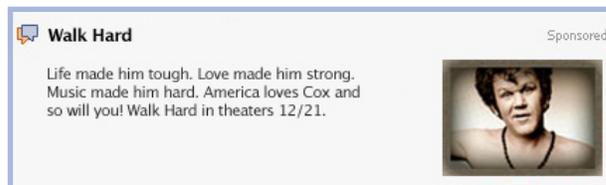


Social Ads: Production Specs

Sponsored Story



News Feed

Character Counts

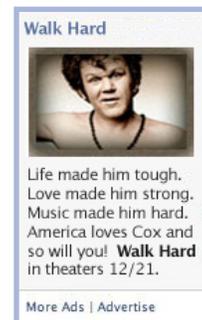
- Title: 25 characters (max)
- Body: 135 characters (max)
- Body must be complete sentence

Image (1 image)

- GIF or jpeg (static)
- 110x80 pixels
- Image is right aligned
- max file size: 4k

Link

Entire Sponsored Story area is clickable to a single URL



Left Column Ad Space

Social Story

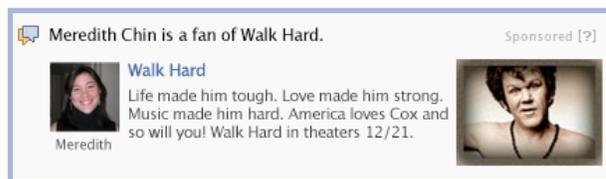


Social Story

Character Count: The number of characters is dependent on the action taken.

Content: A Social Story will include user name, action taken and brand or product name as defined by the client when the action is taken on the brand or businesses Facebook Page.

Sponsored Social Story



News Feed

The combination of the Sponsored Story and Social Story Specs



Left Column Ad Space

Social Ads: Production Specs

Policies

Linking Behavior

- One URL per ad
- Ad will be placed on top of lightly shaded background

Third Party Tracking

- Allowed for all CPC and CPM campaigns
- 1x1 tracking pixel provided by client
- 3rd party billing allowed
- 4th party billing NOT allowed

Frequency Caps

- News Feed
 - 1 Social Ad shown in users News Feed at any time
 - 1 Social Ad served per user per 24 hours
- Left Column Ad Space
 - 5 per week per campaign

Creative

- No more than 2 creative sets per line item on the IO
- No creative swapping in a 30-day period