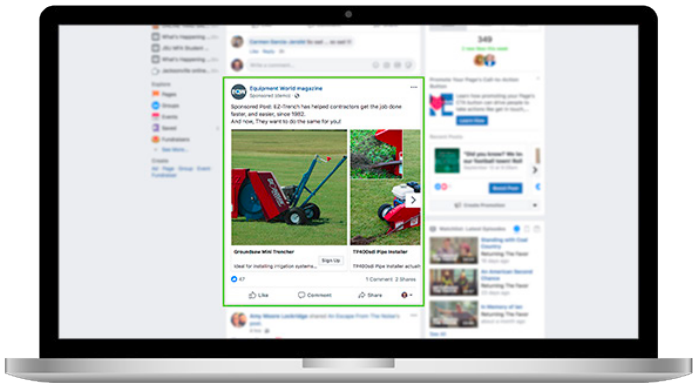


Image Guidelines

| Required Images | Minimum Width & Height | Cards | Ratio | Max Size | Image Formats |
|-----------------|-----------------------------|-------------------------|-------|----------|---------------|
| 3-4 | At least 1080 x 1080 pixels | Minimum 2 and max of 10 | 1:1 | 30MB | JPG or PNG |

Video Guidelines

| Resolution | Cards | Video Formats | Max Video Size | Video Length |
|-----------------------------|-------------------------|------------------|----------------|--------------|
| At least 1080 x 1080 pixels | Minimum 2 and max of 10 | MP4, MOV, or GIF | 4GB | 240 minutes |

Character Limits

| Text Character Limits | Headline Character Limits | Link Description Character Limit |
|-----------------------|---------------------------|----------------------------------|
| 125 | 40 | 20 |

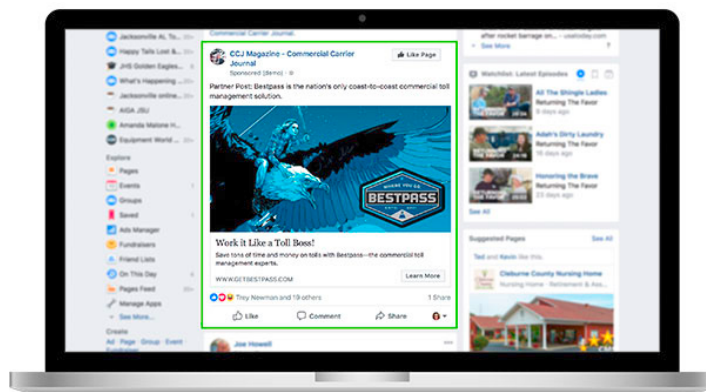
Facebook

Image Ads

■ MOBILE WEB ■ MOBILE APP ■ DESKTOP

A photo ad on Facebook is a great way to increase awareness of who you are and what you do. A photo ad gives you a clean, simple format to use with captivating imagery and intriguing copy.

**Images or video that consist of more than 20% text may experience reduced delivery.*



► Image Guidelines

| Dimensions | Aspect Ratio | Image Formats |
|-----------------------------|---------------|---------------|
| At least 1080 x 1080 pixels | 1.91:1 to 1:1 | JPG or PNG |

► Character Limits

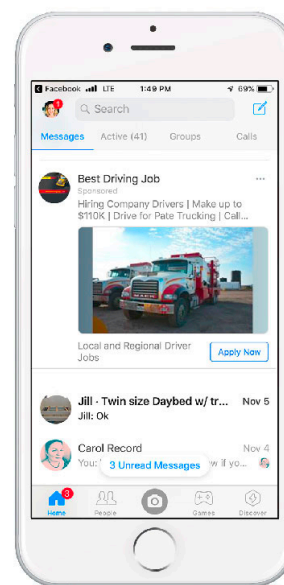
| Text Character Limits | Headline Character Limits | Link Description Character Limit |
|-----------------------|---------------------------|----------------------------------|
| 125 | 25 | 30 |

Messenger Ads

■ MOBILE APP

Your ad will be shown within the Messenger app home screen.

**Images or video that consist of more than 20% text may experience reduced delivery.*



► Character Limits

| Text Character Limits | Headline Character Limits | Link Description Character Limit |
|-----------------------|---------------------------|----------------------------------|
| 125 | 25 | 30 |

► Image Guidelines

| Dimensions | Minimum Width & Height | Aspect Ratio | Aspect Ratio Tolerance | Image Formats |
|--|------------------------|---|------------------------|---------------|
| Highest resolution image available that meets ratio requirements. At least 1200x628. | 254x133 | 9:16 to 16:19, Images cropped to 1.91:1 with link | 1% | JPG & PNG |

Stories Ads

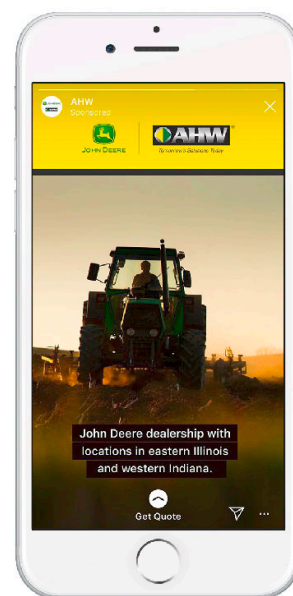
■ MOBILE WEB ■ MOBILE APP ■ DESKTOP

These full screen vertical ads appear between Facebook user Stories. Photo stories are visible for 5 seconds or until the user swipes out of the story.

**Images or video that consist of more than 20% text may experience reduced delivery.*

► Image Guidelines

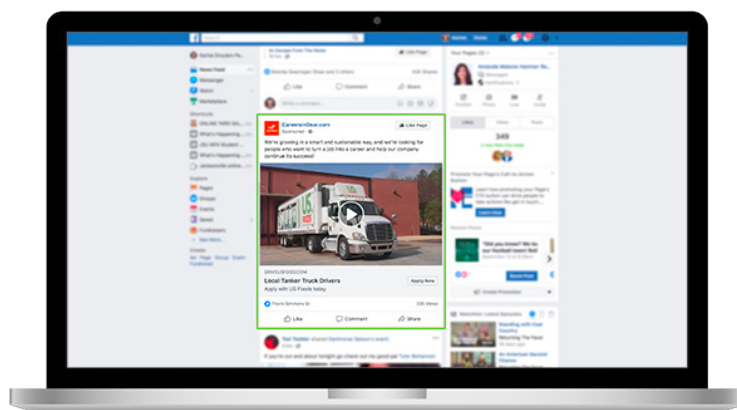
| Ratio | Aspect Ratio Tolerance | Width & Height |
|----------------|------------------------|----------------------|
| 6:16 to 1.91:1 | 1% | 500×500 to 1080×1920 |



Video Ads

■ MOBILE WEB ■ MOBILE APP ■ DESKTOP

Draw people into your story with immersive and captivating in-feed video ads. This tactic increases engagement and brand recognition.



► Video Guidelines

| Dimensions | Aspect Ratio | Video Formats | Max File Size | Video Length Max |
|---|--|---------------|---------------|------------------|
| 600×315 (1.9:1 landscape) or 600×600 (square) | 9:16 to 16:9 (Horizontal: 16:9, Square 1:1, Vertical 4:5 or 2:3 and Full Portrait: 9:16) | MP4 & MOV | 4GB | 240 minutes |

► Character Limits

| Text Character Limits | Headline Character Limits | Link Description Character Limit |
|-----------------------|---------------------------|----------------------------------|
| 125 | 25 | 30 |

Instagram

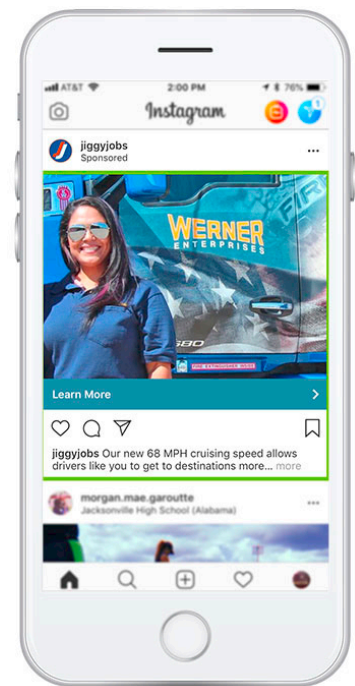
Image Ads

■ MOBILE WEB ■ MOBILE APP ■ DESKTOP

With over 500 million daily active users, Instagram can drive brand awareness and increase sales among a highly engaged audience.

A full width call-to-action button will appear below your ad's photo or video, embedded with a hyperlink to the corresponding URL. If you do not choose your own call-to-action, the default will be Learn More and go to your landing page.

*** Fusable will need advertiser access to your Facebook and Instagram page.**



► Carousel Ad Guidelines

| Dimensions | Aspect Ratio | Image Count | Image Formats | Character Limit |
|------------------|--------------|-------------|---------------|-----------------|
| 1080×1080 pixels | 1:1 | 3 to 5 | JPG & PNG | 125 |

► Image Ad Guidelines

| Dimensions | Aspect Ratio | Image Count | Image Formats | Character Limit |
|------------------|--------------|-------------|---------------|-----------------|
| 1080×1080 pixels | 1:1 | 3 to 5 | JPG & PNG | 125 |

► Stories Ads

| Dimensions | Aspect Ratio Tolerance | Ratio | Maximum Video Length | Maximum Carousel Video Length |
|----------------------|------------------------|-------|----------------------|-------------------------------|
| 500×500 to 1080×1920 | 1% | 9:16 | 60 seconds | 15 seconds |

► Image Ad Guidelines

| Dimensions | Aspect Ratio | Video Time | File Formats | Character Limit |
|------------------|--------------|--------------|--------------|-----------------|
| 1080×1080 pixels | 1:1 | 0-60 seconds | MP4 or MOV | 125 |

Promoted Video Card

■ MOBILE WEB ■ MOBILE APP ■ DESKTOP

A full width call-to-action will appear below your ad's photo or video, embedded with a hyperlink to your chosen URL. If you do not choose your own call-to-action, the default will be Learn More and go to your landing page.

- Video codec recommendation: H264, Baseline, Main, or High profile with a 4:2:0 color space.
- Frame rate recommendation: 29.97 FPS or 30 FPS. A higher frame rate is acceptable. If the available video has a lower frame rate, avoid trying to upsample.
- Video bitrate recommendation: 6,000 – 10,000K for 1080p. 5,000k – 8,000k for 720p


| Dimensions | Aspect Ratio | Video Time | Character Limits | File Formats |
|------------------|--------------|-----------------------------------|---|--------------|
| 1080×1080 pixels | 16:9 | Max time 2 minutes and 20 seconds | 116 Characters, Title (under video) 70 characters, Description under video 200 characters | MP4 or MOV |

Website Cards


■ MOBILE WEB ■ MOBILE APP ■ DESKTOP

- Website title length:70 characters.
- Depending on current device and app settings, the description may be truncated.
- While the max length is 70 characters, 50 characters is heavily suggested to avoid this issue.

| Dimensions | Aspect Ratio | Character Limits | Image Formats |
|---|---------------|------------------|---------------|
| 800×418 pixels for 1.91:1 aspect ratio, 800×800 pixels for 1:1 aspect ratio | 1.91:1 or 1:1 | 116 | JPG & PNG |


Equipment World
@Equipment_World

Partner Post: Introducing the new Trimble Siteworks Positioning System. With more processing power and a much larger screen, it enables construction supervisors to handle complex files and 3D data sets from the field.



SEE POTENTIAL PROBLEMS BEFORE THEY BECOME REAL ONES.
Introducing the new Trimble Siteworks Positioning System.

Trimble

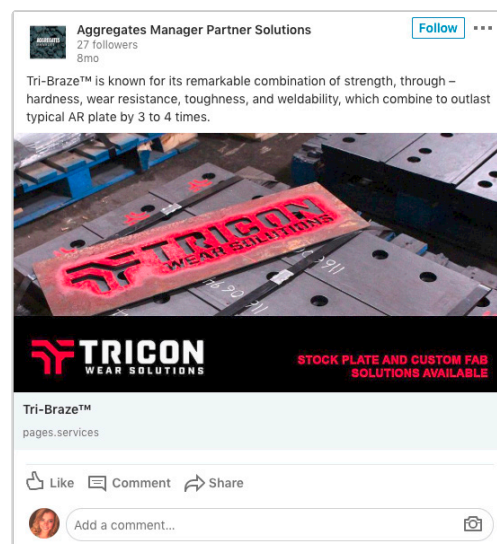
See potential problems before they become real ones.
construction.trimble.com

Embedded Rich Media

■ MOBILE WEB ■ MOBILE APP ■ DESKTOP

Deliver your ads to your specific audience wherever and whenever they are engaging on LinkedIn across desktop, mobile, and tablet.

| Image Formats | Size | Text |
|---|---|--|
| JPG, JPEG, static GIF (animated GIFs are not accepted), and PNG | Industry standard 1.91:1 ratio (1200x627px) | 150 characters max to avoid truncation across more devices. Character max includes landing page URL. |



Carousel Ads

■ MOBILE WEB ■ MOBILE APP ■ DESKTOP

You can customize the content you add to each carousel card to build brand awareness, tell a brand story, provide insights for your audience, or showcase multiple products at once.

***Carousel cards can be directed to different landing pages.**

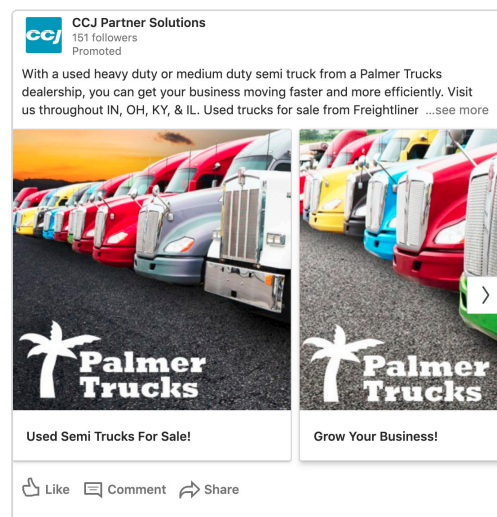
► Image Ad Guidelines

| Cards | Width & Height | Ratio | Image Formats |
|-------|----------------|-------|---|
| 2-10 | 1080x1080px | 1:1 | JPG, PNG, static GIF (animated not supported) |

► Character Limits

| Intro/Commentary/Description | Landing Page Ad | Lead Gen Form CTA |
|---|-----------------------------|-----------------------------|
| 255 characters max (Intro text may truncate at 150 characters on some mobile devices) | 45 character headline limit | 30 character headline limit |

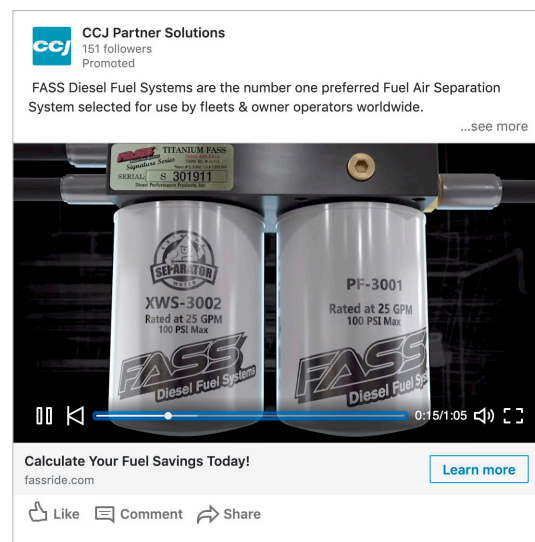
***Headline text for each image card is a maximum of two lines before being truncated.**



Video Ads

■ MOBILE WEB ■ MOBILE APP ■ DESKTOP

Engage decision makers with video ads across desktop and mobile and instantly collect complete, accurate leads with pre-filled forms or convert prospects on your website.



► Video Guidelines

| File Size | File Format | Frame Rate | Ratio | Resolution | Audio Format | Captions |
|---------------|-------------|--------------------------------|-------|--------------------------|--------------|-------------|
| 75KB to 200MB | MP4 | Less than 30 frames per second | 1:1 | 600x600px to 1080x1080px | AAC, MPEG4 | .SRT format |

***If a member unmuted the video in their feed on desktop and scrolls down immediately (in less than two seconds), the video will continue playing even if less than 50% of the video is visible on screen.**

Text Ads

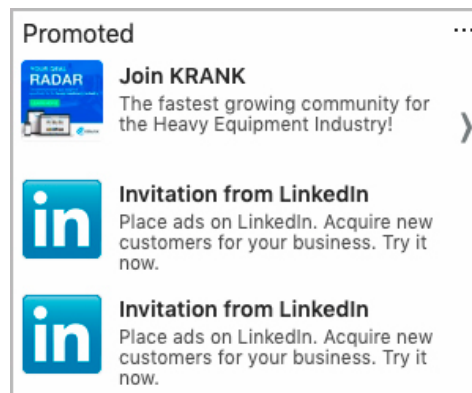
■ DESKTOP

These ads are served on the right-hand side or top of the LinkedIn desktop feed, grabbing the attention of your targeted prospects immediately.

***All URLs must have the http:// or https:// prefix.**

***Click tracking for landing page URLs is supported**

| Headline | Description | Images (Optional) |
|-------------------------------------|-------------------------------------|-------------------|
| 25 character max (including spaces) | 75 character max (including spaces) | 100x100px |



*Some special characters cause errors when they are included in the query string at the end of the URL. Some examples include #, |, and {. If the URL you enter for your creative generates an error, consider copying everything after the question mark in the URL and pasting it into a URL Encoder like this one: <http://meyerweb.com/eric/tools/dencoder/>. Then copy your results and replace the original query string in the URL.

*Text Ads appear in a variety of sizes: 300x250, 17x700, 160x600, 728x90, 496x80

Sponsored Mail

MOBILE WEB MOBILE APP DESKTOP

Target your custom audience with relevant content delivered through LinkedIn messenger, which has a responsive design to ensure your call-to-action button is always visible on desktop or mobile.

***Each Sponsored InMail can contain 3 clickable links maximum.**

General Specifications

| Regions | Impression Tracking | Click Tracking | Rich Media Options |
|---------|---------------------|----------------|--------------------|
| Global | No | Yes | No |

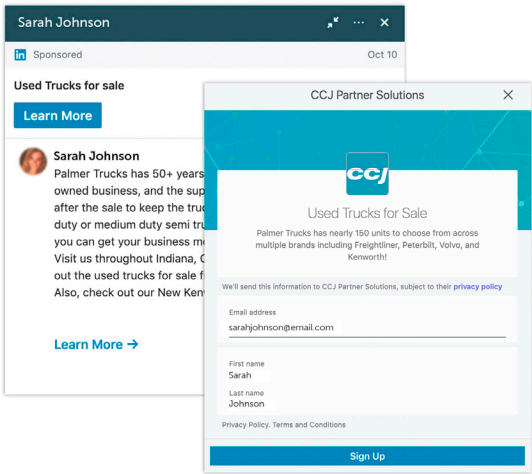
Character Maximums

| Sender's Name | Subject Line | Body Copy | Hyperlinked Text In Body | Call-To-Action (CTA) | URL In Hyperlink Or CTA | Custom T&Cs |
|---------------|--------------|-----------|--------------------------|----------------------|-------------------------|-------------|
| 30 | 60 | 1500 | 70 | 20 | No Restriction | 2500 |

***Character maximums include spaces and punctuations.**

Banner Ad

| Resolution | File Type | Max File Size | Click-Through URL |
|------------|---------------------------------|---------------|-------------------|
| 300x250 | JPG, static GIF, PNG (no flash) | 40kb | Required |



Display Ads

Display Ads

■ MOBILE WEB ■ DESKTOP

Our tagged audiences generate behavioral data, allowing for pinpoint accuracy. Shown on various display networks, these parameters ensure your ads are only seen by the audience you want.

| Type | Dimensions | Total File Size | File Format | Max Flash Version | Animation | Looping Restrictions | Frames Per Second |
|--------------------|------------|-----------------|---------------------|-------------------|------------|----------------------|-------------------|
| Billboard | 970×250 | 150k | GIF, HTML, JPG, PNG | 4 to 10 | 30 seconds | 3X | 5 |
| Super Leaderboard | 970×90 | 150k | GIF, HTML, JPG, PNG | 4 to 10 | 30 seconds | 3X | 5 |
| Full Banner | 468×60 | 150k | GIF, HTML, JPG, PNG | 4 to 10 | 30 seconds | 3X | 5 |
| Half Page | 300×600 | 150k | GIF, HTML, JPG, PNG | 4 to 10 | 30 seconds | 3X | 5 |
| Leaderboard | 728×90 | 150k | GIF, HTML, JPG, PNG | 4 to 10 | 30 seconds | 3X | 5 |
| Medium Rectangle | 300×250 | 150k | GIF, HTML, JPG, PNG | 4 to 10 | 30 seconds | 3X | 5 |
| Mobile Leaderboard | 320×50 | 150k | GIF, HTML, JPG, PNG | 4 to 10 | 30 seconds | 3X | 5 |
| Wide Skyscraper | 160×600 | 150k | GIF, HTML, JPG, PNG | 4 to 10 | 30 seconds | 3X | 5 |

Rich Media Ads

■ MOBILE WEB

■ DESKTOP

Our tagged audiences generate behavioral data, allowing for pinpoint accuracy. Show on various display networks, these parameters ensure your ads are only seen by the audience you want.

| Type | Dimensions | Total File Size | File Format | Animation | Frames Per Second |
|--------------------|------------|-----------------|--------------|------------|-------------------|
| Small square | 200 × 200 | 150k | HTML5 (.zip) | 30 Seconds | <24fps |
| Vertical rectangle | 240 × 400 | 150k | HTML5 (.zip) | 30 Seconds | <24fps |
| Square | 250 × 250 | 150k | HTML5 (.zip) | 30 Seconds | <24fps |
| Triple widescreen | 250 × 360 | 150k | HTML5 (.zip) | 30 Seconds | <24fps |
| Inline rectangle | 300 × 250 | 150k | HTML5 (.zip) | 30 Seconds | <24fps |
| Large rectangle | 336 × 280 | 150k | HTML5 (.zip) | 30 Seconds | <24fps |
| Netboard | 580 × 400 | 150k | HTML5 (.zip) | 30 Seconds | <24fps |
| Skyscraper | 120 × 600 | 150k | HTML5 (.zip) | 30 Seconds | <24fps |
| Wide skyscraper | 160 × 600 | 150k | HTML5 (.zip) | 30 Seconds | <24fps |
| Half-page ad | 300 × 600 | 150k | HTML5 (.zip) | 30 Seconds | <24fps |
| Portrait | 300 × 1050 | 150k | HTML5 (.zip) | 30 Seconds | <24fps |
| Banner | 468 × 60 | 150k | HTML5 (.zip) | 30 Seconds | <24fps |
| Leaderboard | 728 × 90 | 150k | HTML5 (.zip) | 30 Seconds | <24fps |
| Top banner | 930 × 180 | 150k | HTML5 (.zip) | 30 Seconds | <24fps |
| Large leaderboard | 970 × 90 | 150k | HTML5 (.zip) | 30 Seconds | <24fps |
| Billboard | 970 × 250 | 150k | HTML5 (.zip) | 30 Seconds | <24fps |
| Panorama | 980 × 120 | 150k | HTML5 (.zip) | 30 Seconds | <24fps |
| Mobile banner | 300 × 50 | 150k | HTML5 (.zip) | 30 Seconds | <24fps |
| Mobile banner | 320 × 50 | 150k | HTML5 (.zip) | 30 Seconds | <24fps |
| Mobile banner | 320 × 100 | | HTML5 (.zip) | 30 Seconds | <24fps |

*Please note animation that requires the user to click is not permitted on Google's display network and will be required to run as programmatic.

Tool to test HTML5 files <https://h5validator.appspot.com/adwords/asset>

Google Pmax

■ MOBILE WEB

■ DESKTOP

Performance Max (Pmax) Campaigns are an all-in-one Google Ads campaign type that utilizes Google's machine learning to optimize ad performance across all Google networks from a single campaign. This includes Search, Display, YouTube, Discover, Gmail, and Maps. Pmax campaigns automatically allocate budget and bids to maximize conversions based on your specified goals, leveraging real-time data and signals.

For maximum performance and conversion, please provide the following assets:

► **Text assets:** Your final destination url (your website, special offer landing page...)

► **Video Assets:** Youtube url for any video ads, otherwise the following will apply: Pmax campaigns must have at least one video that's longer than 10 seconds. You can upload a maximum of 5 videos. We recommend having at least one landscape, square and vertical video.

If you don't add a video to your Pmax asset group, one or more videos may be auto-generated from the assets in your asset group and may appear in a horizontal or vertical format.

► **Images assets:** see specs below

| Type | Size | Min - Max Requirement | Recommended | Format | Max. File Size |
|------------------------|-----------|-----------------------|-------------|------------|----------------|
| Landscape | 1200x628 | 1 to 20 images | 4 images | JPG or PNG | 5 MB |
| Square* | 1200x1200 | 1 to 20 images | 4 images | JPG or PNG | 5 MB |
| Portrait Image | 960x1200 | 0 to 20 images | 2 images | JPG or PNG | 5 MB |
| Landscape Logo* | 1200x300 | 0 to 5 images | 1 image | JPG or PNG | 5 MB |

In addition to the requirements listed in the table above, all image assets must meet the following requirement:

- Content needs to be in the center 80% of the image (the safe area that won't be cut off despite device screen size)

*Logos with a transparent background may be rendered on a white background when served in most ads. For this reason, we recommend you upload logos as a square image and to avoid a predominantly white logo on a transparent background.

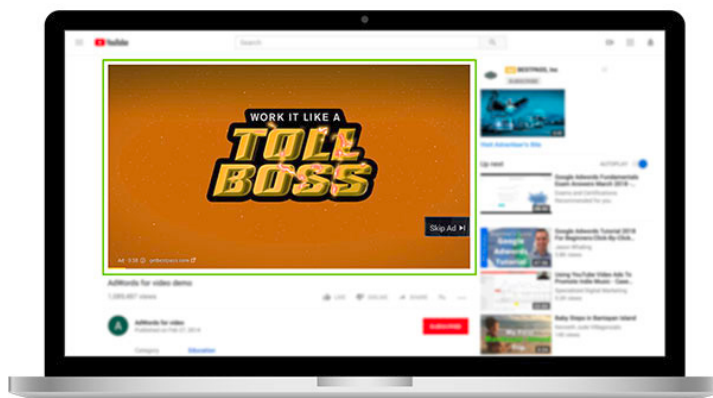
Video and Audio

YouTube Video Ads

■ MOBILE WEB ■ MOBILE APP ■ DESKTOP

Your video ad plays before, during, or after other videos. After 5 seconds, the viewer has an option to skip the ad.

*** Please provide the YouTube link to the video that is already uploaded to your channel.**



| File Format | Preferred Video Codec | Preferred Audio Codec | Resolution | Frame Rate | Aspect Ratio | Maximum File Size | Length |
|---|--------------------------|-----------------------|------------------------------------|------------|---|-------------------|-------------------------|
| AVI, ASF, QuickTime, Windows Media, MP4 or MPEG | H.264, MPEG-2, or MPEG-4 | MP3 or AAC | 640x360px or 480x360px recommended | 30 FPS | Native aspect ratio without letter-boxing | 1GB | 12 seconds to 3 minutes |

CTV

■ MOBILE WEB ■ MOBILE APP ■ DESKTOP

These videos are unskippable ads, maximizing your brand awareness.

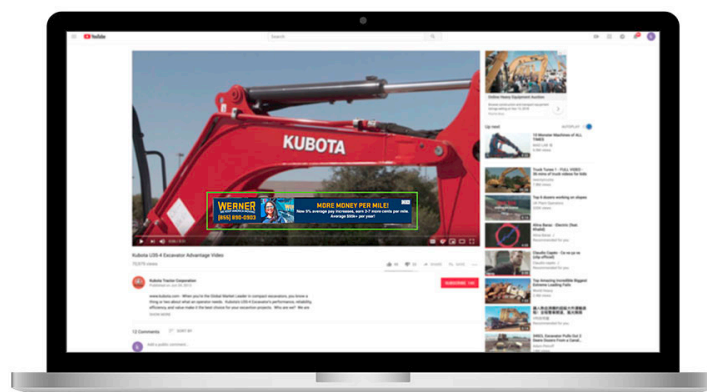
| File Format | Video Bitrate | Audio Bitrate | Resolution | Frame Rate | Maximum File Size | Length |
|-------------|--------------------|--------------------|-------------------|------------|-------------------|-----------------|
| MP4 | 2.0 MBPS or higher | 125 KBPS or higher | 1280x720PX (16:9) | 30 FPS | 150MB | 15 & 30 seconds |

Overlay Ads

■ DESKTOP

When a user initiates video play, your expanded overlay ad will appear on the bottom of the YouTube video player to showcase your brand icon and a call-to-action. After 15 seconds, the overlay will collapse to show only the icon.

| Dimensions | File Type | Max File Size |
|------------------|----------------------|---------------|
| 468x60 or 728x90 | Static GIF, PNG, JPG | 150KB |



Video and Audio

Display Online Video Ads

■ MOBILE WEB ■ MOBILE APP ■ DESKTOP

These videos are unskippable ads, maximizing your brand awareness.

| File Format | Preferred Video Codec | Preferred Audio Codec | Resolution | Frame Rate | Aspect Ratio | Maximum File Size | Length |
|-------------|--------------------------|-----------------------|------------------------------------|------------|--------------|-------------------|------------------------|
| MP4 | H.264, MPEG-2, or MPEG-4 | MP3 or AAC | 640x360px or 480x360px recommended | 30 FPS | 16:9 | 150MB | 6 seconds to 3 minutes |

Audio

■ MOBILE WEB ■ MOBILE APP ■ DESKTOP

| File Format | API Framework | Max File Size | Bit Rate | Duration |
|--------------------------------|---------------------|---------------------------|--|---|
| OGG, MP3, MP4, WAV, FLAC, AAC* | VAST 2.0+ supported | <500MB, smaller is better | Publisher dependent, 128–160 Kbps recommended. Max bit rate supported is 320 | 15s or 30s recommended. Spotify does not accept ads longer than 30s |

***Recommended to include both MP3 (or MP4) and OGG file types in your tag**

Fusable Media

Display your ads on our industry-leading and award-winning brands. Each brand has an experienced editorial team and content designed to maximize engagement within your industry.

Campaigns utilize our newsletters and websites.



Newsletter Ads

■ MOBILE WEB ■ DESKTOP

Our brand newsletters consist of engaging and relevant content curated for your target audience. Newsletter ads are available in text and image formats.

► Sponsorship Leaderboard Position Ad ***Exclusive position**

| Logo Image | Sponsor Name | Text | Call-To-Action Text |
|------------|--------------|----------------|------------------------|
| 115×86 | Yes | 120 characters | 75 characters and link |

► Premium Text Ad ***Rotating position**

| Logo Image | Image | Sponsor Name | Text | Call-To-Action Text |
|------------|---------|--------------|----------------|------------------------|
| 115×86 | 500×334 | Yes | 255 characters | 75 characters and link |

► Native Articles ***Exclusive position**

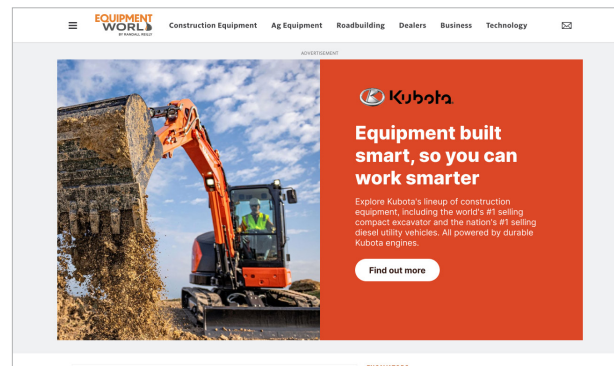
| Title | Teaser | Thumbnail |
|---------------------|----------------------|--------------------------------------|
| 75 characters limit | 175 characters limit | No thumbnail image in the newsletter |

Welcome Ad *Exclusive position

■ MOBILE WEB ■ TABLET ■ DESKTOP

Welcome Ad appears on first click. Visitors see your creative with no competition from other ads.

| File Format | Mobile | Tablet | Desktop |
|------------------------|---------|---------|----------|
| Static, HTML5, or VAST | 428x241 | 736x414 | 1060x596 |

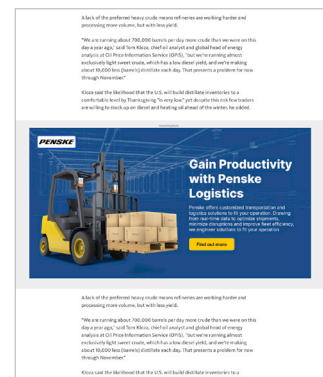


XL in Content

■ MOBILE WEB ■ DESKTOP

This high-impact ad position appears within the body of articles – so your message gets noticed as visitors read on desktop or mobile devices. Position supports static or video creative.

| File Format | Mobile | Desktop |
|------------------------|---------|----------|
| Static, HTML5, or VAST | 430x720 | 1124x600 |

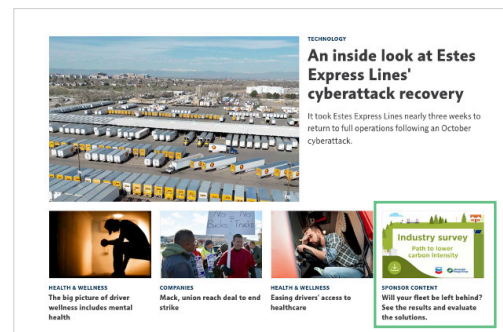


Featured Sponsor

■ MOBILE WEB ■ DESKTOP

The Featured Sponsor position on our homepage and within Top Stories can take users to your site or a landing page we build for you.

| Image Size | Text | Sponsor Name |
|------------|---------------------|--------------|
| 500x334 | 175 character limit | Yes |



Partner Insights *Rotating position

■ MOBILE WEB ■ DESKTOP

Showcase your high value content to our audiences with our expanded Partner Insights plan.

- Position rotation within:
 - ✓ Partner Insights section on the homepage, section pages and article pages, and in the Daily newsletter.
 - ✓ Additional Partner Insights callout on homepage and in the Daily newsletter.
 - ✓ Facebook
- Landing page and download form



Run-of-Site Ads

■ MOBILE WEB ■ DESKTOP

Your ads will target all pages of the brand's website and rotate until your budget completely depletes.

► Desktop Sponsorship Leaderboard Position ***Exclusive position**

| Dimensions | Max File Size | File Format | Animation | Looping Restrictions | Frames Per Second | Third Party Serving |
|----------------|---------------|---------------------|----------------|----------------------|-------------------|--|
| 970×90, 728×90 | 150k | GIF, HTML, JPG, PNG | 15 seconds max | 3X | 18 | Double Click, Atlas, Media Plex, EyeBlaster preferred. Include cache busting if can. |

► Desktop Run-of-site Ads ***Rotating position**

| Dimensions | Max File Size | File Format | Animation | Looping Restrictions | Frames Per Second | Third Party Serving |
|--|---------------|---------------------|----------------|----------------------|-------------------|--|
| 970×90, 728×90, 970×250, 300×250 with text | 150k | GIF, HTML, JPG, PNG | 15 seconds max | 3X | 18 | Double Click, Atlas, Media Plex, EyeBlaster preferred. Include cache busting if can. |

► Mobile Sponsorship Leaderboard Position ***Exclusive position**

► Mobile Run-of-Site Ads ***Rotating position**

| Dimensions | Max File Size | File Format | Animation | Looping Restrictions | Frames Per Second | Third Party Serving |
|------------------|---------------|----------------|----------------|----------------------|-------------------|--|
| 320×100, 300×250 | 150k | GIF, HTML, JPG | 15 seconds max | 3X | 18 | Double Click, Atlas, Media Plex, EyeBlaster preferred. Include cache busting if can. |

Sponsored Whitepapers

■ MOBILE WEB ■ DESKTOP

By sponsoring your authoritative, in-depth report on a specific topic, your brand and industry knowledge will be broadcasted to your target audience.

| Needed Files | Promotion Ad Size | Facebook Ad Size | Header Text Ad | Body Text Ad |
|----------------|---|------------------|------------------|-------------------|
| Whitepaper PDF | 970×250, 970×90, 728×90, 320×100, 300×250 | 1200×628 | 80 Character Max | 200 Character Max |

***Also provide needed fields for download form: name, email, company, fleet size, address, state, country, etc.**

Native Display Advertising & Sponsored Content

By logging into our client platform, you can post content on our award-winning brand websites. Native content is impactful and meaningful to your audience, giving you the opportunity to increase your brand recognition and authority within your industry.

Native Display Advertising

■ MOBILE WEB ■ DESKTOP

Native ad units conform to the design and feel of the sites on which they display, preserving the immersive user-experience while producing click-through rates like that of editorial content.

► Standard Display

| Dimensions | File Formats | Optimal File Size |
|-----------------------------------|--------------|-------------------|
| 300×600, 160×600, 300×250, 728×90 | JPG & PNG | 750KB |

***Creative must be high resolution (300 pixels per inch and above)**

► Native In-Feed

| Image Dimensions | File Formats | Optimal File Size | Headline | Body |
|----------------------------|--------------|-------------------|--|---|
| 1200×628, 800×600, 600×600 | JPG & PNG | 750KB | Max characters: 55 Min characters: 15 | Max characters: 120 Min characters: 25 |

***The image for native ads should not contain any text overlay.**

Native Display Advertising & Sponsored Content

Sponsored Content

■ MOBILE WEB ■ DESKTOP

When people visit your content, your display ads and site skin will fill the webpage.
The SEO ranking for your website can improve with quality backlinks included in the article.

| Banner Style | Resolution | Max File Size | Image Formats | Max Length |
|--------------|------------|---------------|---------------------|------------|
| Header Image | 1024x768px | 150k | GIF, HTML, JPG, PNG | 30 seconds |

*** A destination URL must be provided for each banner.**

► Sponsored Content Page Elements

| Page Element | Resolution | Max File Size | Image Formats |
|--------------|------------------------|---------------|---------------------|
| Company Logo | No larger than 250×100 | 150k | GIF, HTML, JPG, PNG |

*** Your Facebook URL, LinkedIn URL, Google Plus URL, and at least 5 links to your YouTube videos should also be provided.**

► Twitter Details

Please provide your Twitter URL (ex. twitter.com/yourcompany) for the Twitter Feed.

► Homepage and Top Stories Placements

Within your industry, your sponsored posts will rotate on the homepage of our brand websites, as well as, on the top stories placement on article pages to drive traffic and increase exposure to your brand.

Site Skins

DESKTOP

Your ads will be displayed as the page perimeter of our award-winning brands. This impactful placement grants high traffic and instant visibility for your brand in our selected industries.

***This placement requires both a left and a right image.**

****A embedded URL is required.**

General Specs

| Visible Area | Max File Size | File Formats | Third Party Serving |
|--------------|---------------|--------------------------|--|
| 300x600 | 1MB | JPG or GIF (static only) | Double Click, Atlas, Media Plex, EyeBlaster preferred. Include cache busting if can. |



Email Campaigns

Email Campaigns

■ MOBILE WEB ■ DESKTOP

| Element | Guidelines & Specs |
|------------------------------|--|
| Email Subject & Preview Text | Provide a subject line and preview text for your email. If you do not, we will use the headline from your copy or compose one for you. |
| Website URL | When sending us your material, please specify the URL of a destination page if it is not coded within the HTML. We suggest adding a tracking UTM to your URL. |
| Copy & Layout Information | <p>You can send us your email creative in two ways:</p> <p>HTML FILE: You may provide your own HTML code. Do not use Word's 'Save as HTML' feature. Code all styles in-line. Please test to ensure that your email will be displayed properly across multiple email clients.</p> <p>LAYOUT: If you cannot send HTML, layout your email in Word or Photoshop and we can produce the HTML for you. If using Word, please provide any images used as separate attachments. We will produce the HTML and format to match your document as closely as possible. Provide all website URLs as a list.</p> |
| Company Mailing Address | A physical mailing address must be added in the footer of your email. |
| Approval/Seed List | Please provide a list of email addresses that should receive the test and/or a copy of the final email. |
| Suppression List | If needed, please provide a list of email addresses or domains that should be suppressed from receiving the email. |

Digital-Out-Of-Home (DOOH)

Important Spec Information:

- **Static:** JPG
- **Video:** MOV or MP4
- **Max File Size (Static):** 10MB
- **Max File Size (Video):** 50MB
- **Static Color Space:** RGB and CMYK

***All creative is subject to media owner approval and may get rejected based on category restriction/content.**

| Parent Venue | Child Venue | Specs | Static | Video | Video Duration | Video w/ Audio | Notes |
|--------------------------|----------------------------------|--|--------|-------|---|----------------|--|
| Education | Colleges and Universities | 1920x1080 (16:9) | ✓ | ✓ | :15 or :30 | Varies | |
| Entertainment | Bars | 1080x1920 (9:16) 1920x1080 (16:9) 1280x960 (4:3) | ✓ | ✓ | :15 or :30 | Varies | |
| | Casual Dining | 1920x1080 (16:9) 1280x960 (4:3) | ✓ | ✓ | :15 or :30 | Varies | |
| | Hotels | 1920x1080 (16:9) 1600x900* | ✓ | ✓ | :15 or :30 or :60 :10s - :115s video spots)* | ✗ | |
| | Movie Theaters | 1920x1080 (16:9) 1080x1920 (9:16) 3840x1080 (32:9) | ✓ | ✓ | :15 or :30 (3840x1080 only accepts :15) | ✓ | |
| | Recreational Locations | 1920x1080 (16:9) | ✓ | ✓ | :15 or :30 | Varies | |
| | Sports Entertainment | 1920x1080 (16:9) | ✓ | ✓ | :15 or :30 | ✗ | Specs vary by screen - please reach out to your Fusable Account Manager for exact required specs |
| | | 1920x1080 (16:9) | ✓ | ✗ | ✗ | ✗ | |
| | | 1080x1920 (9:16) 1920x1080 (16:9) | ✓ | ✓ | :15 | ✗ | |
| Government | DMVs | 1920x1080 (16:9) | ✓ | ✓ | :15 or :30 | ✗ | |
| Health and Beauty | Gyms | 1920x1080 (16:9) | ✓ | ✓ | :15 or :30 | Varies | |
| | Salons | 1920x1080 (16:9) | ✓ | ✓ | :15 | ✓ | |
| Office Buildings | Office Buildings | 1920x1080 (16:9) 1080x1920 (9:16) | ✓ | ✓ | :15 or :30 (1080x1920 only accepts :15) | ✗ | |

Digital-Out-Of-Home (DOOH) cont'd

| Parent Venue | Child Venue | Specs | Static | Video | Video Duration | Video w/ Audio | Notes |
|---------------|----------------------|--|--------|-------|-------------------|----------------|---|
| Outdoor | Billboards | 1400x400 840x400 1000x400 1600x400 1200x400 600x600 | ✓ | ✗ | ✗ | ✗ | <ul style="list-style-type: none"> Avoid white backgrounds when possible. LED white doesn't carry the same pop or vibrancy that other colors do. Readable text should be at least 15 pixels in height. Choose graphic elements with a strong focal point. Busy photos do not translate well. Time your color scheme. Rich, bold background colors work better during the day, while pastel colors are more vibrant at night |
| | Bus Shelters | 1080x1920 (9:16) | ✓ | ✗ | ✗ | ✗ | |
| | Urban Panels | 1080x1920 (9:16) 1920x1080 (16:9) | ✓ | ✓ | :15 | ✗ | |
| Point of Care | Doctor's Offices | 1920x1080(16:9) | ✓ | ✓ | :15 or :30 or :60 | ✓ | Specs vary by screen - please reach out to your Fusable Account Manager for exact required specs |
| | | 1366x768 | ✓ | ✓ | :15 | ✓ | |
| | Veterinary's Offices | 1366x768 | ✓ | ✓ | :15 | ✓ | |
| Residential | Apartment Buildings | 1920x1080 (16:9) 1080x1920 (9:16) | ✓ | ✓ | :15 or :30 | ✗ | |
| Retail | Convenience Stores | "1920x1080 (16:9) 1080x1920 (9:16)" | ✓ | ✓ | :15 or :30 | ✗ | |
| | | "1920x1080 (16:9) 1080x1920 (9:16) 1280x960 (4:3)" | ✓ | ✓ | :15 | ✗ | |
| | | Dispensaries | ✓ | ✓ | :15 or :30 | ✗ | |
| | Gas Stations | "1280x960 (4:3) 1920x1080 (16:9)" | ✓ | ✓ | :15 | ✓ | |
| | Grocery | "1920x1080 (16:9) 728x90" | ✓ | ✓ | :15 | ✗ | |
| | | 1080x1920 (9:16) | ✓ | ✓ | :8 | ✗ | |
| | | N/A (Audio Only) | ✗ | ✗ | :15 or :30 | ✓ | Audio Only Network MP3/AAC file required |
| | Liquor Stores | 1920x1080 (16:9) | ✓ | ✓ | :15 or :30 | ✗ | |
| | Malls | "1920x1080 (16:9) 1080x1920 (9:16)" | ✓ | ✓ | :10 or :15 or :30 | ✓ | Specs vary by screen - please reach out to your Fusable Account Manager for exact required specs |
| | | 3840x1080 (32:9) | ✓ | ✓ | :15 or :30 | ✓ | |
| | | "1080x1920 (9:16) 728x90 1024x576 (16:9)" | ✓ | ✓ | :15 | ✗ | |
| | Parking Garages | 1920x1080 (16:9) | ✓ | ✓ | :15 or :30 | ✓ | |
| | Pharmacies | 1920x1080 (16:9) | ✓ | ✓ | :15 or :30 | ✗ | |

Digital-Out-Of-Home (DOOH) cont'd

| Parent Venue | Child Venue | Specs | Static | Video | Video Duration | Video w/ Audio | Notes |
|--------------|------------------------|--|--------|-------|---|----------------|--|
| Transit | Airports | 1920x1080 (16:9) | ✓ | ✓ | :10 | ✗ | Specs vary by screen - please reach out to your Fusable Account Manager for exact required specs |
| | | 1920x1080 (16:9) 1080x1920 (9:16) | ✓ | ✓ | :15 or :30 | ✓ | |
| | | 1920x1080 (16:9) | ✓ | ✓ | :15 or :30 | ✓ | |
| | Buses | 1280x960 (4:3) | ✓ | ✓ | :15 or :30 | ✗ | |
| | Subway | 1080x1920 (9:16) 1920x1080 (16:9) | ✓ | ✓ | | ✗ | |
| | Taxi and Rideshare Top | 560 x 160 1920x674 384x124 384x128 | ✓ | ✓ | :8 :01 - :480 (only for 384x128) | ✗ | |
| | Taxi and Rideshare TV | 1920x1080 (16:9) 1280x960(4:3) 1920x674 640x360 | ✓ | ✓ | :15 or :30 | ✓ | Specs vary by screen - please reach out to your Fusable Account Manager for exact required specs |
| | | 1920x1080 (16:9) | ✓ | ✓ | :10 to :30 | ✓ | Static not accepted for the 640x360 size. |
| | Train Stations | 1920x1080 (16:9)* 1080x1920 (9:16)* 1400x400 (7:2)* 3840x3240 3600x720 2480x720 2400x720 1680x720 2160x640 1280x320 | ✓ | ✓ | :6 (Chicago) :15 (Boston) (*is static only; no video) | ✗ | *1920x1080 (16:9), 1080x1920 (9:16), and 1400x400 (7:2) are static only |



Account Based Marketing (ABM)

Static Ads

| Asset | Description | Specifications | Requirements |
|------------------|--|--|---|
| Landing Page URL | Link to landing page included in your ad | | Must not be a blank page |
| Ad File Assets | | Supported Ad Sizes: <ul style="list-style-type: none">• 300 x 250• 160 x 600• 728 x 90• 300 x 600• 970 x 250• 320 x 50• 300 x 50 Formats: <ul style="list-style-type: none">• JPEG• PNG• GIF | The file dimensions must consist precisely of whole-number measurements. (For example, if you state the file dimensions are 160 x 600, the file must measure 160 x 600 exactly). Cannot accept banners with 2x resolution. A GIF file can be animated, but the loop needs to be stopped after 15 seconds. |

Personalized Ad Specs

| Asset | Description | Specifications | Requirements |
|--------------------|---|--|--|
| Landing Page URL | Link to landing page included in your ad | | Must not be a blank page |
| Links to Web fonts | The font and font style that you want to use for the personalized text | Google fonts, Adobe Typekit fonts, or custom fonts | Limited to 1 font and 1 font style for the personalized text |
| Ad File Assets | <p>Adobe Animate CC or animated HTML files ready for personalization.</p> <p>We also accept most layered design file formats to help build out your HTML ads. Examples include:</p> <ul style="list-style-type: none">• PSD• AI• XD• Sketch• Figma• InDesign | <p>Ad Sizes:</p> <ul style="list-style-type: none">• 300 x 250• 160 x 600• 728 x 90• 300 x 600• 970 x 250• 320 x 50• 300 x 50 <p>We don't accept Adobe After Effects files.</p> | <p>Must include:</p> <ul style="list-style-type: none">• Placeholder text consisting of at least 30 characters, such as {Long company name goes here}. If you supply animated HTML files, ensure that the text is "live text" and not images.• Animation maximum length: 15 seconds, after which it must remain static.• If you supply animated HTML files, have a 1-second pause at the beginning to allow time for the API to populate the personalization field.• Must be 100% SSL- compliant with DSPs (including Dart for Advertisers, Mediaplex, and MediaMind).• Final published files will need to be under 500 KB |

Account Based Marketing (ABM)

Animated Ad Specs

| Asset | Description | Specifications | Requirements |
|-------------------------|--|---|---|
| Landing Page URL | Link to landing page included in your ad | | Must not be a blank page |
| Ad File Assets | Package of all animated files associated with your banner as a ZIP archive | Supported Ad Sizes: <ul style="list-style-type: none">• 300 x 250• 160 x 600• 728 x 90• 300 x 600• 970 x 250• 320 x 50• 300 x 50 <p>One ZIP archive containing the HTML and any of the following file types necessary for correct display: CSS, JS, HTML, GIF, PNG, JPG, JPEG, SVG</p> | <ul style="list-style-type: none">• Maximum animation length: 15 seconds, after which it must remain static.• Zipped file size limit is 500 KB.• The ad must be viewable and clickable without a network connection.• Must be 100% SSL compliant with DSPs (including Dart for Advertisers, Mediaplex, and MediaMind).• Must use at least a 1-pixel border in any color other than white. |

Video Ad Specs

| Asset | Description | Specifications | Requirements |
|-----------------------------------|--|---|--|
| Ad File Display and Assets | <ul style="list-style-type: none">• The ad appears as a pre-roll video.• The video length can be between 15 and 30 seconds. | <p>Acceptable trafficking file types: MP4, MOV, and FLV. VAST tags are also acceptable.</p> <p>Aspect Ratio:</p> <ul style="list-style-type: none">• 16:9 or 4:3 <p>Acceptable Sizes</p> <ul style="list-style-type: none">• 480 x 360• 720 x 540• 960 x 720• 854 x 480• 1280 x 720• 1920 x 1080 | <ul style="list-style-type: none">• Maximum video length is 30 seconds.• Video must be designed to allow viewer to skip or pause the playback.• Sound must be muted by default.• To convert video files such as MP4 to a VAST tag, you usually need access to the third-party ad serving platform, such as Google DoubleClick Campaign Manager (DCM). |

Account Based Marketing (ABM)

Connected TV Ad Specs

| Ad Format | Description | Specifications |
|--|---|--|
| VAST 2.0 and 3.0, MOV and MP4 files are currently accepted ad formats. | Demandbase can support connected TV ads in your campaign. These video impressions appear on television sets within hundreds of applications such as Hulu, Tubi, Pluto TV, and more. | Video Transcoding <ul style="list-style-type: none">• HD Variable Bitrate: 400-20,000 kbps<ul style="list-style-type: none">- This offers the widest range of supported bit rates, maximizing match rates with bid requests.• HD Constant Bitrate: 20,000 kbps<ul style="list-style-type: none">- This is a requirement for Hulu and Peacock inventory |

| Video/Audio | Category | Requirements |
|-------------|----------------|---------------------------------|
| Video | Aspect Ratio | 16:9, 4:3 (3:3 is not accepted) |
| Video | Size | 1280x720, 1920x1080, 1440x1080 |
| Video | Bitrate | 15-30 Mbps (CBR) |
| Video | Frame Rate | 23.98, 25, or 29.97 |
| Video | Format | Mpeg-4 (.mp4) |
| Video | Video Duration | 15 or 30 seconds |
| Video | Color Space | 4:2:2 |
| Audio | Bitrate | 192 kbps minimum |
| Audio | Sample Rate | 48 kHz |
| Audio | Codec | H.264 |

Native Content Ad Specs

| Asset | Description | Specifications | Requirements |
|-----------------------------------|---|---|---|
| Landing Page URL | The page that has the content that you want to share | | |
| Ad File Display and Assets | The native content ad requires the following elements: <ul style="list-style-type: none">• Text headline• Caption and/or body of text• Image• Call to action• Advertiser name (how you want your company name to appear as the source of the ad)• Company logo | Image sizes: <ul style="list-style-type: none">• Main image: 1200x627 pixels, maximum of 30 KB.• Company logo: 128x128 pixels | <ul style="list-style-type: none">• Text headline: 25 characters maximum• Caption and/or body of text: 90 characters maximum• Call to action (CTA): Text to encourage the user to take action is a requirement.• Advertiser name: 25 characters maximum• Important: Space counts as a character. |

Third Party Tags

IMPORTANT: Please label each tag specifically with regards to dimensions (e.g. 300x250) and campaign name (if running more than one campaign simultaneously) to allow for optimization and clear reporting.

This tool checks if your tags are compatible with Google AdWords.

[Go to Validator →](#)

Technical Specs for Banners

| Dimensions | Max File Size | File Format | Animation Length | Maximum Frame Rate |
|--|---|--|--|--------------------|
| 120 x 600, 160 x 600, 200 x 200, 240 x 400, 250 x 250, 250 x 360, 300 x 250, 300 x 600, 300 x 1050, 320 x 50, 320 x 100, 336 x 280, 468 x 60, 580 x 400, 728 x 90, 930 x 180, 970 x 90, 970 x 250, 980 x 120 | Initial 150K recommended Total load size 2.2 MB maximum *Total load size includes initial and subsequent/polite loads | Image JPEG, PNG, GIF Flash SWF (Flash versions 4 through 11.2) HTML5 HTML, CSS, JS, JPEG, PNG, and GIF | Maximum host-initiated play 30 seconds Maximum user-initiated play (click required) 4 minutes | 24fps |

SSL Compliance

SSL-compliant ad units are accepted on the Google Display Network according to the following policies. We require that all ads and tracking pixels targeting SSL inventory (including YouTube) are SSL-compliant.

SSL-compliant ads guidelines

- All A24 ad responses must be SSL-compliant (“HTTPS”). All servers involved require full SSL certification.
- It is preferred that your ad tag can auto-detect that it is being requested from the HTTP/HTTPS protocol and will auto-adjust any responses to be SSL-compliant if necessary. Otherwise, Google has a protocol macro that we can insert in any URIs or ad tags to auto-update “http” to “https” if necessary.
- Please notify your Google account representative that you are submitting an SSL-compliant ad. Note that if an ad is declared as SSL-compliant but makes any non-SSL-compliant responses, the ad will be disapproved.
- A vendor must receive specific certification to serve ads on SSL-compliant publisher inventory. Approved SSL-compliant ad vendors are listed in the vendors lists.

Third Party Tags

Tracking

You must comply with these policies if you use third-party tracking, including pixels (beacons) on the Google Display Network

Format

- Only 1x1 pixels are supported for third-party tracking site-served ad units. Javascript is not allowed.
- Click trackers are supported for third-party tracking clicks on select site-served ad units. See the Ad formats section for a full list.

Certified Vendors

- AdWords supports third-party tracking on the Google Display Network from certified vendors. Please consult the list of certified vendors for your region in the vendor list section.
- Certified Vendors
- Click tracking vendors are not required to be certified.

Fourth-party calls and multiple vendor tracking

Multiple impression pixels per event are not supported for our site-served and/or video ad units through AdWords. However, clients may daisy-chain multiple vendor tracking and/or fourth-party calls into a single asset. This must be a standard format 1x1 pixel that fires simultaneous calls to each vendor upon serving the impression. The client or agency is responsible for piggybacking or daisy-chaining the pixels.

Ad Formats

Third-party pixels are supported on the below ad formats. Some ad formats allow for multiple events to be tracked. However, only one pixel can be appended per event.

| Ad Format | Pixels Allowed | Click Trackers Allowed |
|---|----------------------------------|------------------------|
| Site-served image or video (non-TrueView) ads | Yes – Impression No | Yes |
| TrueView in-stream ad | Yes – Impression, view, and skip | No |
| TrueView in-stream ad | Yes – View No | No |

Companion Banners

Separate tracking for companion banners is not supported for auction video ads. Videos and their accompanying companion banners will share the same tracking assets.



Fusable, built on the heritage of Randall Reilly, is the premier brand for vital data solutions tailored for vital industrial markets. Fusable combines multiple datasets into new abilities to understand your markets, sell more and reduce risk.

Learn more at fusable.com.