

# 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:** Recommend 150 characters (Text over this amount may truncate)

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

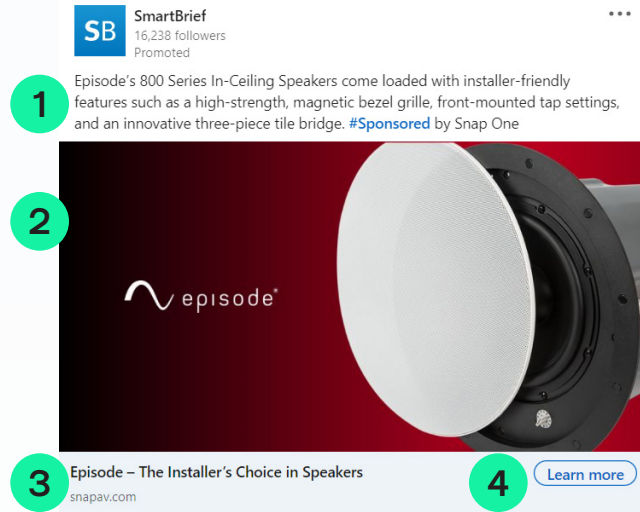
**2. Creative Guidelines:** Image OR Video

**Image specs:**

- JPG or PNG file
- 1200x627px recommended size
- Minimal text

**Video specs:**

- Length: Three seconds to 30 minutes (Recommend videos around 15s)
- Captions optional but recommended
- MP4 file
- Video size: 75KB - 200MB
- Landscape - 16:9 aspect ratio
  - minimum resolution: 640x360px
  - maximum resolution: 1920x1080px
- Square - 1:1 aspect ratio
  - minimum resolution: 360x360px
  - maximum resolution: 1920x1920px



**3. Headline:** 70 characters

(Text over this amount may truncate)

**4. Website Click Through URL**

## Creative best practices:

- Write ad headlines that are under 150 characters. **Concise headlines lead to more engagement.**
- **Keep descriptive copy under 70 characters**, anything over 100 characters could be truncated on desktop.
- **Content with larger visuals tend to get higher CTRs.**
- **Feature a clear CTA (call to action)**, so your audience knows how to act on their interest.
- **Offer insights and key takeaways to help establish thought leadership** in your field.
- **Share information that is useful and relevant to your audience**, such as company blog content.
- We recommend running **no more than three creatives per month** to achieve the best campaign performance.