Core Audience

**Creative Specs for Banner Ads:** recommend a minimum of two sizes for Core campaigns

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Desktop** |  |  | **Mobile** |  |
| **Creative Width**  **Pixels** | **Creative Height**  **Pixels** |  | **Creative Width Pixels** | **Creative Height Pixels** |
| 300 | 250 |  | 320 | 50 |
| 728 | 90 |  | 300 | 250 |
| 160 | 600 |  | 728 | 90 |
| 100 | 72 |  | 320 | 480 |
| 100 | 80 |  | 160 | 600 |
| 154 | 154 |  | 468 | 60 |
| 336 | 280 |  | 336 | 280 |
| 468 | 60 |  | 480 | 320 |
| 250 | 250 |  | 300 | 50 |
| 300 | 600 |  | 250 | 250 |
| 120 | 600 |  | 168 | 28 |
| 950 | 90 |  | 300 | 600 |
| 970 | 90 |  | 120 | 600 |
| 200 | 200 |  | 200 | 200 |
| 180 | 150 |  | 320 | 100 |
| 600 | 90 |  | 970 | 90 |
| 240 | 400 |  | 950 | 90 |
| 320 | 50 |  | 216 | 36 |
| 300 | 100 |  | 180 | 150 |
| 980 | 120 |  | 930 | 180 |
| 930 | 180 |  | 640 | 100 |

**Facebook:**

Newsfeed 600x315 pixels

FBX 100x72 pixels

**File Types:**

swf, gif or jpg

**File Size Requirements:**

SWF = under 40kb (must include embedded clickTag)

Gif = under 30kb

Jpeg = under 30kb

**Ad Design:** must have border

**Restrictions:**

Alcohol Ads

While approval process will likely vary by exchange source, Alcohol ads are possible to serve via DBM.In order to serve these please make sure they are compliant with the AdWords policies and that alcohol advertising is allowed in your desired targeted country. Basic requirements of alcohol creative:

* Do not target individuals below the legal drinking age.
* Do not imply that drinking alcohol can improve social, sexual, professional, intellectual, or athletic standing.
* Do not imply that drinking alcohol provides health or therapeutic benefits.
* Do not portray excessive drinking in a positive light or feature binge or competition drinking.
* Do not show alcohol being consumed in conjunction with the operation of a vehicle of any kind, or the operation of machinery, or the performance of any task requiring alertness or dexterity.
* Do not depict violent or degrading behavior.

Content in ads is prohibited:

·         Tobacco, weapons, nudity, defamatory/hate content, illegal activities, profanities, spyware, or gambling.

·         Offers of free gifts, links to quizzes and surveys, misleading claims, and references to sex or sexuality.

**List of approved ad servers.**

* Adform
* ADITION
* AdsFac (Facilitate)
* Adtech
* AdZip
* Atlas
* eyeReturn
* EyeWonder
* Flashtalking
* Markit On Demand (Wall Street on Demand)
* MediaMind (Eyeblaster)
* Mediaplex
* Nextag
* PointRoll
* Smart
* Spongecell
* Weborama (adPerf)