

PLACEMENT	AD SIZE	FILE FORMATS	MAX FILE Sz.	
<b>Native Display</b>	1200x627	JPG PNG	400KB	
<b>ADDT'L INFO</b>	Brand Logo: 1:1 ratio, 128px128px min Image: Rectangular image (no text on image is recommended), 1200x627 pixels, JPEG format. Advertiser Name: 25 character max Short title/Headline text: 25 character max. Long title/Headline text: 50 character max (Long title/headline is optional, not required). Short body text: 90 character description. Long body text: 140 character description (Long body text is optional, not required). Caption URL: Display URL, 30 character max. Call to Action Button: 15 character max.			
<b>Native Video</b>	1200x627 / 16:9 aspect ratio Video Length: 15 or 30 seconds	MP4	Image: 1.2MB Video: 1 GB	
<b>ADDT'L INFO</b>	Brand Logo: 1:1 ratio, 128px128px min. Image: Rectangular image (no text on image is recommended), 1200x627 pixels, JPEG format. Advertiser Name: 25 character max. Short title/Headline text: 25 character max. Long title/Headline text: 50 character max (Long title/headline is optional, not required). Short body text: 90 character description. Long body text: 140 character description (Long body text is optional, not required). Caption URL: Display URL, 30 character max. Call to Action Button: 15 character max.			

## SPONSORED NATIVE CONTENT SPECS

PLACEMENT	AD SIZE	FILE FORMATS	MAX FILE Sz.	ADDT'L INFO
<b>In-Feed Unit (Preview Ad)*</b>	Preview Images: 800x600 Logo (optional): 150x75	JPG PNG	Preview Images: 3MB Max	<ul style="list-style-type: none"> <li>* 3-5 preview images recommended</li> <li>* Headlines               <ul style="list-style-type: none"> <li>-60 characters recommended (80 maximum)</li> <li>-5-10 recommended</li> </ul> </li> <li>* Preview Text (recommended)               <ul style="list-style-type: none"> <li>-90 characters recommended (120 maximum)</li> <li>-Availability varies by publisher</li> </ul> </li> <li>* Logo (optional)               <ul style="list-style-type: none"> <li>-JPG or PNG</li> <li>-Transparent background</li> </ul> </li> </ul>
<b>Content Landing Page (Article Page)*</b>	Images/Infographics: 800px wide  Companion Assets (optional): -728x90 -320x50 -300x250 -300x600	MP4	JPG or PNG  Video (optional) -Raw mp4 or YouTube embed	Written Editorial Content -250-500 words (5,000 maximum)  Companion Assets (optional) -Facebook and X feeds (need brand social URLs)  Video (optional) -Raw mp4 or YouTube embed -1-3 minutes ideal
<b>For more information, please visit:</b>	*Please note, both placement types are required.  <a href="#">Native Specs</a>			