SMARTSOCIAL ADVERTISING SPECS

For more information, view the Twitter Ads Guide.

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

TWITTER AD UNIT:

1. **Tweet Copy:** Recommend 50-100 characters (280 max.)

   We will include sponsorship disclosure language, "Sponsored by [Advertiser]" in the body copy.

2. **Creative Guidelines: Image OR Video OR GIF**

   Image specs:

   - 800x418px or 800x800px
   - File Size: max 3mb
   - JPG or PNG, or GIF

   Video specs:

   - MOV or MP4 file
   - File Size: 16G Max
   - Video Length: 15 seconds to 2 minutes
   - Captions optional but recommended

3. **Website Title:** 70 characters

   - Text over this amount may truncate

4. **Website Click Through URL**

CREATIVE BEST PRACTICES:

- Make sure your Tweet is simple, gets straight to the point, and **focuses on one clear message.**
- Be clear and **straightforward with your desired action** and explicitly say “click to read more”, etc.
- **Give people a reason to take immediate action and visit your site.** Do you have a limited time offer? Should people follow you to stay up to date with the latest, breaking industry news? Use language such as “don’t miss out” or “for a limited time”.
- **Whenever possible, keep your ad free of #hashtags and @mentions.** They’re distracting, clickable opportunities that drive people off your ad and away from your content.
- 97% of people focus on visuals on Twitter, so it’s important that **creative is eye-catching and features your product or key message.**
- Video is one of the strongest and fastest-growing mediums on Twitter. If possible, include at least one video in your campaign. **Cap your video at 15-seconds or less to maximize completions**.