ScreenLift
Powered by Cross Screen Media

2022 Ad Specs

VIDEO

Network Video:
File Format: .mp4
Resolution: 1080p-1920 x 1080
Bit Rate: 15,000 kbps minimum
Suggested Duration: 6s,15s, 30s
Link: Include a click-through link

CTV/OTT:
File Format: .mp4
Resolution: 1080p-1920 x 1080
Bit Rate: 15,000 kbps minimum
Suggested Duration: 15s, 30s
Link: Must include a click-through link

YouTube:
File Format: YouTube link
Resolution: 1080p-1920 x 1080
Suggested Duration: 6s,15s, 30s
Link: Must include a click-through link

Facebook Video:
File Format: .mp4, .mov, .gif
Resolution: 720p-1280 x 720
Suggested Duration: 6s,15s, 30s
Headline: 40 characters
Post Text: 125 characters
Description: 30 characters
Link: Must include a click-through link

All channels: Privacy policy must be included on the landing page
Political ads: Graphics must include a 'Paid for by' disclaimer

DISPLAY

Network Display:
File Format: .jpg, .png, .gif
Graphic Sizes:
· 300 x 250
· 728 x 90
· 160 x 600
· 336 x 280
· 320 x 50
· 300 x 600
· 970 x 250
· 120 x 60
Link: Must include a click-through link

Image border: Must include 1px border on images with white background

Facebook Display:
File Format: .jpg .png or .gif
Graphic Sizes:
· 1200 x 628
· 1200 x 1200
Headline: 40 characters
Post Text: 125 characters
Description: 30 characters

For all channels: Privacy policy must be included on the landing page

Linkedin Display:
File Format: .jpg .png
Graphic Sizes:
· 1200 x 628
· 1200 x 1200
Headline: Up to 70 characters
Post Copy: Up to 150 characters
Description: Up to 100 characters

Twitter Display:
File Format: .jpg .png
Graphic Sizes:
· 1200 x 628
· 1200 x 1200
Headline: Up to 70 characters
Tweet Copy: Up to 280 characters

For Political ads: Graphics must include a 'Paid for by' disclaimer

SEARCH

Keywords: Must include keywords to target and/or avoid
Headline(s):
· 30 characters each
· Must have 2 headlines (can create up to 3)
· Cannot include punctuation
Description(s):
· 90 characters each
· Must have 1 description (can create up to 2)
Sitelink Extensions (optional):
· Must have at least 2 sitelink extensions in order to show
· Sitelink text, 25 characters
· First description, 35 characters
· Second description, 35 characters
Link: Must Include a click-through link

AUDIENCE FILES

Files must be in .csv or .txt format and have a minimum of 2,500 records
Required Fields:
· First Name
· Last Name
· Address 1
· State
· Zip (5 digit)
· City
Suggested Fields:
· Email
· Phone Number
· Address 2
· Zip (4 digit extension)
Typical Onboard Timeframes:
· Network/CTV: 4-7 days
· Facebook: same day

TRACKING PIXELS

To set up a remarketing audience or conversion tracking, GTM container tags will need to be implemented in the back end of the site:
· Paste the **Head Tag** into the header of the site as high up as possible.
· Paste the **Body Tag** immediately after the site's opening Body Tag.
· Please let us know once they've been implemented so we can confirm they are installed correctly and active.

CROSS SCREEN MEDIA

We help you plan, activate, and measure your CTV and linear TV campaigns at the local level.

Visit CrossScreenMedia.com to learn more.