

Audience Extension Specifications

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Audience Extension: Image Requirements

In addition to formatting requirements, we check your image content for compliance with network and our partner's policy. If the policy pertains to a specific network, we will indicate such in the policy description. Keep in mind that although these policies refer specifically to images used in ads, images on ad destinations are subject to review for appropriateness as well. Please make sure that your ads are not in violation with the following policies to avoid delays in campaign approval:

Adult Content

Please make sure that any content used in your ads or destination landing pages are appropriate for all ages. We cannot move forward with approval if your ads contain nudity, graphic language, or adult concepts.

Alcohol

We cannot approve any ads that depict alcohol or alcohol consumption.

Body Images

In line with our policy on adult content, you may not use sexualized images. Avoid nudity (implied or explicit), unnecessary skin exposure or cleavage, or other tactics designed to solicit a sexual response. Facebook does not permit the use of ad images that imply ideal or undesirable body images, including "Before and After" photos, images that imply unlikely results, or images that draw unnecessary attention to body parts.

Brand Notification

Your visitors should be able to have a clear understanding of where they will be going if they click on your ad. In accordance with this policy, we require that the brand shown on the ad match the brand of the destination landing page.

Shock Value

In addition to ensuring that your ad images are tasteful and family-safe, we do not permit advertisers to use images that are visually disturbing, gory, or designed to shock or scare.

Spam tactics

- Tactics designed to mislead a visitor are strictly prohibited. We cannot approve ads that imitate computer functions such as system messages, progress bars, or virus warnings
- Mimic the function of other types of media, such as appearing to be an embedded video
- Initiate prompts to download files or software after the click

Special Interests

Ads are not permitted to use, or imply knowledge of sensitive conditions or personal information. This is in line with our "Special Interests" policy as defined in our partner's site requirements.

Weapons

Your ads should not depict gratuitous violence. In the same vein, we cannot approve ads that contain pictures of guns or other firearms.



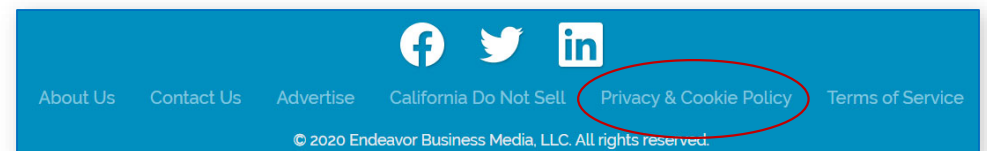
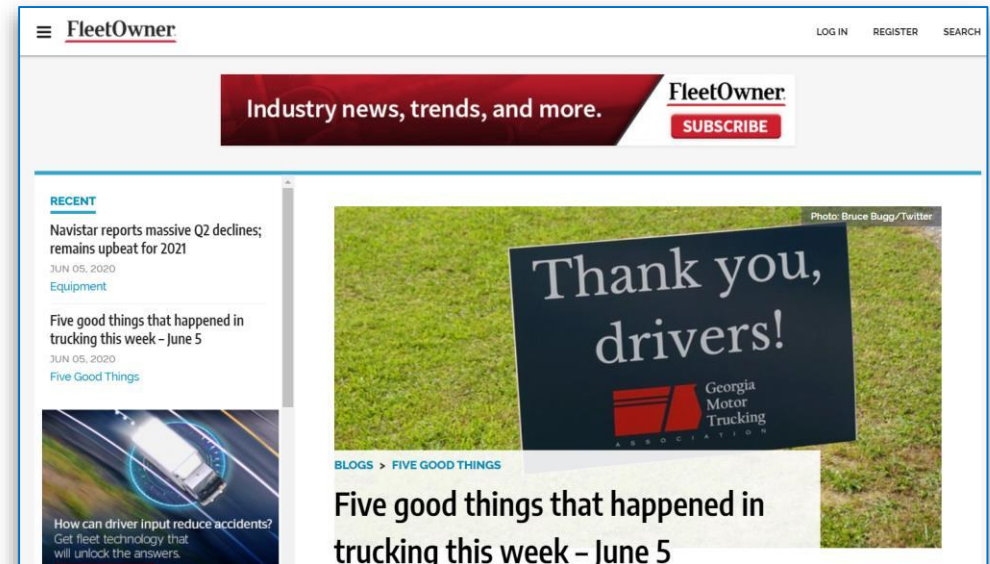
Audience Extension: Landing Page Requirements

This section describes basic website content and structural elements that we use to evaluate your website for network eligibility.

You may choose to create a dedicated landing page for your display campaign. The section below describes the landing page elements we look for.

In addition to complying with general website content considerations, your landing page must comply with the following requirements to be approved:

- ❑ Your landing page must contain sufficient brand notification.
- ❑ Your business should be clearly associated with landing page content.
- ❑ Your main website's homepage and privacy policy must be accessible from your landing page.
- ❑ If your landing page contains a unique offer not available on your website, it must disclose the terms of the offer clearly and completely.
- ❑ Any claims must be verifiable.
- ❑ Any collection or processing of personal information must be done on a secure server (https://).
- ❑ If you intend to use your landing page for your Facebook News Feed campaign, keep in mind that News Feed ads are not permitted to link to pages that contain an embedded video, regardless of whether the video is the focus of the page.



Audience Extension: Display/Web Ad Specifications

Using Audience Extension technologies, Endeavor Business Media users are located on the “open” web (outside Endeavor) through display banners. To create these banners, you will need at least two images in the dimensions specified below, and a destination URL. Before you launch your Audience Extension campaign, be sure to read through the information below and contact us with any questions.

Accepted File Formats

JPG, GIF, HTML5 or approved 3rd party tags.

**Note: All 3rd Party tags and accompanying technologies being served by tags must be SSL Compliant (HTTPS)*

File Size

200KB Max

Initial Load Size

40KB

**Note: Larger files are accepted but significantly reduce available inventory, influencing scalability.*

Most Popular Ad Dimensions

We recommend that campaigns launch with at least three of the ad dimensions listed below.

- Medium rectangle: 300x250
- Leaderboard: 728x90
- Half Page Unit: 300x600
- Mobile leaderboard: 320x50 or 300x50

Additional Ad Dimensions

We also support these additional ad dimensions.

Since we are only able to serve an ad if the available ad space matches, impression volumes of less popular ad sizes may not be as high.

- Wide skyscraper: 160x600
- Banner: 468x60
- Skyscraper: 120x600
- Billboards: 970x90, 970x250

Additional Requirements

- Animation: Animated ads are restricted to a maximum of 15 seconds (at a 15-20 fps frame rate), after which point automated animations must come to a complete stop. You are permitted to give the viewer the option to restart the animation.
- Border: Any ads featuring a white or black background are required to have a 1 px border of a distinguishing color around the perimeter of the ad in order to separate it from page content.
- Expansion: Due to the variability of the ad serving environment, expandable ads are NOT supported at this time.
- 3rd Party Tags: All campaigns with 3rd party tags must provide reporting to Endeavor Business Media.

Destination URL

- Web banners are not permitted to use redirecting URLs. Track campaign analytics with UTM tracking codes instead.
- Banners cannot link directly to third-party vendors, unless linking to a ticket distributor for an event.
- Banners cannot link directly into a payment processor (e.g., PayPal). Visitors must be able to review terms of the offer prior to entering purchasing/sign-up flows.

Branding

To prevent fraud, ad content and branding must include or carry the logo that matches the page where the user is being directed upon click. Ads that do not adhere to this specification will be rejected when the campaign is loaded.

728 x 90

Audience Extension: HTML5 Requirements

Accepted HTML File Types:

- 3rd Party Tags (Google Ad Manager tags preferred)
 - Self-contained HTML5 in a single code snippet with all files hosted remotely
- *Note: Advertiser or Creative agency will be asked to provide information on click macro implementation.*

Initial Load Size: 150KB

SSL: Must be SSL compliant

HTML5 Ads Must Include:

<!DOCTYPE html> declaration

<html> tag

<body>tag

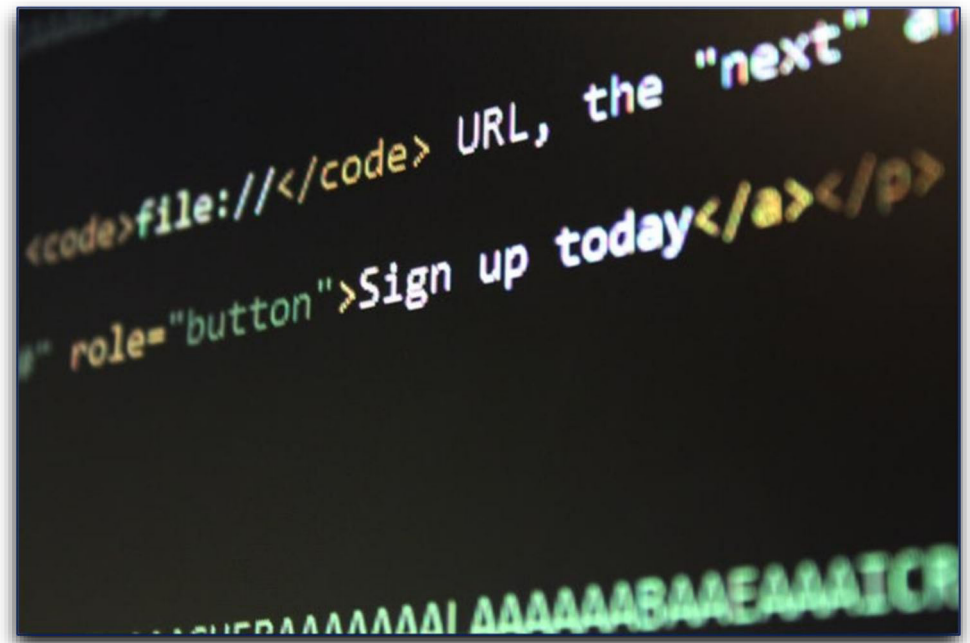
Ad format size meta tag within the <head> tag.

For example:

```
<meta name="ad.size" content="width=300,height=250">
```

Landing Page URL: Do not hardcode landing page URLs for your creative. This will be set in the ad server when the assets are uploaded.

clickTag: All HTML5 creatives must reference the clickTag parameter in the URL of the creative when it is served in order to properly track clicks and open the landing page provided when assets are uploaded and clicked.



Audience Extension: Network In-Feed Native Ads

Creative Field	Specific Requirements
Title	Max 25 characters. The title is where the main storyline gets told and should be as detailed as possible to help engage the user. <i>Note: This will not be displayed on all Native inventory.</i>
Body/Description	Recommended < 140 characters with a max of 300 including all spaces and punctuation.
Image	This is the main image to be used in the placement. This can be a JPG, GIF, or PNG file and is recommended to be at least 1200 x 628px with a ratio of 1.91:1.
Icon	A smaller version of the image to be displayed on mobile devices. This can be a JPG, GIF, or PNG file, and should be at least 150 x 150px with a 1:1 ration required.
Landing Page	The URL the user will be taken to when they click on the creative. Must include http:// or https://
Sponsored By	The brand name that the user should associate with the creative. The length must be no more than 25 characters.

Creative Field	Specific Requirements
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Call to Action Text (optional) Recommended maximum of 15 characters including all spaces and punctuation.

IMPORTANT NOTE: Please be sure that the images do not contain words, text overlays, call to action buttons, or other items that have the potential to throw off the dynamic auto-cropping that occurs on some widgets.

The screenshot displays three examples of native ads in a LinkedIn feed:

- Example 1:** A news article titled "Flynn asks D.C. Circuit to force judge to drop case against him". The text below the title reads: "The Justice Department filed its motion to dismiss the case against Flynn on May 7, but the federal judge presiding over the case has not yet acted on the request." It is dated "1H AGO".
- Example 2:** A LinkedIn ad for lead generation. The main text says "#1 LinkedIn is the top social network for lead generation" and "Get started with a \$50 ad credit on us." It includes a small "Ad" icon and a "Sponsored by" tag.
- Example 3:** A news article titled "Pier 1 goes out of business and closing all 540 stores". The text below the title reads: "After going bankrupt in February, home furnishings company that launched in 1962 cites 'profound impact of COVID-19.'" It is dated "1H AGO".

A blue arrow points from the text "NATIVE EXAMPLE" to the second ad example.

Audience Extension: Pre-Roll Ad Specs

Field	Specific Requirements
Max Video Length	::30 seconds
Unit Size	400x300 or larger (video player size); actual player size varies in a live environment
Ad Format	MP4 or FLV or WebM
Max Size	100MB (Larger files are accepted but significantly reduce available inventory influencing scalability)
Video Aspect Ratio	16.9 recommended, 4:3 Accepted
Video Frame Rate	24-25 or 29-30 FPS
3 rd Party Served	VAST 2.0 and 3.0/VPAID
Tracking Pixel	Impression, click redirect, and event
3 rd Party Tracking Tags	Yes
Tag Preferences	Standard
Other Options: Google Ad Manger Internal Redirects, JavaScript, iFrame)	
1x1 Accepted	Yes

Field	Specific Requirements
Vast Compliant?	Yes
Rich Media Enable	No
Expand Direction	N/A
Close Button Required	No
Bit Rate	1-2MB
Video Codec	H.264
Audio (Auto or User- initiated)	Auto
Audio Codec	MP3 or AAC
Click Through	URL or redirect tag
Click Through URL Limit	2048 characters
Flash Player, AS, Frame Rate	N/A
Max Animation Length	N/A

