

SMARTSOCIAL ADVERTISING SPECS

For more information, view the [LinkedIn ads guide](#)

NOTE: AD MATERIALS ARE DUE 3 FULL BUSINESS DAYS PRIOR TO THE CAMPAIGN LAUNCH DATE.

LINKEDIN AD UNIT:

1. **Copy Text:** 150 characters (text over 150 characters allowed but may be truncated)
2. **Creative Guidelines: Image OR Video**
 - Image specs:**
 - JPG or PNG file
 - 1200x627px recommended size
 - Minimal text
 - Video specs:**
 - Length: Three seconds to 30 minutes (Recommended: most successful video ads are around 15 seconds)
 - *Captions optional but recommended*
 - MP4 file
 - Video size: 75KB - 200MB
 - Landscape - 16:9 aspect ratio
 - minimum resolution: 640x360px
 - maximum resolution: 1920 1080px
 - Square - 1:1 aspect ratio
 - minimum resolution: 360x360px
 - maximum resolution: 1920x1920px
3. **Headline:** 70 characters (max. 200)
4. **Website Click Through URL**

The image shows a LinkedIn ad unit for SmartBrief. It features a blue background with white text. The ad text reads: 'SmartBrief analyzed advertising data to better understand what audiences are gravitating toward amid the coronavirus crisis. Here's what we learned. https://bit.ly/2Y0oJKg #DigitalMarketing'. Below this is a large blue image with white text: 'Many of SmartBrief's 6 million subscribers are on the front lines of the coronavirus response as their industries are directly affected by it.' At the bottom, there is a headline: 'Digital marketing's effectiveness during the coronavirus' and a 'Learn more' button. The ad also shows interaction options like 'Like', 'Comment', 'Share', and 'Send', and a comment input field.

CREATIVE BEST PRACTICES FOR CONSIDERATION:

- Keep the headline under 60 characters
- Utilize meaningful imagery that best represents your brand
- Keep copy relevant, short, and authentic
- Provide advice, education, or interesting facts