

TEMPLATE: SOCIAL AD

Layout



LAYOUT 1
FACEBOOK



LAYOUT 2
INSTAGRAM

TEMPLATE: SOCIAL AD

Form

FILL-IN FORM		
ELEMENT	FIELD TYPE	DESCRIPTION
Layout		→ Choose layout Facebook or Instagram
FACEBOOK & INSTAGRAM LAYOUT		
Brand name		→ Up to 25 characters (incl. spaces)
Primary text		→ Up to 125 characters (incl. spaces)
Clickthrough URL		→ URL
Call-to-action		→ Pick one from list
Logo	Deliver as PNG or JPG image via e-mail.	→ Minimum filesize: 170 x 170 pixels Filetype: .jpg or .png Ratio 1 : 1
VIDEO OR IMAGE		
Video	Deliver as MP4 video file via e-mail.	→ Filetype: . mp4 Filesize: max. 100 mb Ratio 1 : 91 : 1 to 4 : 5 Duration: max. 15"
Image	Deliver as PNG or JPG image via e-mail.	→ Filetype: .jpg or .png Minimum filesize: 500 x 500 pixels Ratio 1 : 91 : 1 to 4 : 5
ADDITIONAL FOR FACEBOOK LAYOUT		
Headline		→ Up to 40 characters (incl. spaces)
Website display link		→ Up to 25 characters (incl. spaces)
Description		→ Up to 25 characters (incl. spaces)
TRACKERS		
Impressions & click trackers are allowed.		