



POWERED BY *mediaocean*

Creative Guidelines

VERSION 2017



Overview

This document provides the general specifications creative agencies must follow when developing creative assets. These details apply, but are not limited to: Display/ Mobile/ HTML5/ Video/ Native/ Digital Audio/ Social Media assets.

In accordance with MBuy's SLA, creative must conform to specifications outlined herein.

- Client approved final files/3rd party tags must be provided to MBuy no later than five business days prior to launch.
- Elements not meeting specifications will be returned for revision, which may delay the launch date.
- Third Party Vendors must first be approved and certified by MBuy to serve ads.

Technical Specifications, providing further detail on creative development and direction can be obtained from your MBuy Account Manager.

*Please send the creative assets to your Account Manager based on the above SLA

Service level agreement (SLA)

Creative asset types:
**Display/ Mobile/ HTML5/
 Video/ Digital Audio/ Native/ Social**

Creative submission
Timeline: 5 business days



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Display

General Specifications

File Types:

JPG, PNG, GIF, HTML

Max File Weight:

200KB (150KB or less recommended)

Supported Sizes:

160x600, 300x50, 300x250, 300x600, 320x480, 728x90

Animation Length:

15 Sec (6-9 sec Recommended)

Border Size:

1 px

Border Perimeter:

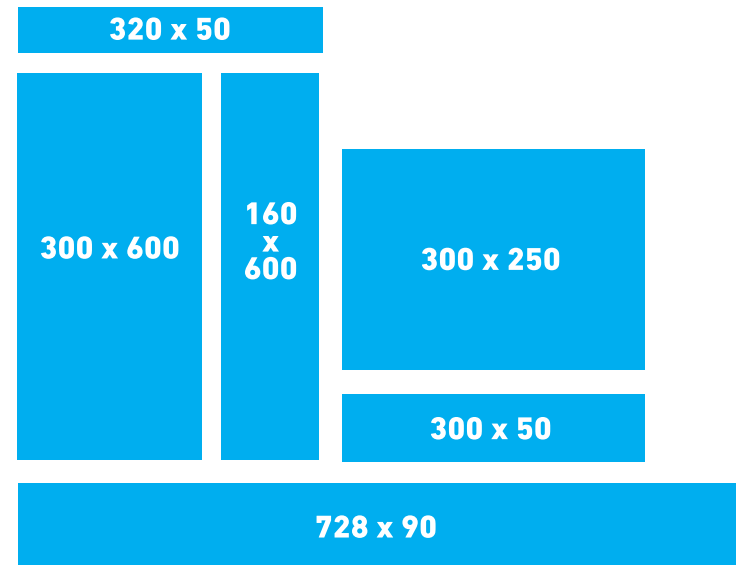
Distinct contrasting border color

Branding

In order to serve on all exchanges, the creative asset and landing page URL must contain at least one matching piece of branding such as identical logo, color scheme, or messaging.

Display Best Practice

By diversifying your ad formats and sizes, you maximize your serving potential because of the vast inventory available across exchanges.



Mobile

General Specifications

File Types:

JPG, PNG, GIF, HTML

Max File Weight:

100KB (40-50KB recommended for optimal performance)

File Dimensions:

300x50, 300x250, 320x50, 320x480, 728x90

Animation Length:

15 Sec (6-9 sec Recommended)

Border Size:

1 px

Border Perimeter:

Distinct contrasting border color

Branding

In order to serve on all exchanges, the creative asset and landing page URL must contain at least one matching piece of branding such as identical logo, color scheme, or messaging.

General Specifications



300 x 50

300 x 250

320 x 480
interstitial

Tablet



728 x 90

300 x 250

HTML

General Specifications

Required Files:

Zipped (.zip) HTML code packaged along with any of the following referenced file types: .HTML, .JS, .CSS, .JPG, .GIF, .PNG, .SVG

Max File Weight:

Display: 200KB
 Mobile: 100KB (40-50KB recommended for optimal performance)

Supported Sizes

160x600, 300x250, 300x600, 300x50, 320x50, 320x480, 728x90

Animation Length:

15 Sec (6-9 sec Recommended)

Border Size:

1 px

Border Perimeter:

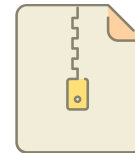
Distinct contrasting border color

Creative Requirements

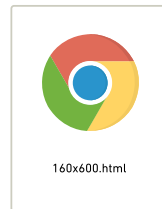
Valid ClickTag and static backup image (zipped/packaged separately from HTML5 assets)
 SSL Compliant

Creative Test/Validator

HTML5 functionality can be tested by uploading the zipped assets through Google's HTML validator at <https://h5validator.appspot.com/dcm#/asset>



160x600MBuy.zip



Video

General Specifications

File Types:

.mp4, .mov, VAST/VPAID

Max File Weight:

100MB

Length:

15/30 seconds

Companion Banner (Optional):

300x250, 728x90

Aspect Ratio:

4:3, 16:9 (recommended)

Framerate (fps)

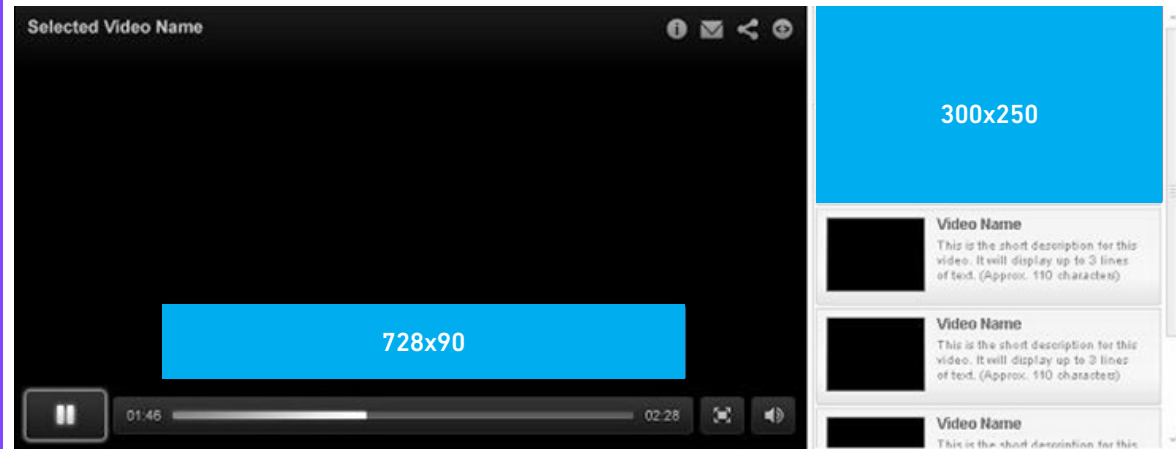
24 FPS (preferred), 30 FPS (max.)

Bitrate (bit/s)

512KB-2MB/sec. (max.)

Branding

In order to serve on all exchanges, the creative asset and landing page URL must contain at least one matching piece of branding such as identical logo, color scheme, or messaging.



Digital Audio

General Specifications

File Types:

.mp3, AAC, WAV, OGG, DAAST 2.0/3.0

Max File Weight:

20MB

Length:

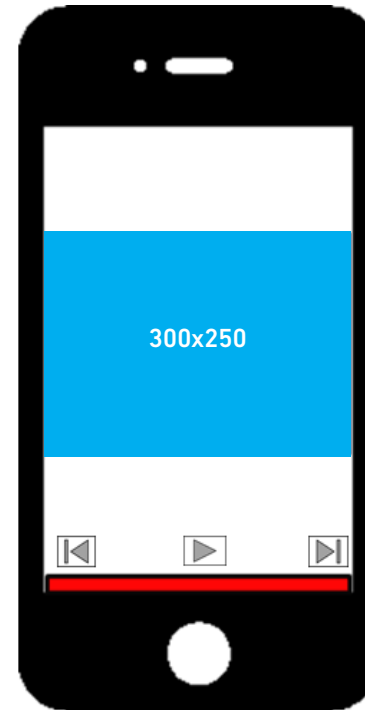
15/30/60 seconds

Bitrate (bit/s)

196kbs Minimum

Optional Elements

Third Party Impression/Click
Tracking Pixels



Native

General Specifications

File Type For Static Image:

JPG or PNG

Max File Weight:

1MB or under

Dimensions:

HQ images at least 1200x628
(1200x1200 recommended)

Headline:

30 characters or less recommended

Caption:

Up to 140 characters

Logo Image:

Format: Transparent JPEG/ PNG

Minimum size:

300x300
Two versions recommended
(light and dark)

Dos

Including your brand name in your headline drives engagement.

Use conversational language that is accessible for all readers.

Create multiple variations and diversify your body copy.

Use people-based images if possible. They tend to yield better results than product images.

Don'ts

Use text-dense images—some networks reject images containing text.

Use banner ad creative—the various native elements will work in unison instead.

Crop the image.

Necessary Components

Creative Asset



Headline

Leverage Every
Media Channel
With MBuy

Copy

MBuy specializes in media planning, buying, and optimization. Using industry-leading technology we strive to help you meet your business goals.

Logo



*Three or more variations of copy per creative asset recommended. Reach out to your account manager for more details.

Social | facebook.

Title & Body

Cannot start with punctuation

Cannot contain duplicate consecutive punctuation

Cannot contain double spaces

Cannot contain more than 2 consecutive 1 character words

Cannot contain these characters
-|<>{}[]""_~

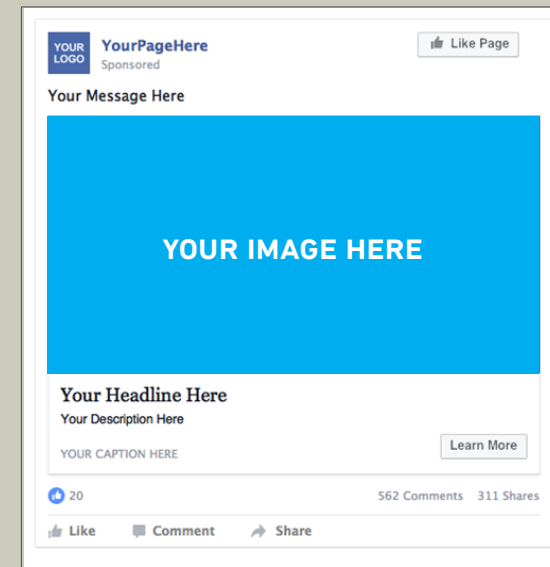
Optional CTA

Learn More - Book Now

Shop Now Download

Contact Us - Apply Now

Install Now - Watch Now



Image

Type	Dimensions	Ad headline	Ad text	Aspect ratio	Text Link
Standard Ad Size	1200x628 (recommended)	25 characters	90 characters	1.9:1	30 characters
Page Promotion	1200x900 (recommended)	25 characters	90 characters	4:3	N/A
Carousel	1080x1080 (recommended)	40 characters	90 characters	1:1	20 characters
Page Likes	1200x444 (recommended)	25 characters	90 characters	2.7:1	N/A
Events	1920x1080 (recommended)	25 characters	90 characters	1.9:1	N/A

Video

File size	Format	Resolution	Framerate	Aspect ratio	Thumbnail image
4 GB (max.)	.mp4	1080p/ 720p	30 FPS (max.)	9:16/16:9	Supported

Social | Instagram

Title & body naming guidelines

Cannot start with punctuation

Cannot contain duplicate consecutive punctuation

Cannot contain double spaces

Cannot contain more than two consecutive one character words

Cannot contain these characters
-|<>{}[]“”_=-~

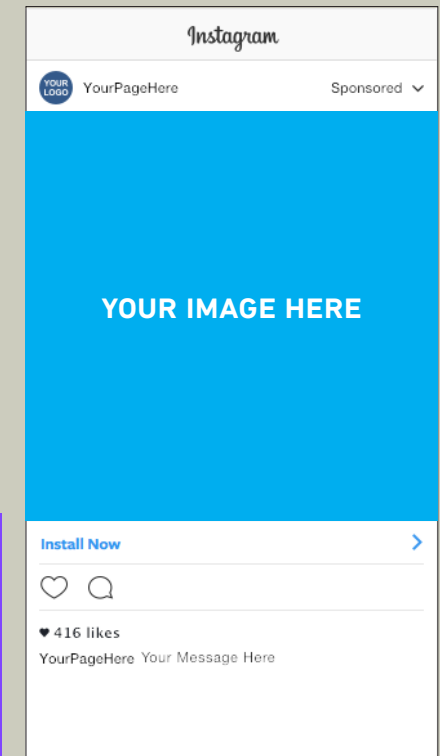
Optional CTA

Book Now - Shop Now

Learn More - Download

Contact Us - Apply Now

Install Now - Watch Now



Image

Type	Dimensions	File size	File type	Aspect ratio	Caption length
Square	1080x1080	30MB/image	JPG, PNG	1:1	125 characters
Landscape	1080x1080	30MB/image	JPG, PNG	1.9:1	125 characters
Vertical	1080x1080	30MB/image	JPG, PNG	4:5	125 characters
Carousel	1080x1080	30MB/image	JPG, PNG	1:1	125 characters
App Install	1080x1080	N/A	JPG, PNG	1:1	125 characters

Video

Type	Max file size	Format	Max length	Caption length	Aspect ratio	Frame Rate
Square	4GB	.mp4	60 sec.	125 characters	1:1	30 fps max
Landscape	4GB	.mp4	60 sec	125 characters	1.9:1	30 fps max
Vertical	4GB	.mp4	60 sec	125 characters	4:5	30 fps max

Style Guidelines

Your profile and header photo may not use animated images (e.g., animated GIFs).

You may not include excessive or unnecessary capitalization or punctuation to draw attention to your ad copy.

Don't include punctuation, spaces or symbols in your hashtags; these cause a break in the hashtag.

Your Twitter ad copy should be legible and clear.

Don't include content or language that could offend or shock your audience.

Images in Twitter Ads should be of high editorial quality. Don't include images that are gimmicky, misleading, or of low editorial quality.

Technical guidelines

Your URLs must be valid and may not lead to non-functioning sites or error pages.

Your URLs may not include excessive redirects.

Your URLs may not generate pop-ups or pop-unders.

Your URL may not lead to a page that requires a user to sign in to view the landing page content.

You may not change the end destination or landing page of your URLs after you have promoted them.

Your URL may not require the user to view the content in a separate software or program.

Image

Type	Creative size	Image size	File Type	Tweet Copy	Aspect ratio
Single Image Card	600x335 (min.)	15MB (max.)	JPG, PNG, GIF	116 characters	16:9
Website Card	800x320 (min.)	3MB (max.)	JPG, PNG	116 characters	N/A
Lead Generation Card	800x200 (min.)	3MB (max.)	JPG, PNG	116 characters	N/A
Image App Card	800x320 (min.)	3MB (max.)	JPG, PNG	116 characters	N/A
Large Image Summary Card	280x150 (min.)	1MB (max.)	JPG, PNG, GIF	116 characters	2:1

Video

File Size	Format	Headline	Resolution	Tweet copy	Frame Rate
1 GB (max.)	.mp4, .mov	70 characters	1080p/ 720p	116 characters	30 FPS (max.)

Social | Pinterest

Editorial Guidelines

Your profile and header photo may not use animated images (e.g., animated GIFs).

Cannot include price or language like “Buy now” or “Click here.”

Can use a promotion in the description if there’s a specified start/end date.

If a promotion is always true, you don’t need a start/end date (i.e. a discount shopping site with prices up to % off).

Use Rich Pins if you want pricing info to appear.

The Most Effective Pins Have:

Branding: A logo included in the image to drive engagement and brand recognition/recall.

Compelling Images: Pinners may not always be able to read your descriptions, so be sure the image could stand on its own.

Text Overlays with CTA: Simple, clear text overlays on the image.

Soft Commercial CTA: Are included in the description.

Detailed Descriptions: Are inspirational and provide extra info.

Preferred Aspect Ratio: 2:3 to 1:3.5; and a minimal width of 600px.

CTA

Up to 75% off - Free Shipping

See the full collection

Shop this look – Discover this look

NOT: “Buy Now” or “Click Here”

Pinterest Best Practice

Should Be Helpful: Make Pins informative and useful.

Stay Tall: A tall aspect ratio can lead to higher re-pin rates.

Use Multi-Product Shots: Give Pinners the full picture.

Keep It Tasteful: Branding and logos should complement, not distract.

Social | Snapchat

Snap Ads

Environments

- Between user stories
- Live Stories
- Discover



Best Practices

- Grab Attention Early
- Introduce Brand By :02
- Align Message to Measurement
- Use Sound

Sponsored Geofilters

Best Practices

- The Video Always Comes First
- Provide a Time or Location Stamp
- Don't Build a Banner



Sponsored Lenses

Elements That Do Well

- Animation Triggers
- Music
- Makeup or Face Paint

