

Static display should arrive ready to scale.

Seven standard sizes cover the core desktop and mobile inventory.

REQUIRED DISPLAY SIZES

336 x 280	300 x 250	300 x 600
160 x 600	728 x 90	970 x 250
320 x 100 mobile		

TECHNICAL CHECKLIST

- 72 ppi resolution
- 150 KB maximum file size
- JPG or PNG
- Discernible border or background

NOT ALLOWED

- Sexually suggestive images
- Implied functionality or fake controls
- Clickbait buttons or claims
- Third-party tracking pixel
- Text too small to read

ARTWORK HANDOFF

Provide editable InDesign, Photoshop or Illustrator files with all linked artwork and fonts.

Publisher and inventory requirements may vary. Final creative must pass placement-specific QA.

Animation should add clarity, not distraction.

Animated GIF requirements for standard display placements.

REQUIRED DISPLAY SIZES

336 x 280	300 x 250	300 x 600
160 x 600	728 x 90	970 x 250
320 x 100 mobile		

ANIMATION CHECKLIST

- At least 0.2 seconds per frame
- Under 30 seconds including loops
- 72 ppi resolution
- 150 KB maximum file size
- GIF format
- Discernible border or background

NOT ALLOWED

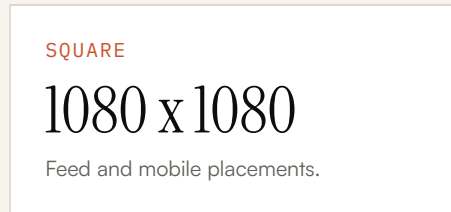
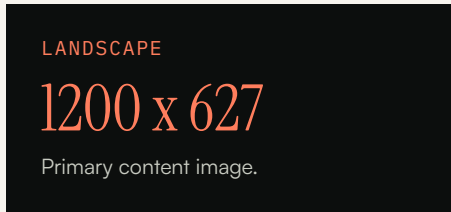
- Flashing or blinking graphics
- Sexually suggestive images
- Implied functionality
- Clickbait buttons or claims
- Third-party tracking pixel
- Text too small to read

Native image sizes 1200 x 627, 1080 x 1080 and 180 x 180 do not support GIF delivery.

Publisher and inventory requirements may vary. Final creative must pass placement-specific QA.

Native creative should feel editorial.

Two image proportions, one logo and concise copy create the native ad unit.

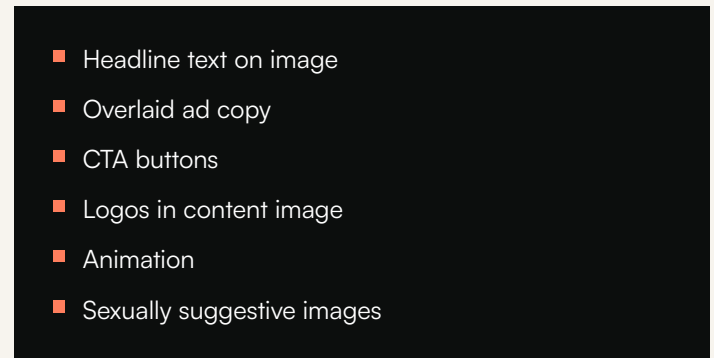


Maximum file size: 2 MB for each native asset.

COPY LIMITS

COMPANY NAME	35 characters
ARTICLE-STYLE HEADLINE	50 characters
DESCRIPTION	150 characters

NOT ALLOWED



EXAMPLE COPY STRUCTURE

JUDI MEDIA

How connected media turns attention into measurable growth

A concise description should create interest without repeating the headline or adding a hard-sell CTA.

Publisher and inventory requirements may vary. Final creative must pass placement-specific QA.

Social creative needs one message.

Copy and image guidance for common mobile and desktop feed placements.

TEXT	CONTENT	Appears above the image. Use concise short-form copy or longer context when the offer requires it.
HEADLINE		Recommended limit: 40 characters. Longer copy may be cut off in some placements.
LINK	DESCRIPTION	Supports the headline in desktop feed and instant article placements.

CALL-TO-ACTION OPTIONS

Learn More	Contact Us	Listen Now	Donate Now
Request Time	No Button	Download	See Menu
Find Out More	Get Offer	Shop Now	Apply Now
Get Quote	Sign Up	Book Now	Get Showtimes
Subscribe			

IMAGE SPECIFICATIONS

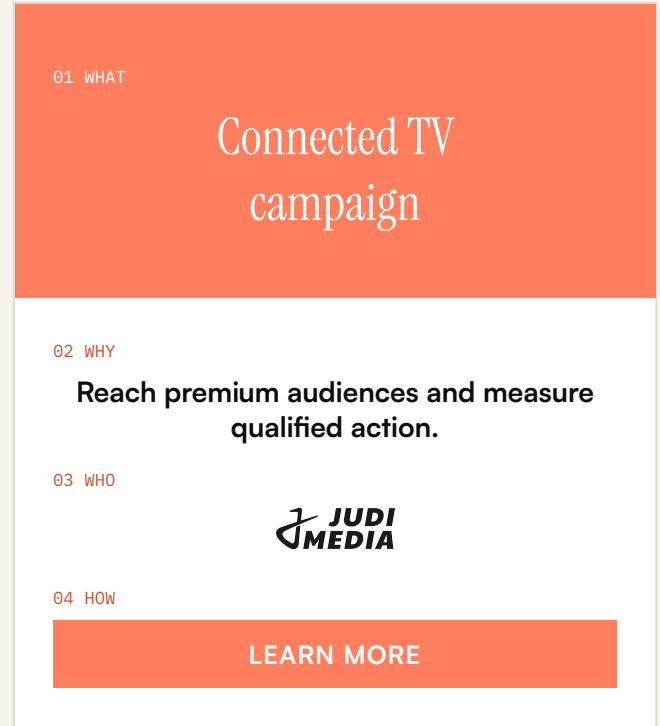
4:5	16:9	1:1	1080 x 1080 recommended
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Publisher and inventory requirements may vary. Final creative must pass placement-specific QA.

Effective image ads answer four questions.

A simple visual hierarchy keeps the message understandable in seconds.

- 01 **What**
What you do or what is happening
- 02 **Why**
Why someone should care or act
- 03 **Who**
Brand name and logo
- 04 **How**
One clear call to action



Publisher and inventory requirements may vary. Final creative must pass placement-specific QA.