



DATA + EXPERTISE = RESULTS

Are You Ready to Run a Display Ad Campaign? This is What to Expect & What You Need to Do.

Timeline

If this is your first project with us, we'd like to have 2 weeks from the time we receive your data and any artwork that you plan to ask us to use. If you're a repeat client, 1.5 weeks is fine.

What We Need from You

- The URL you want to drive responders to visit.
- Any artwork that you may have to give us creative direction. For instance, if you're doing a direct mail campaign and this campaign a follow-up to it, then send us the creative for the direct mail so we can make it coordinate with your direct mail campaign.
- Data:
 - If we're targeting a specific list, then send us the postal data that we're onboarding.
 - If you have any requirements for matching (Individual versus Household appends), let us know.
 - We can accept most common forms of data, including CSV, DBF, XLSX (although, XLSX isn't recommended), delimited, etc.

If You're Providing the Creative

If you are providing the creative imagery for the display ad, please deliver it in one of the following recommended sizes and file types:

- Mobile:
 - 320 x 50 pixels
 - 300 x 250 pixels
 - 320 x 480 pixels (mobile interstitial)
 - File type: .JPG, .PNG, .GIF, or HTML5
 - Max file size: 50K
- Desktop:
 - 160 x 600 pixels
 - 300 x 600 pixels
 - 300 x 250 pixels
 - 728 x 90 pixels
 - File type: .JPG, .PNG, .GIF, or HTML5
 - Max file size: 150K



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- Tablet:
 - 300 x 250 pixels
 - 728 x 90 pixels
 - File type: .JPG, .PNG, .GIF, or HTML5
 - Max file size: 150K

Prohibited Content

- Promotion of online gambling (paid, free, or gateway to paid gambling; brick and mortar gambling is acceptable).
- Depicting or delivering libelous, violent, tasteless, hate, defamatory, or illegal content.
- Portrayal of partial or complete nudity, pornography, and/or adult themes and obscene content.
- Spawn pops, simulate clicks, anything containing malicious code, viruses, or executable files of any type.
- Delivery of surveys via floating layers, pop-ups or pop-unders.
- The use of explicit language, spelling mistakes, or simulated expletives (e.g., #\$\$%) are banned.