

# AD SPECS 2020/21

A complete guide to all creative requirements on the Dot Network platform. Includes: Display, Native, Video, Social & Text

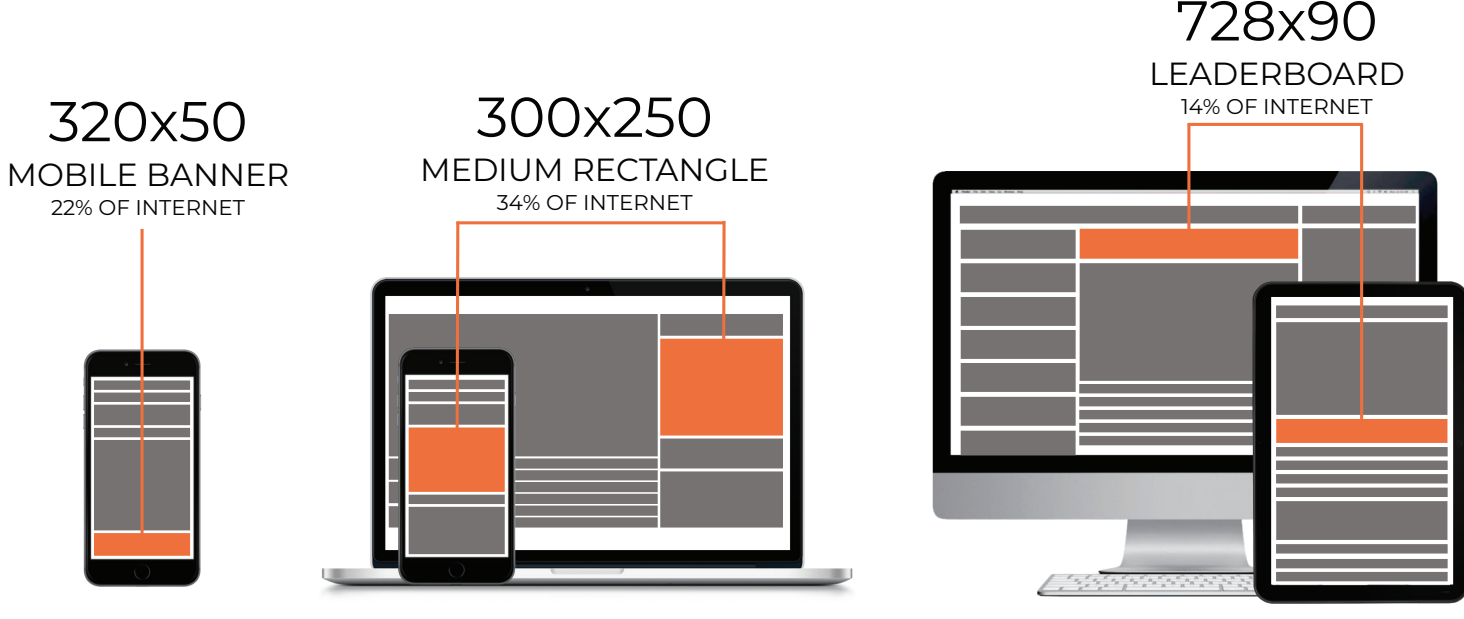
## Links/ URLs

To comply with international data regulations all links must be direct links, UTM's may be used but no re-directs. Landing pages must have relevant cookie compliance, data security terms and link back to the main domain.

## POPULAR AD SIZES

Image ads are proven to perform and easy to create. We recommend including image ads as an essential part of every campaign.

### ASSET REQUIREMENTS



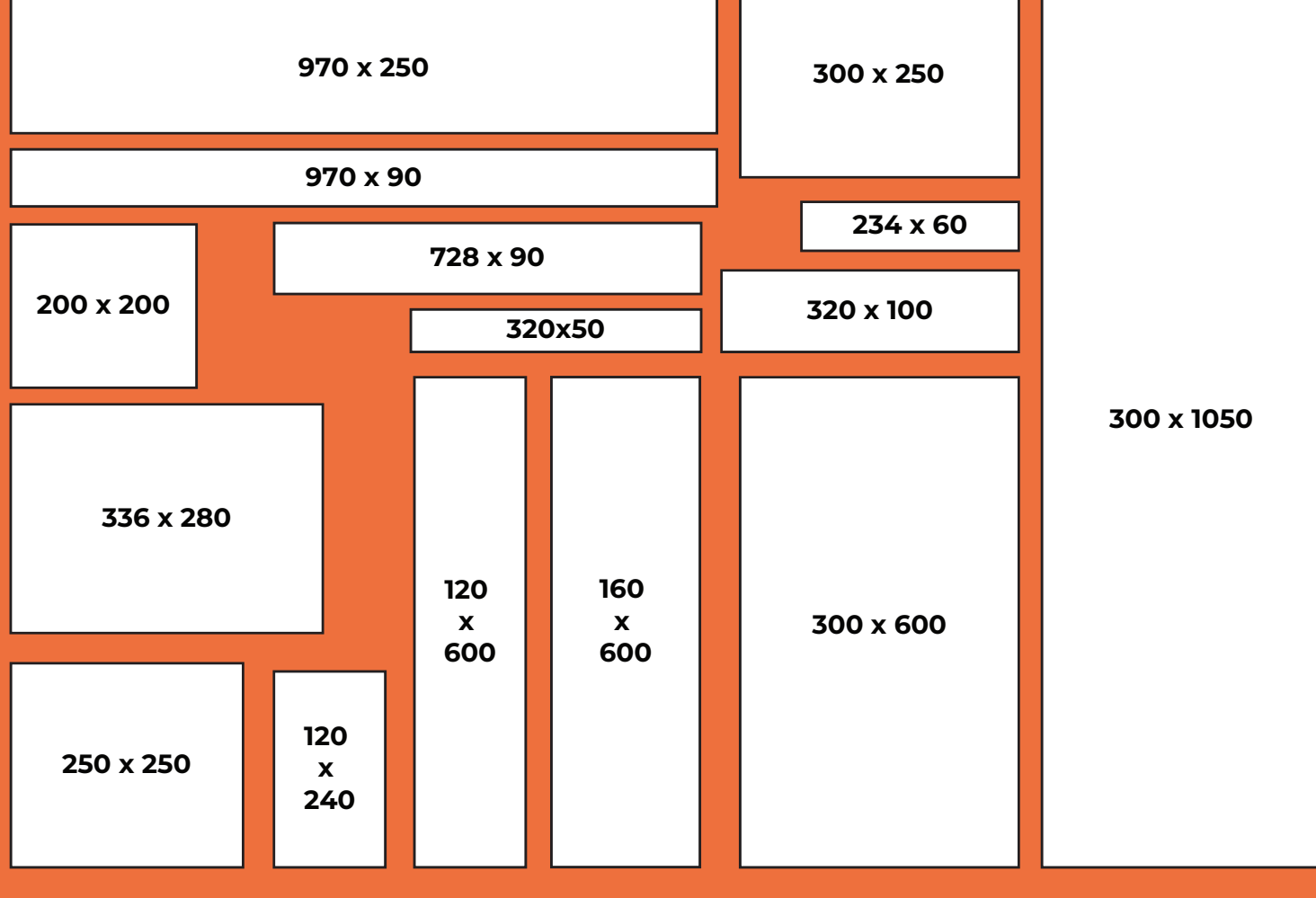
## DISPLAY AD SIZES

**Formats:** .JPG, .GIF, HTML5

**Animations:** 30 seconds maximum at 15-20fps.

**Borders:** Ads featuring a white or black background are required to have a 1px border of a distinguishing color round the perimeter of the ad.

**Size Limit:** 150kb



## NATIVE AD SIZES

Native ads are distributed across the web the same way display ads are but they form and appear to be part of the content on the page where it is viewed.

### ASSET REQUIREMENTS

**Image:** .JPG; .PNG; .GIF (30 seconds maximum, 15-20fps, no looping)  
File size up to 150KB  
600x500; 600x600; 600x315

**Title:** Short & sweet up to 60 characters

**Description:** Short & sweet 140 characters maximum

**Call to Action:** Select from 12 CTAs provided. Defaults to "Learn More".



## VIDEO AD SPECS

These specs apply to YouTube, Facebook and Instagram.

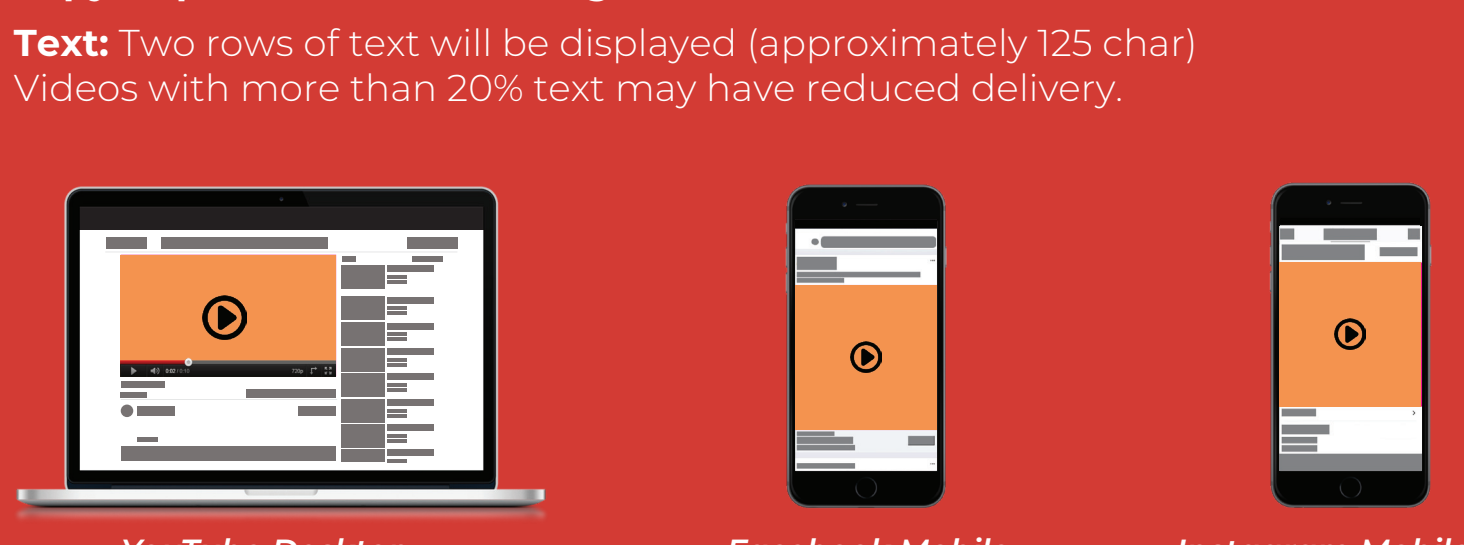
**Format:** .MOV  
**Aspect ratio:** 16x9  
**Resolution:** 720p minimum  
**File size:** 1GB maximum  
**Length:** 120 seconds maximum

### Copy requirements for Facebook

**Text:** 125 characters  
**Headline:** 25 characters  
**Link description:** 30 characters  
Videos with more than 20% text may have reduced delivery.

### Copy requirements for Instagram

**Text:** Two rows of text will be displayed (approximately 125 char)  
Videos with more than 20% text may have reduced delivery.



## FACEBOOK & INSTAGRAM IMAGE ADS

Use Facebook and Instagram image ads to engage with your audience.

### FACEBOOK IMAGE AD ASSET REQUIREMENTS

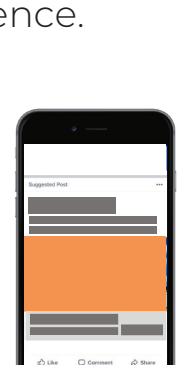
**File type:** .JPG or .PNG  
**File size:** 30MB maximum  
**Aspect ratio:** 16x9 for Facebook ad without link; 1x1 for Facebook ads with links and Instagram ads

### Copy requirements for Facebook

**Text:** 125 characters (if no link)  
**Headline:** 25 characters  
**Link description:** 30 characters  
Images with more than 20% text may have reduced delivery.

### Copy requirements for Instagram

**Text:** Two rows of text will be displayed (approximately 125 char)  
Images with more than 20% text may have reduced delivery.



Facebook Image Ads



Instagram Image Ads

## GOOGLE RESPONSIVE & SEARCH

### RESPONSIVE ADS

Two 25 - 90 character headlines  
One 90 character description line  
1200x628 image  
1MB maximum  
No text on image  
Optional logo 128x128



### SEARCH ADS

Two 30 character headlines  
One 80 character description line

B2B Targeting – With Dot Network  
AD [www.dotnetwork.co/](http://www.dotnetwork.co/)  
Niche audiences to match your business needs.  
Pay as you grow with us

### References:

Data from several global ad exchanges and inventory sources, like Google AdExchange, Facebook, YouTube, Instagram, OpenX and more For additional information requirements please visit: [www.iab.com](http://www.iab.com)