

TABLE OF CONTENTS

<u>Display</u>	2
<u>Digital Video (Standard, CTV, TrueView)</u>	4
<u>Audio</u>	5
<u>Native</u>	6
<u>Digital Out of Home (OOH)</u>	7
<u>High Impact</u>	8
<u>Social (Facebook + Instagram)</u>	9
<u>Snapchat</u>	10
<u>LinkedIn</u>	11
<u>Restricted Content</u>	15

Campaign Timeline

- Please send the signed IO to your representative no later than **15 business days** prior to the campaign launch date
- **GTM Access Must Be Granted:** Click [Admin](#) → In the **Container** column, select **User Management** → Click Add → Select Add new users → Enter one or more email addresses (adwords@ajrmediagroup.com) → Assign Container Permissions (Grant “**Publish**” Rights) → Click **Invite**
- All campaign assets, including 3rd party tracking pixels (Adara, Arrivalist, UTM codes) must be received at least 15 business days prior to the campaign launch date
- Upload all materials to materials.ajrmediagroup.com (choose “[Digital Media Solutions](#)” for publisher) in a .zip file or Cloud Service Link (Dropbox, OneDrive, etc.)

Terms of Delivery

- URL’s must be provided with the creative delivery
- Handling times (**15 business days**) are necessary to test the creative & request changes if required – otherwise we cannot guarantee your campaign will launch on the proposed start date

Naming Convention

- File names must be clear and concise: *Advertiser-Brand/Campaign-Creative Concept-Tactic-Creative Size*
 - Example: Visit Lubbock: *VisitLubbock–Leisure2020-Blue Sky-ProspectingDisplay–300x250*

AJR Media Group accepts almost any ad format that is accepted by our exchange partners. Precise specifications vary from exchange to exchange. To ensure your ads are accepted on all inventory sources, please follow the [IAB US Display Guidelines](#) and [Mobile Guidelines](#). **At a minimum please provide these sizes.**

MUST PROVIDE LANDING URL WITH ALL SUBMISSIONS.

DESKTOP DISPLAY

UNIT	DIMENSIONS	MAX FILE SIZE	MAX ANIM. or LOOPS	BORDER	FILE TYPE
LEADERBOARD	728 x 90	100 KB			
BOX	300 x 250	100 KB			
WIDE SKYSCRAPER	160 x 600	100 KB	15 seconds or 3 loops	1px	GIF JPG or PNG
HALF PAGE	300 x 600	200 KB			
SKYSCRAPER	120 x 600	200 KB			

- » Creative must be clearly separated from the site content, either by a clear border or a non-white background color.
- » Bulk upload in .zip files up to 10 MB
- » Availability for nonstandard ad sizes may vary, please consult.

MOBILE UNITS

FORMAT	X Large Banner
PHONE DIMENSIONS	300x50 + 300x250 320x50, 320x480, 480x320 (interstitial)
TABLET DIMENSIONS	300x250, 728x90, 1024x768, 768x1024
MAX FILE SIZE	150 KB
FILE FORMAT	GIF / JPG / PNG

- » We strongly recommend using a Mobile enabled URL for the landing page for optimal user experience
- » MRAID 1.0 and 2.0 compliant | Flash is not accepted.

HTML PACKAGING

- » **FILE SIZE:** Applies to font, image, audio, video, CSS and HTML. Common J5 libraries delivered via CDN are excluded.
- » **MAXIMUM HOSTS:** Initiated file requests should not exceed 15 files during file load and host-initiated sub-load.
- » **FILE REQUESTS:** Unlimited requests allowed after user interaction.
- » **MAX FILE SIZE:** Zip File 200 KB

PROSPECTING ADS

- » These are typically served to those who may have not engaged with your brand (*unless otherwise noted in your media plan*). Therefore, providing a catchy yet simple creative is best to draw them into your brand.
- » The need to have a strong call to action. We have found a button format outperforms ads without. A red button often perform best.
- » Correlating Landing URL to creative. Viewers want to land on a page that was relevant to the ad they just clicked on. This encourages them to spend more time engaging with your brand.
- » Sending users to a form is not recommended because ads and generally form pages do not provide the user enough information to inspire them to provide personal information. This tactic is better utilized with retargeting ads.
- » **At a minimum, provide:**
 - » 300x250, 160x600, 728x90, 300x600 and mobile: 300x50

RETARGETING ADS

- » Users who are served retargeting ads have already engaged with your brand at least once, so give them another reason to visit your website again.
- » The ads should have a stronger call to action and a more personalized message.
- » Utilize different imagery, so that it catches the eye of your target audience and helps to avoid ad fatigue.
- » **CTA Suggestions:**
 - » "Buy Now," "Order Now," "Plan My Trip," "Choose My Adventure."

STANDARD VIDEO UNITS

SUPPORTED FILE TYPE	MP4
ASPECT RATIO	16:9, 16:10, 5:2 OR 4:3
FILE SIZE	Maximum 100MB
VIDEO LENGTH	:15 (15 seconds) :30 OR :60 (60s not recommended)
AD SIZES	Minimum height of 144 px

CONNECTED TV (CTV)

SUPPORTED FILE TYPE	MP4 H:264
ASPECT RATIO	16:9
FILE SIZE	Maximum 100 MB
VIDEO LENGTH	:15 or :30 (seconds)
AD SIZES	1920x1080 minimum

VAST 2.0/3.0 and VPAID compliant:

- » Only In Line Linear ads are accepted; Non-linear and wrappers are not accepted.
- » Third-party VAST must contain a minimum of MP4 and FLV format videos, with WebM additionally recommended for broadest acceptance. Multiple bitrates are recommended for broadest acceptance, with at least one version with a bitrate < 400kbps for mobile compatibility.

TRUEVIEW / YOUTUBE

GENERAL REQUIREMENTS	Must be live on your YouTube Channel – Provide a link to video
COMPANION BANNER	300X600 – UNDER 150KB - .PNG FORMAT
AD COPY	15-Characters [Including spaces]
CALL-TO-ACTION	10-Characters Max [including spaces]

Must Provide Landing URL with all submissions.

AUDIO UNITS

FORMAT	MP3
FILE SIZE	Maximum 100MB
DURATION	:15, :30 OR :60 (seconds) – 15 or 30 most common

COMPANION UNITS

FORMAT	JPG, PNG or GIF
FILE SIZE	Maximum 200 KB
AD SIZES	Standard desktop sizes: 728x90, 300x250, 160x600 Standard mobile sizes: 320x50, 300x50 Spotify: 640x640, 300x250

- » Sizes vary by publisher
- » Only one companion per audio or video is allowed

Must Provide Landing URL with all submissions.

NATIVE CREATIVE

HEADLINE	25 characters and 50 characters (50-character headline is optional) [including spaces]
TEASER TEXT	120 Characters [including spaces]
MAIN IMAGES	Can provide up to 3 different images Exactly 1200X627 (1:91:1 aspect ratio) AND 600x600 (1:1)
ICON/LOGO	Exactly: 240x240 (1:1 aspect ratio)
BRAND NAME	25 Characters [including spaces]
LANDING URL	Landing page to the native article must be provided with submission and the page must be live prior to launch

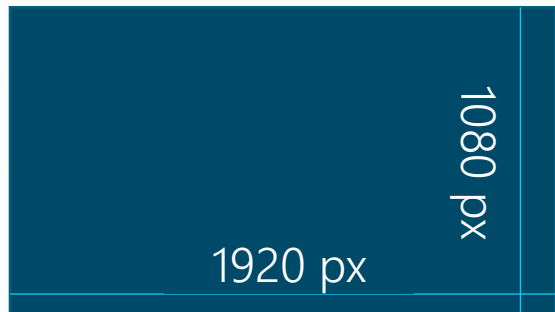
*These specs are the lowest common denominator usable for native ad supply sources

BEST PRACTICES

- » Avoid call to action copy in title and teaser - i.e., Need Summer Destination Ideas.
- » Headline or teaser text needs to have the name of the destination. - Exceptions to this are when the name of a destination is too long, or if the article itself is more general in nature, headlines with numbers get higher click-through rates. However, these should only be used when the article is laid out in a list format.
- » Always try to start the teaser text with an action word, even if that's "discover," "explore," "find," or even "plan." - If the headline doesn't have the destination name, the teaser text must absolutely include it. - Try not to make the teaser text too sales oriented. Highlight what the content is about and why it hold value to the potential reader.

Every supplier has slightly different screen specifications and format support. Below are general sizes, but sizes will vary based on available inventory is the targeted geo area. Please speak to your lead prior to generating creative to ensure you have the most up to date list of inventory for your designated area.

DIMENSIONS	TYPE	FILE SIZE	LENGTH	FILE FORMAT
1920 x 1080	Residential, Office Towers, Grocery Stores, Convenience Stores, Transit, Malls, Airports	10 MB or less	Image: Static Video: :15 OR :30	Image: JPG Video: .mov or .mp4
1080 x 1920	Convenience Stores, Malls and Restobars			
1280 x 960	Convenience Stores			
1400 x 400 720 x 200 840 x 400	Billboards			
3840 x 1080	Malls			



Please note that in this environment, the ad creative will most likely share the screen with content such as weather information and news ticker.

High Impact Units allow for unprecedented interaction with your customers. From standard display sizes the unit expands to customized elements you want, such as videos, product detail and store locators*.

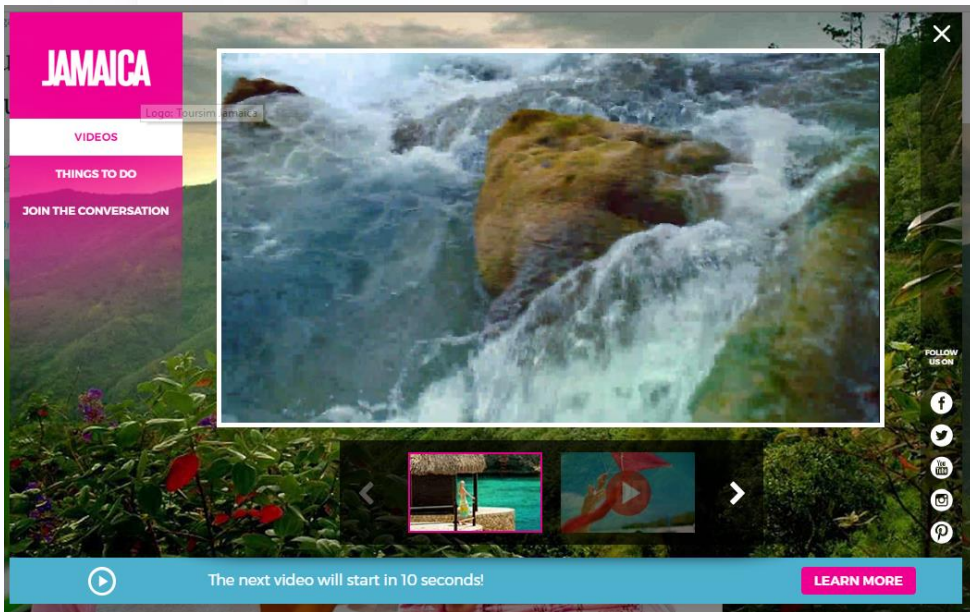
Full Specs will be provided per client and campaign, as these units are custom and built dynamically.

Please keep in mind the High Impact Unit takes up to 3 weeks to plan and implement.

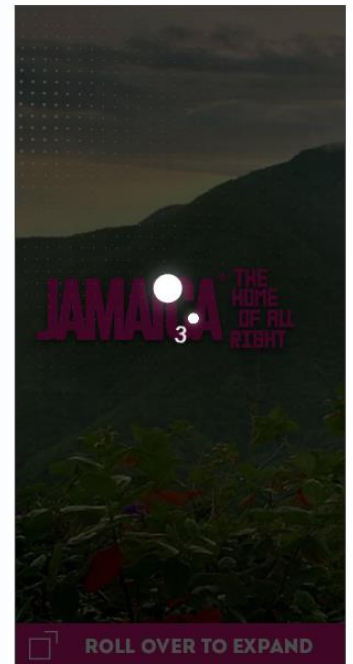
Basic Specs

- » Images: Horizontal Only High Res 1200x825px
- » Videos: File size less than 5MB & 30s or less

EXAMPLE



*Custom Unit Example



FACEBOOK + INSTAGRAM

Choose **ONE** of the below formats (single-image, carousel or video) unless otherwise notated in your signed IO. Include landing URL. Images should contain minimal to no text (no more than 20% of the image).

FORMAT	FILE SIZE / FILE FORMAT	HEADLINE [including spaces]	AD TEXT [including spaces]	OPTIONAL DESCRIPTIONS
SINGLE IMAGE (form download)	Size: 1200x628+ Format: .jpg or .png high res Ratio: 1.91:1 to 1:1	25 characters	125 characters	Link Description: 30 Characters [including spaces]
VIDEO (form download)	Size: 4gb Max Format: .mov or .mp4 Duration: 30 seconds max (recommandation)	25 characters	125 characters	Link Description: 30 Characters [including spaces]
CAROUSEL CARD				
HOW MANY CARDS/IMAGES	FILE SIZE/FORMAT	CAROUSEL SUMMARY [including spaces]	ONE HEADLINE PER EACH CARD [including spaces]	OPTIONAL CARD DESCRIPTION [including spaces]
2-5 Cards (form download)	Size: 1080x1080+ Format: .jpg or .png high res Ratio: 1:1	125 characters	25 characters per card	20 characters per card

All ads and creative must adhere to Facebook Ad Polices (<https://www.facebook.com/policies/ads/>)

How to Accept Facebook Request: Go to [Business Settings](#). → Click **Requests** → Click **Received** → Accept **AJR Media Group Request**

GENERAL FACEBOOK + INSTAGRAM BEST PRACTICES

- » Choose an image that is directly relevant to your messaging.
- » Use an image that is bright and eye-catching, even when viewed at a small size.
- » Avoid images that have many small details or text and opt for something simple instead.
- » Have your landing page in mind while generating content. Clients with a thoughtful landing page often see a higher return and engagement with a relevant to the ad landing page.

Must Provide Landing URL with all submissions.

SNAPCHAT

FULL SCREEN CANVAS

1080x1920

Aspect Ratio: 9:16

Scaled Proportionally

File Size: Video (32 MB or Less) Image (5 MB or less)

Length: 3 - 10 Seconds

ACCEPTABLE CREATIVES

Live, motion graphic or stop motion video

Slideshow

Gif - Like Animation

Still Image

FILE FORMAT

Video (.mp4 or .mov, and H.264 encoded)

Image (.jpg or .png)*

REQUIREMENTS - [including spaces]

Brand Name: Up to 25 characters with spaces (i.e. company name, movie title, etc.)

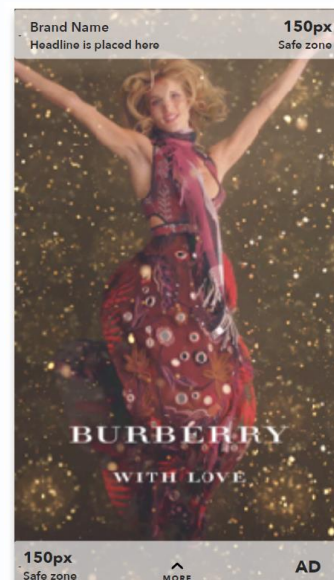
Headline: Up to 34 characters with spaces (i.e. product name, campaign slogan/tagline, tune-in date, etc.)

CTA (choose 1 CTA from below)

[APPLY NOW], [BOOK NOW], [BUY TICKETS], [GET NOW], [LISTEN], [MORE], [ORDER NOW], [PLAY], [READ], [SHOP NOW], [SHOW], [SHOWTIMES], [SIGN UP], [VIEW] OR [WATCH]

Additional Notes

- » Emojis are not permitted the Brand Name or Headline placement.
- » Snapchat applies Brand Name and Headline to upper left corner of creative.
- » All ad creative is subject to Snap Inc.'s final approval, and may not be accepted if it could negatively impact user-experience.



Must Provide Landing URL with all submissions.

LINKEDIN SPONSORED CONTENT

Ad Image

Thumbnail Size: 1.91:1 ratio (1200x627)

Max File Size: 5MB

Recommended PPI (pixel per inch): 72

File Type: .jpg, .gif, or .png (animated GIFS not accepted)

Landing Page

Note: Characters count toward introductory text limits, so it's suggested to use 150 characters or less, including the URL, in your introductory text

All URLs must include the "http://" "or https://" prefix

URLs longer than 23 characters are shortened by the LinkedIn shortener

Ad Text Specifications

Ad Headline: Max characters 70 to avoid truncation

Description Text: Max Characters 100 to avoid truncation

Note: the latest versions of LinkedIn rarely show link description text.

FIRST STEPS:

- » **Content:** Must be "live" somewhere (have an existing URL/landing page).
- » **Authorization:** Your Assigned AJR Representative, must be authorized to post on your behalf. Your Campaign Lead will share that information with you upon receipt of your media calendar.
- » **Targeting:** Provide Relevant targeting parameters, Include, exclude company names, job titles etc..

BEST PRACTICES

- » Consider target audience industry, position, pain points, and anything else your content can address.
- » Make sure your 'thumbnails' do a good job at drawing attention. Tip: Images of faces perform well.
- » Good copy creates curiosity and drives action. Create headlines that demonstrate what the reader will "get" if they click on your ad.
- » Use the description to simply and clearly let people know what you have, why it matters and what they need to do next.

LINKEDIN SPONSORED VIDEO CONTENT

Video Specs

Length: Three seconds to 30 minutes

Layout: Horizontal Only

File size: Between 75 KB and 200 MB | **File format:** MP4

Frame rate: Less than 30 FPS (frames per second)

Audio format: AAC or MPEG4 | **Audio size:** Less than 64KHz

Captions: Must be in .SRT format

Pixel and Aspect Ratio

360p (480 x 360; wide 640 x 360)

480p (640 x 480)

720p (960 x 720; wide 1280 x 720)

1080p (1440 x 1080; wide 1920 x 1080)

1:1 aspect ratio: 600 x 600px (min) 1080 x 1080px (max)

Landing Page

Note: Characters count toward introductory text limits, so it's suggested to use 150 characters or less, including the URL, in your introductory text

All URLs must include the "http://" "or https://" prefix

URLs longer than 23 characters are shortened by the LinkedIn shortened

Ad Text Specifications

Ad Headline: Max characters 70 to avoid truncation

Description Text: Max Characters 100 to avoid truncation

Note: the latest versions of LinkedIn rarely show link description text.

Video Link Sharing (Optional)

YouTube and Vimeo URLs are supported. To change thumbnail preview, you must change the default thumbnail image with provider

FIRST STEPS:

- » **Content:** Must be "live" somewhere (have an existing URL/landing page).
- » **Authorization:** Your Assigned AJR Representative, must be authorized to post on your behalf. Your Campaign Lead will share that information with you upon receipt of your media calendar.
- » **Targeting:** Provide Relevant targeting parameters. Include and/or exclude company names, job titles, etc..

BEST PRACTICES

- » Consider target audience industry, position, pain points, and anything else your content can address.
- » Get the main idea of the video across in the first 10 seconds.
- » Limit video length to 30 seconds. 5 – 15 seconds is optimal.
- » Include your branding in the first three seconds.
- » Add captions or subtitles - A lot of users are watching video without turning their audio on.
- » Tip: most successful video ads are less than 15 seconds long.

LINKEDIN SPONSORED INMAIL

FIRST STEPS:

- » **Content:** Must be "live" somewhere (have an existing URL/landing page)
- » **Authorization:** Your Assigned AJR Representative, must be a first-degree connection to the person who will be the sender. Please provide that person's name and LinkedIn information, so AJR can make that request.
- » **Targeting:** Provide Relevant targeting parameters. Include and/or exclude company names, job titles, etc..

BEST PRACTICES

- » Consider target audience industry, position, pain points, and anything else your content can address.
- » Consider the messaging context of the LinkedIn Platform.
- » Keep subject concise, relevant, and conversational. Short and impactful subject lines.
- » Clear CTA gets clicks and conversions. Try top performing CTA like: "Try" "Register" "Reserve" "Join."
- » Include a relevant banner image. The companion banner should compliment and drive home your message. If You choose not to include the companion ad, another banner may be shown.

Message Specs (including spaces)

Subject Line: Max 60 Characters

Body Copy: 1,500 characters Max - 3 Links Max - Bullets, bold and italics allowed

Companion Banner Ad Specs

Provide Click-through URL

Call to action: 20 characters max

Image: 300x250 | File: .jpg or .png (no animation no flash) | Max file size: 40kb

1. **Functional Guidelines.** Your ads must not:
 - a. utilize any element designed to misleadingly generate a click (e.g., fake “Close” button on an ad; fake chat boxes; fake download/play buttons; or, imitating the look or user interface of any common software application such as a Windows or Mac operating system message or System Warning box);
 - b. lead, directly or indirectly, to the placement of malware, spyware, viruses, Trojan horses or any kind of auto-downloaded software or code on a user’s computer or mobile device; or,
 - c. degrade the performance of a publisher’s website, due to file size of your ad or for any other reason.
2. **Ads Must Open New Window.** All ads must open a new window or tab, rather than navigate the user away from the publisher’s website.
3. **Sensitive Content Types.** The following types of ads are considered sensitive. You should familiarize yourself with these content types and ensure that your ad creative meet all the noted requirements. The DSP Platform tags such ads, and each individual publisher decides whether they wish to allow such ad types on their site. Generally, publishers will block such sensitive content types, even if your ad meets the noted requirements
 - a. **Alcohol.** Ads for, containing images of, or references to, alcohol must adhere to all laws in the United States as well as any geographic region in which the ads will be served.
 - b. **Tobacco.** Ads for, containing images of, or references to, tobacco (including tobacco consumption accessories and electronic cigarettes) must adhere to all laws in the United States as well as any geographic region in which the ads will be served.
 - c. **Firearms** and weapons. Ads for, containing images of, or reference to, firearms and weapons must adhere to all laws in the United States as well as any geographic region in which the ads will be served.
 - d. **Gambling.** Ads for, containing images of, or reference gambling (including any form of betting, lottery or ‘game-of-odds’; whether for monetary gain or otherwise) must adhere to all laws in the geographic region in which the ads will be served.
 - e. **Religion.** Ads for, containing images of, or referencing religion (including any church, god(s), higher power, faith, spirituality, prayer, etc.) must contain only positive, non-controversial content.
 - f. **Politics.** Ads for, containing images of, or referencing politics (including political parties, political figures past and present, political ideologies, political beliefs, etc.) must contain only positive, non-controversial content.
 - g. **Military.** Ads for, containing images of, or referencing military (including military enrolment, products/services for veterans, military figures, war, battles, etc.) must contain positive, non-controversial content.
 - h. **Sexual health.** Ads for, containing images of, or referencing sexual health (including contraception, fertility, family planning, sexually related pharmaceuticals, etc.) must contain positive, non-controversial content.
 - i. **Dating.** Ads for dating, relationships, finding friends, etc., must not contain messages of a sexual nature, or depict people in a sexually-suggestive manner. This prohibition includes ads showing people wearing revealing clothing, ads showing people in sexually suggestive body positions, ads with sexually suggestive text, or ads which may otherwise be inappropriate for younger and more conservative audiences.
 - j. **Audio.** Ads that play audio, whether automatically or after an action by the user (i.e., click, roll-over or hover) must always have an obvious and clearly visible control that allows the user to disable sound. Any ad that will play audio must do so immediately when the ad is loaded or immediately upon user-initiated action or rollover/hover and may not begin to play audio later without user-initiation.
 - k. **In-banner video.** Ads that play video within a banner space, whether automatically or after an action by the user (i.e., click, roll-over or hover) must always have an obvious and clearly visible control that allows the user to disable video playback. Any ad that will play video must do so immediately when the ad is loaded or immediately upon user-initiated action or rollover/hover and may not begin to play video later without user-initiation.
 - l. **Expandable.** Ads that expand or change from their original position or size, whether automatically or after an action by the user (i.e., click, roll-over or hover) must always have an obvious and clearly visible control that allows the user to close, hide or disable the expansion. Any ad expands must do so immediately when the ad is loaded or immediately upon user-initiated action or rollover/hover and may not expand later without user-initiation. Furthermore, when uploading expandable ads, the “Expandable (Web) Ad Tag” option must be used, or the ad may serve into placements that do not support expansion.

4. **Banned Creative and Content Types.** The following ad creative types are prohibited:
 - a. adult / provocative (e.g., adult humor; risqué or racy content; nudity; sexually suggestive imagery or text; or images or content related to sexually related toys, games, books, websites, or products);
 - b. fake news, advertorials or similar content that fails to disclose that it is not providing an unbiased report (e.g., content which is intended to disguise the fact that it is an ad, or that does not disclose that it is sponsored content or an advertorial);
 - c. misleading or inaccurate messages, content or images (e.g., ads which appear to be a message from the publisher or application where the ads are displayed; ads which use or misappropriate logos of 3rd parties without permission; or ads which promote unrealistic or extreme results);
 - d. inappropriate content or language (e.g., swearing; violence; graphic content; hate speech; harassment; or defamatory content);
 - e. international dating / mail-order brides;
 - f. click-to-call ads that initiate a phone call that will connect the user to a premium-rate phone number, or subscribe them to any service;
 - g. gambling (unless the entity providing such is legally licensed to do so); or,
 - h. illegal materials or content.
 - i. weapons, ammunition, or explosives: ads must not promote the sale or use of weapons, ammunition, or explosives. This includes ads for weapon modification accessories.
 - j. The examples provided above are illustrative only, and do not provide a comprehensive list of prohibited ad types. The DSP Platform reserves the right to block other ads that it deems objectionable. If you have any doubts as to whether an ad you wish to submit is acceptable under this policy, we advise you to contact us through the ticketing system in the DSP platform.
5. **Landing Page / Destination URL.** The landing page to which your ad links must:
 - a. always resolve to the same final URL, and never redirect to a different URL than that which was seen when the campaign was first submitted for review by DSP Platform;
 - b. clearly disclose the company or person responsible for the ad and landing page;
 - c. not use any third parties' brand, logo or design without the express, written permission of such party;
 - d. contain relevant information pertaining to the good or service being promoted by the ad (and not some other good or service intended to bait-and-switch a consumer); and,
 - e. include the advertiser's terms and conditions and a privacy policy (or a link thereto), as well as an option for opting-out of promotional communication.
 - f. In addition, all creatives in a campaign must click-through to the same landing page domain.
 - g. Any landing page with the look and feel of a news article or other editorial content must clearly and prominently disclose to visitors that it is sponsored content or an advertorial
6. **Intellectual Property Rights.** You are not permitted to submit any ad creative for which you do not have all necessary rights, licenses, consents and clearances regarding its intended usage.
7. **Compliance with All Applicable Laws.** In addition to the criteria set out in this creative policy, all advertisers must follow all applicable laws and regulations, including the FTC's requirements and guidelines for truth in advertising. It is your responsibility to understand and comply with all such applicable laws and regulations.
8. **Changes to the Policy.** AJR and the DSP Platform has the right to modify, add or remove any terms of conditions of this creative policy, which becomes effective immediately upon posting.