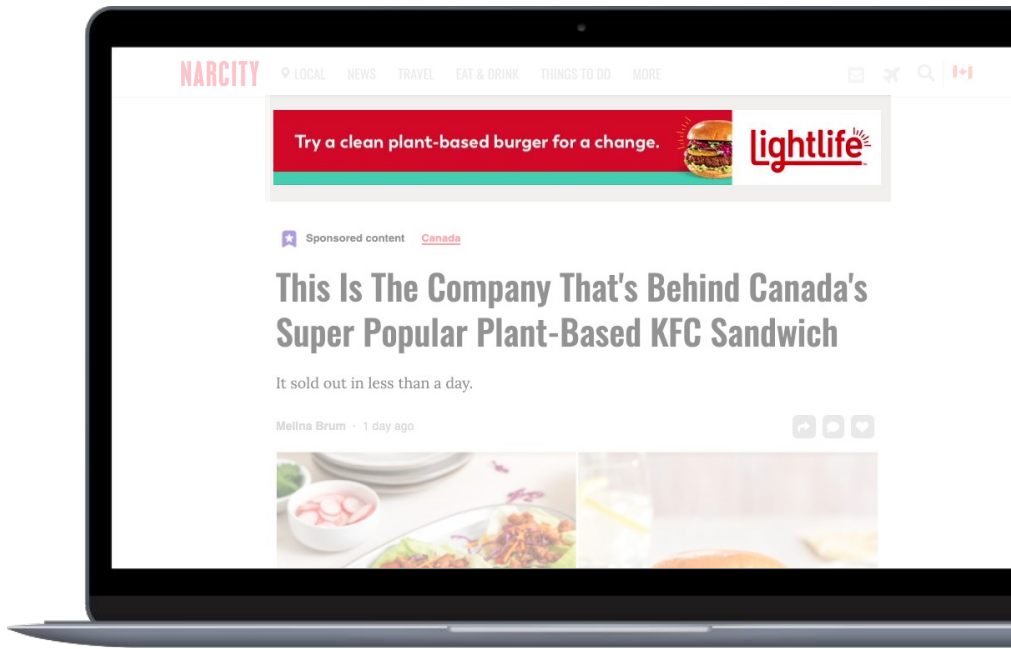


**NARCITY MEDIA**

## AD TYPE

## Leaderboard

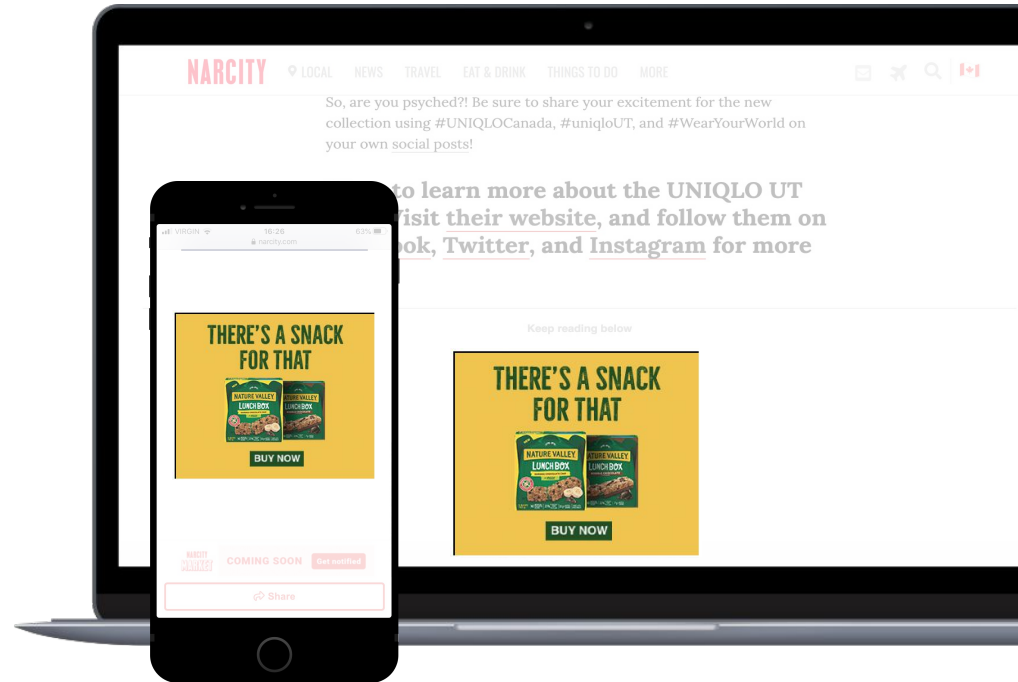
Dimensions	728x90
File size	Up to 100KB
File type	JPG, PNG, GIF, HTML5, 3rd Party Tag
Animation	Up to 30 seconds
Serving options	<a href="#">Approved Third Party via GAM</a>
Notes	Language/browser/location targeting options available



## AD TYPE

## Big Box

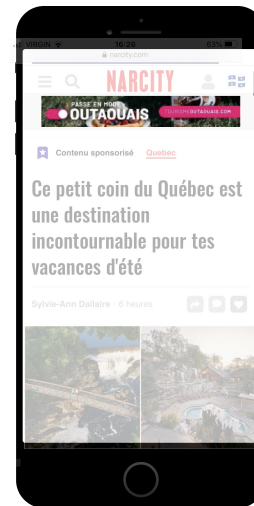
Dimensions	300x250
File size	Up to 100KB
File type	JPG, PNG, GIF, HTML5, 3rd Party Tag
Animation	Up to 30 seconds
Serving options	<a href="#">Approved Third Party</a> via GAM
Notes	Device/language/browser/locati on targeting options available



## AD TYPE

# Mobile leaderboard

Dimensions	320x50
File size	Up to 100KB
File type	JPG, PNG, GIF, HTML5, 3rd Party Tag
Animation	Up to 30 seconds
Serving options	<a href="#">Approved Third Party</a> via GAM
Notes	Language/browser/location targeting options available



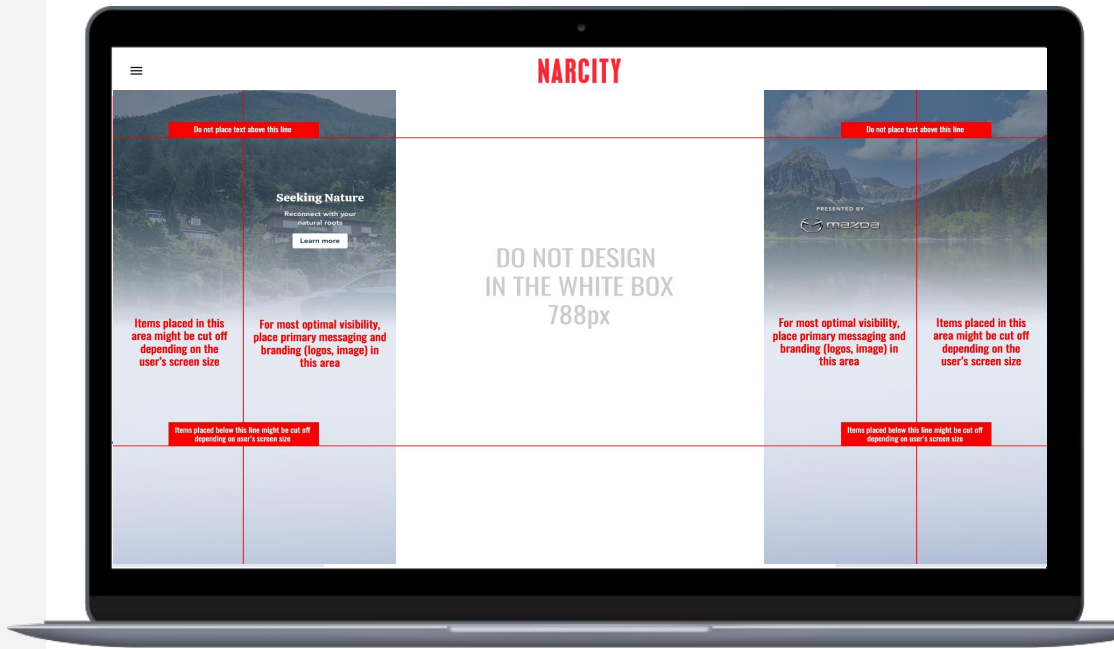
## AD TYPE

## Skin

Dimensions	2000x1200
File size	Up to 400KB
File Type	JPG, PNG
Guidelines	<a href="#">Safe-zone Guidelines</a>
Notes	Desktop only Language/browser/location targeting options available

## ATTENTION

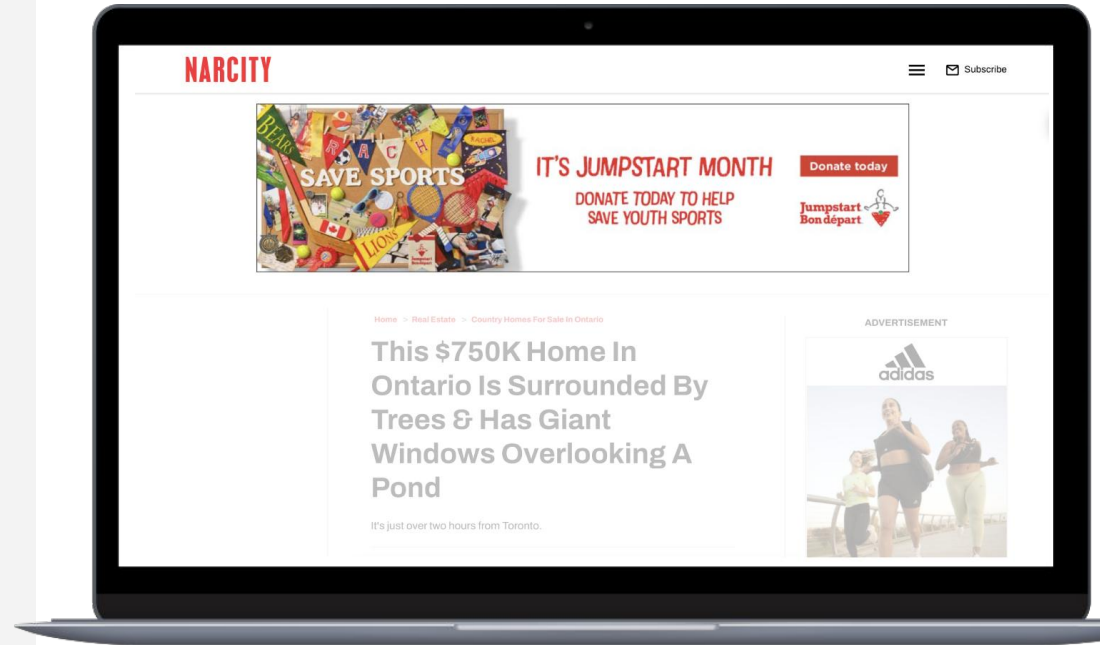
In order to see the key imagery, it is recommended to keep the design within **600px** height. Keep all logos, product shots and key messaging as tight to the white area as possible in order to create a user experience that will work across multiple browsers and screen resolutions. Content should mostly stay within the red box, and design should be complementary to banners not duplicated.



## AD TYPE

## Billboard

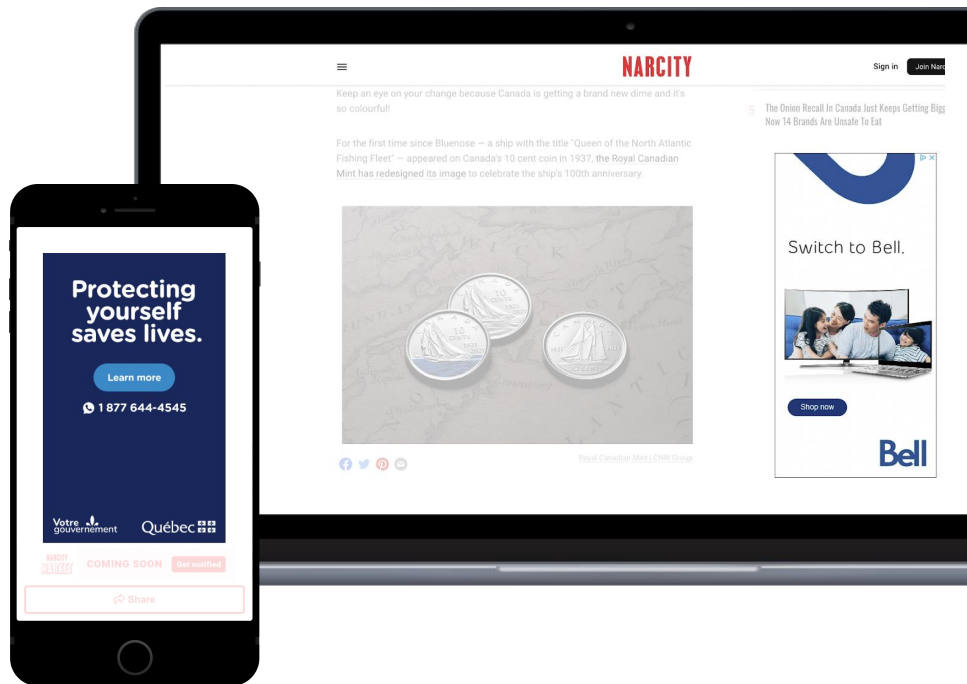
Dimensions	970x250
File size	Up to 250KB
File type	JPG, PNG, GIF, HTML5, 3rd Party Tag
Animation	Up to 30 seconds
Serving options	<a href="#">Approved Third Party via GAM</a>
Notes	Device/language/browser/locati on targeting options available



## AD TYPE

## Half Page

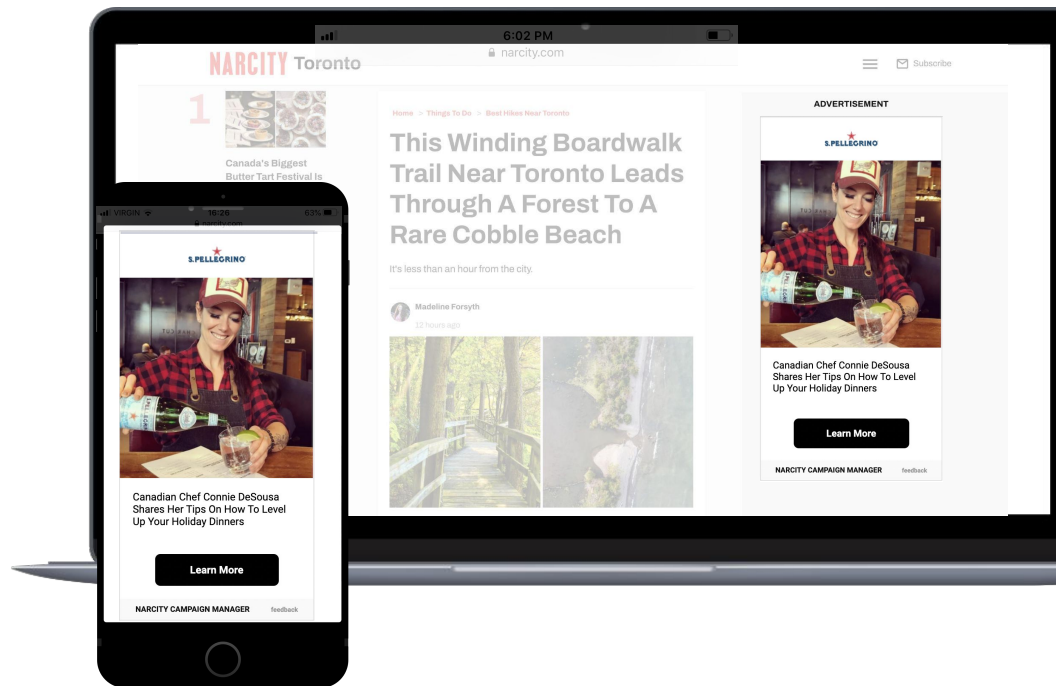
Dimensions	300x600
File size	Up to 150KB
File type	JPG, PNG, GIF, HTML5, 3rd Party Tag
Animation	Up to 30 seconds
Serving options	<a href="#">Approved Third Party via GAM</a>
Notes	Device/language/browser/locati on targeting options available



## AD TYPE

# Native Ads

<b>What you'll need</b>	<ol style="list-style-type: none"> <li>1. A landing page URL</li> <li>2. A logo image file</li> <li>3. A Caption (200 characters)</li> <li>4. An image creative</li> </ol>
<b>Logo file format</b>	JPG or PNG
<b>Recommended image specs</b>	The image creative should be 400x415
<b>Notes</b>	Language/browser/location targeting options available

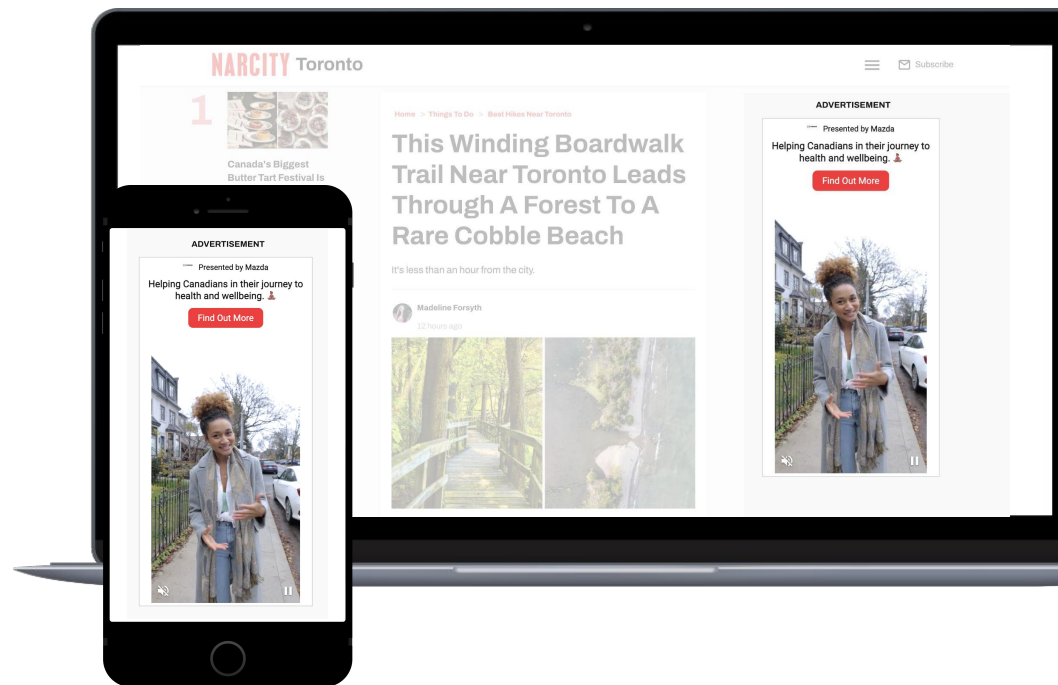




## AD TYPE

# Native Video Ads

<b>What you'll need</b>	<ol style="list-style-type: none"> <li>1. A landing page URL</li> <li>2. A logo image file</li> <li>3. A Caption (65 characters or less)</li> <li>4. A 9:16 video file</li> </ol>
<b>Logo file format</b>	JPG or PNG
<b>Recommended video specs</b>	The video creative should be 9:16 and no longer than 15 seconds. Max file size: 80MB.
<b>File type</b>	MP4 (recommended), MOV, WMV, VAST Tags



## AD TYPE

# Brand Snippet

### What you'll need

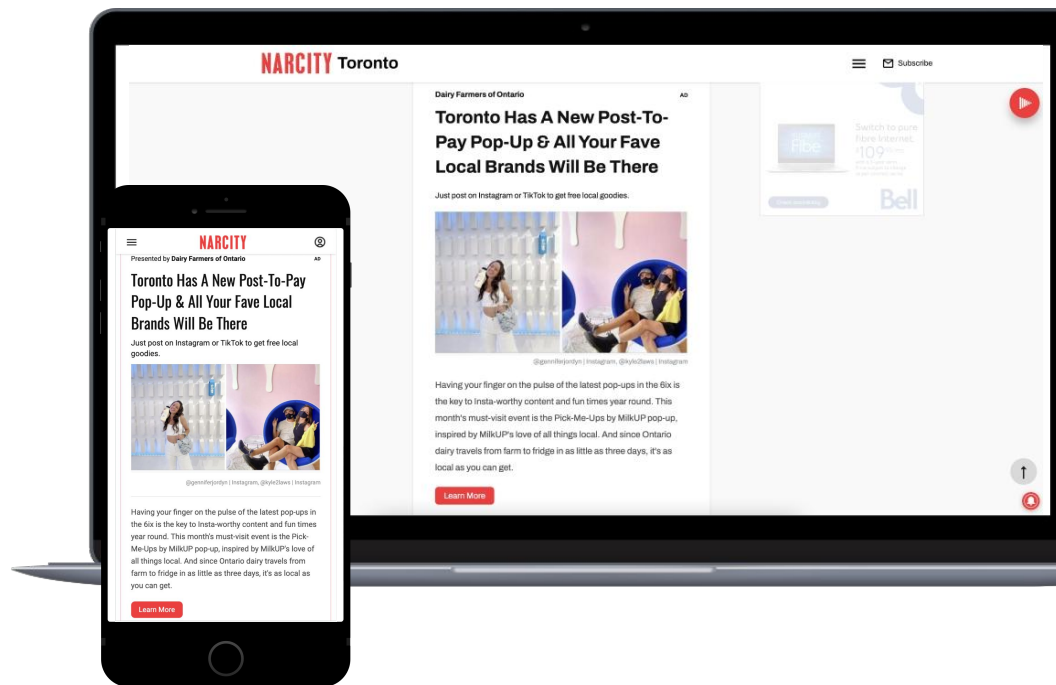
1. A landing page URL
2. An image file (800x535)
3. Headline (under 15 words recommended)
4. Sub-Headline (under 10 words recommended)
5. Teaser Paragraph (no more than 50 words)
6. Call to action - this can be customized but needs to be 4 words or less

### Image file format

JPG or PNG

### Recommended image specs

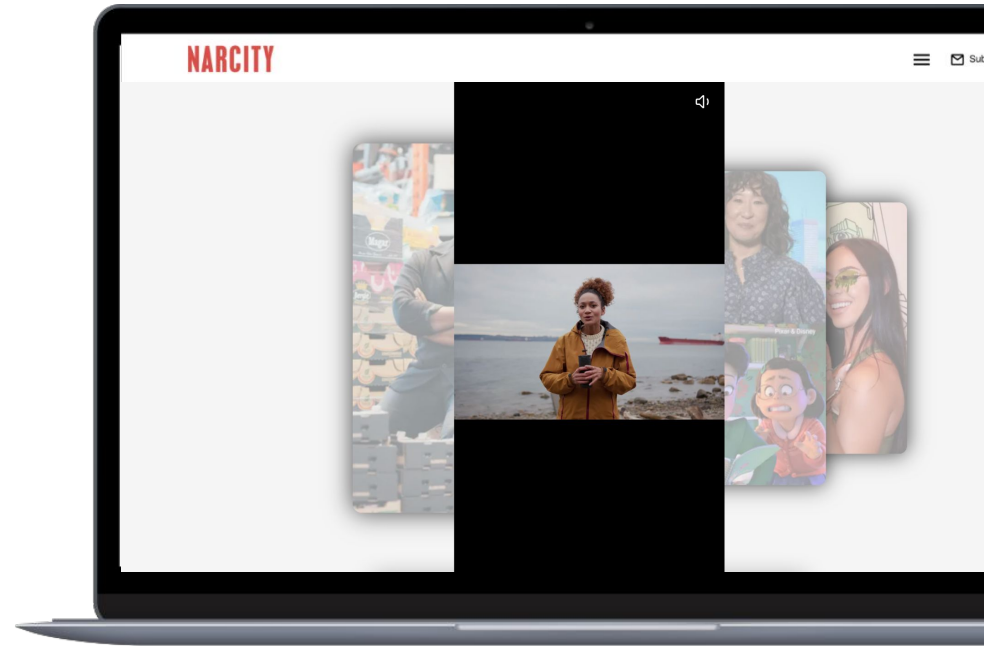
The image creative should be 800x535.



## AD TYPE

## Preroll ad

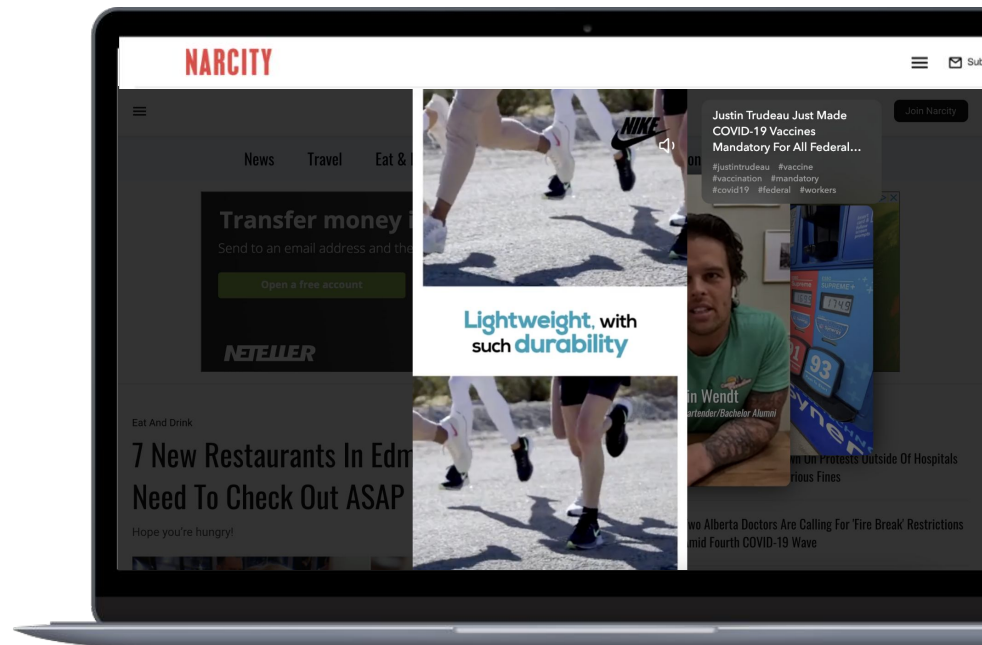
Video Lengths	6-30 second preroll video file
Recommended specs	<ol style="list-style-type: none"><li>1. Max File size: 80 MB.</li><li>2. File quality: Recommended 24 fps minimum</li><li>3. 16:9 ratio</li></ol>
File type	MP4 (recommended), MOV, WMV, VAST Tags



## AD TYPE

## Vertical Preroll ad

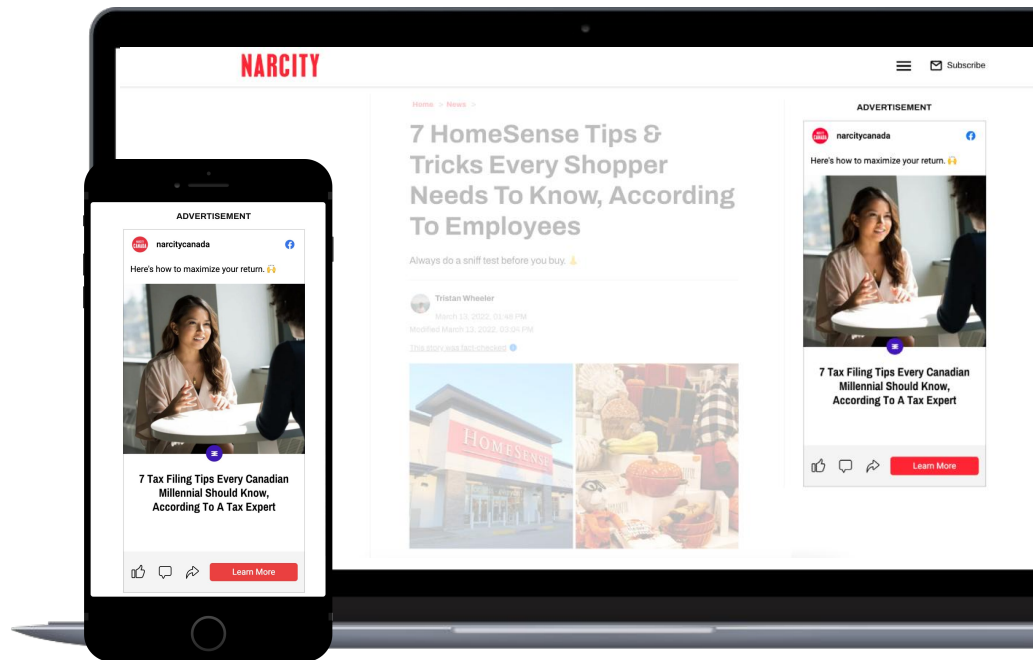
Video Lengths	6-30 second preroll video file
Recommended specs	<ol style="list-style-type: none"><li>1. Max File size: 80 MB.</li><li>2. File quality: Recommended 24 fps minimum</li><li>3. 9:16 ratio</li></ol>
File type	MP4 (recommended), MOV, WMV, VAST Tags



## AD TYPE

## Social Display

What we'll need	<ol style="list-style-type: none"><li>1. The URL of a social post (either a Facebook or Instagram post)</li><li>2. A landing page URL (where the post should lead to)</li></ol>
Notes	This is to be built in house. The add will appear as a 300x600 on our website



## AD TYPE

## Outstream Video Ad

Video Lengths	6-30 second video file
Recommended specs	1. Max File size: 80 MB. 2. File quality: Recommended 24 fps minimum 3. 16:9 ratio
File type	MP4 (recommended), MOV, WMV, VAST Tags

