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For additional information or questions, please contact your sales representative or call us at 800-633-5953


Ad Essentials

**Overdrive Magazine**
Sponsored · 

1

Sponsored: Cummins will help you secure VW settlement funding. Don't wait another day - get what's yours!

2



3




Waiting For Your VW Settlement?

4

Cummins will help you secure VW settlement funding.


5


Learn More


  

Jim Westfall, Rick Poppe and 31 others

4 Comments 1 Share

 Like

 Comment

 Share

1. **Text:** Tell people a bit more about your URL. Make sure to clearly explain what you're promoting.
2. **Image:** The images you choose have a big impact on how people respond to your ads, particularly in News Feeds
3. **Headline:** A good headline grabs people's attention, but also tells them what the ad is about
4. **News Feed link description:** Tell customers where they're clicking to and what to expect once they get there. Character limits are a suggestion, but Facebook does not strictly enforce.
5. **Call to action:** Include a call-to-action button, like Shop Now or Sign Up to tell people what you'd like them to do. This is optional but recommended.

Available CTAs include:

- Subscribe

• Watch More

• Listen Now

• Apply Now

• Donate Now

• Download
- Get Offer

• Learn More

• Send Message

• Request Time

• Book Now

• Contact Us
- Use App

• Shop Now

• Sign Up

• Watch Video

Carousel Ads

- MOBILE WEB
- MOBILE APP
- DESKTOP

The carousel format allows you to showcase up to ten images or videos within a single ad, each with its own link. With more creative space within an ad, you can highlight different products or tell a story about your brand.

*Images or video that consist of more than 20% text may experience reduced delivery.

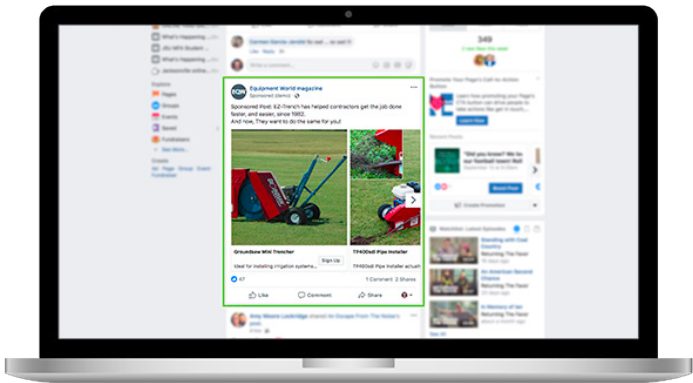


Image Guidelines

Required Images	Minimum Width & Height	Cards	Ratio	Max Size	Image Formats
3-4	At least 1080 x 1080 pixels	Minimum 2 and max of 10	1:1	30MB	JPG or PNG

Video Guidelines

Resolution	Cards	Video Formats	Max Video Size	Video Length
At least 1080 x 1080 pixels	Minimum 2 and max of 10	MP4, MOV, or GIF	4GB	240 minutes

Character Limits

Text Character Limits	Headline Character Limits	Link Description Character Limit
125	40	20

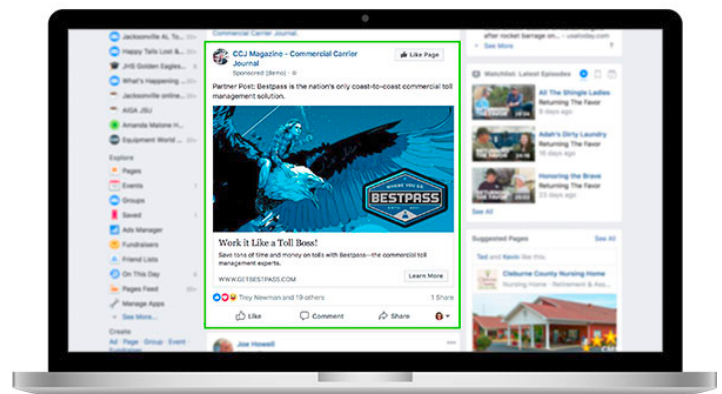
Facebook

Image Ads

■ MOBILE WEB ■ MOBILE APP ■ DESKTOP

A photo ad on Facebook is a great way to increase awareness of who you are and what you do. A photo ad gives you a clean, simple format to use with captivating imagery and intriguing copy.

*Images or video that consist of more than 20% text may experience reduced delivery.



► Image Guidelines

Dimensions	Aspect Ratio	Image Formats
At least 1080 x 1080 pixels	1.91:1 to 1:1	JPG or PNG

► Character Limits

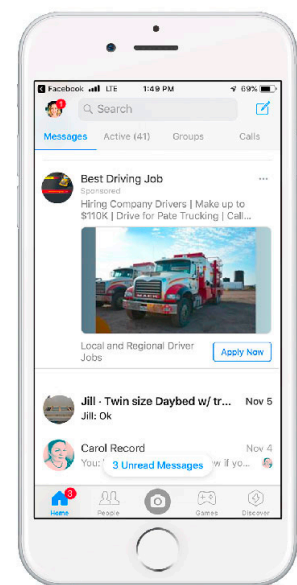
Text Character Limits	Headline Character Limits	Link Description Character Limit
125	25	30

Messenger Ads

■ MOBILE APP

Your ad will be shown within the Messenger app home screen.

*Images or video that consist of more than 20% text may experience reduced delivery.



► Character Limits

Text Character Limits	Headline Character Limits	Link Description Character Limit
125	25	30

► Image Guidelines

Dimensions	Minimum Width & Height	Aspect Ratio	Aspect Ratio Tolerance	Image Formats
Highest resolution image available that meets ratio requirements. At least 1200x628.	254x133	9:16 to 16:19, Images cropped to 1.91:1 with link	1%	JPG & PNG

Facebook

Stories Ads

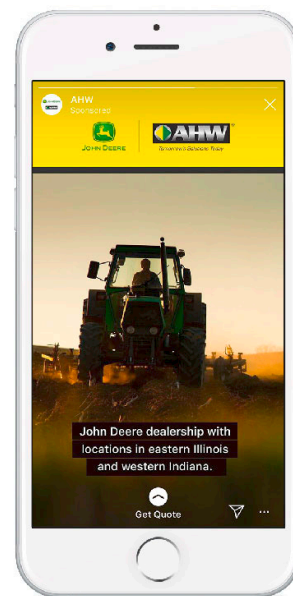
■ MOBILE WEB ■ MOBILE APP ■ DESKTOP

These full screen vertical ads appear between Facebook user Stories. Photo stories are visible for 5 seconds or until the user swipes out of the story.

*Images or video that consist of more than 20% text may experience reduced delivery.

► Image Guidelines

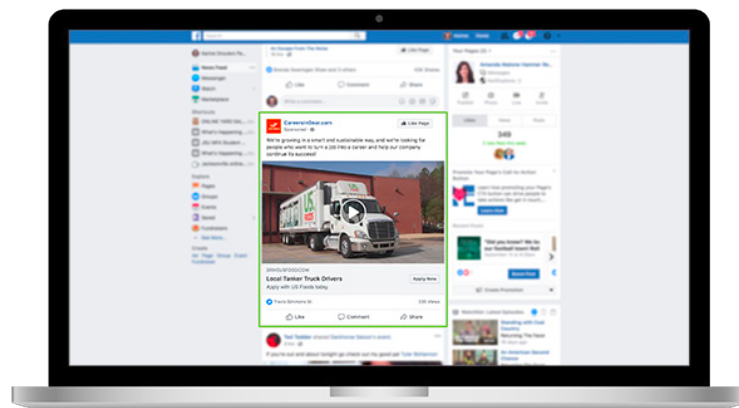
Ratio	Aspect Ratio Tolerance	Width & Height
6:16 to 1.91:1	1%	500×500 to 1080×1920



Video Ads

■ MOBILE WEB ■ MOBILE APP ■ DESKTOP

Draw people into your story with immersive and captivating in-feed video ads. This tactic increases engagement and brand recognition.



► Video Guidelines

Dimensions	Aspect Ratio	Video Formats	Max File Size	Video Length Max
600×315 (1.9:1 landscape) or 600×600 (square)	9:16 to 16:9 (Horizontal: 16:9, Square 1:1, Vertical 4:5 or 2:3 and Full Portrait: 9:16)	MP4 & MOV	4GB	240 minutes

► Character Limits

Text Character Limits	Headline Character Limits	Link Description Character Limit
125	25	30

Instagram

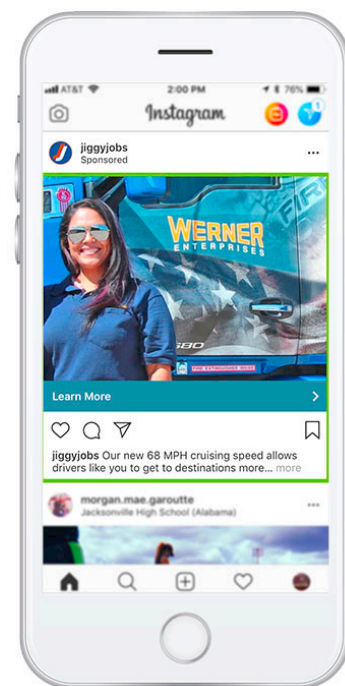
Image Ads

■ MOBILE WEB ■ MOBILE APP ■ DESKTOP

With over 500 million daily active users, Instagram can drive brand awareness and increase sales among a highly engaged audience.

A full width call-to-action button will appear below your ad's photo or video, embedded with a hyperlink to the corresponding URL. If you do not choose your own call-to-action, the default will be Learn More and go to your landing page.

*** Randall-Reilly will need advertiser access to your Facebook and Instagram page.**



► Carousel Ad Guidelines

Dimensions	Aspect Ratio	Image Count	Image Formats	Character Limit
1080×1080 pixels	1:1	3 to 5	JPG & PNG	125

► Image Ad Guidelines

Dimensions	Aspect Ratio	Image Count	Image Formats	Character Limit
1080×1080 pixels	1:1	3 to 5	JPG & PNG	125

► Stories Ads

Dimensions	Aspect Ratio Tolerance	Ratio	Maximum Video Length	Maximum Carousel Video Length
500×500 to 1080×1920	1%	9:16	60 seconds	15 seconds

► Image Ad Guidelines

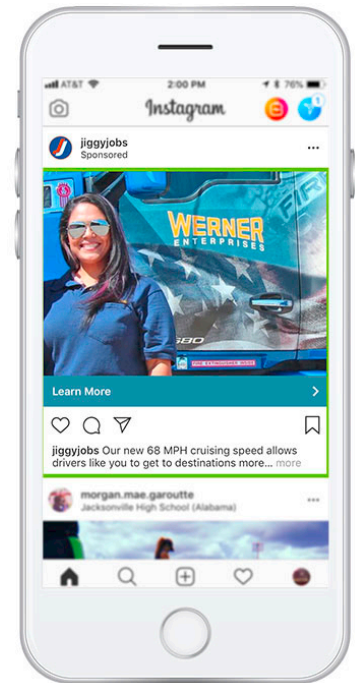
Dimensions	Aspect Ratio	Video Time	File Formats	Character Limit
1080×1080 pixels	1:1	0-60 seconds	MP4 or MOV	125

Promoted Video Card

■ MOBILE WEB ■ MOBILE APP ■ DESKTOP

A full width call-to-action will appear below your ad's photo or video, embedded with a hyperlink to your chosen URL. If you do not choose your own call-to-action, the default will be Learn More and go to your landing page.

- Video codec recommendation: H264, Baseline, Main, or High profile with a 4:2:0 color space.
- Frame rate recommendation: 29.97 FPS or 30 FPS. A higher frame rate is acceptable. If the available video has a lower frame rate, avoid trying to upsample.
- Video bitrate recommendation: 6,000 – 10,000K for 1080p. 5,000k – 8,000k for 720p



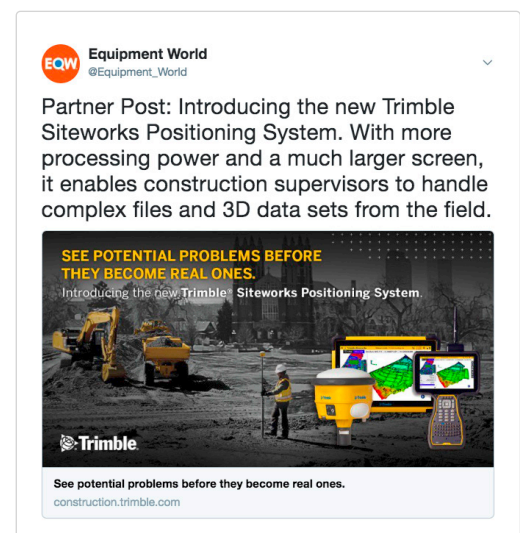
Dimensions	Aspect Ratio	Video Time	Character Limits	File Formats
1080×1080 pixels	16:9	Max time 2 minutes and 20 seconds	116 Characters, Title (under video) 70 characters, Description under video 200 characters	MP4 or MOV

Website Cards

■ MOBILE WEB ■ MOBILE APP ■ DESKTOP

- Website title length:70 characters.
- Depending on current device and app settings, the description may be truncated.
- While the max length is 70 characters, 50 characters is heavily suggested to avoid this issue.

Dimensions	Aspect Ratio	Character Limits	Image Formats
800×418 pixels for 1.91:1 aspect ratio, 800×800 pixels for 1:1 aspect ratio	1.91:1 or 1:1	116	JPG & PNG

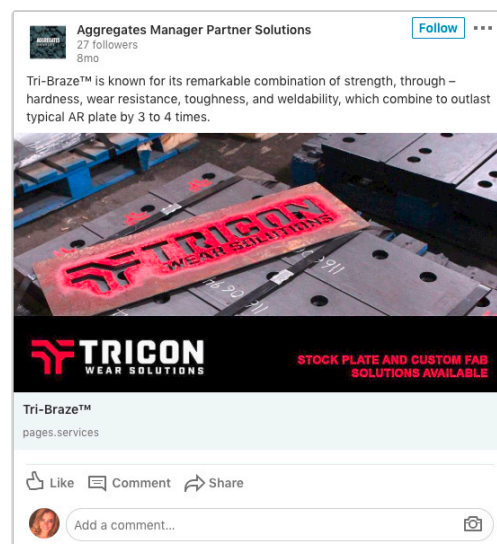


Embedded Rich Media

■ MOBILE WEB ■ MOBILE APP ■ DESKTOP

Deliver your ads to your specific audience wherever and whenever they are engaging on LinkedIn across desktop, mobile, and tablet.

Image Formats	Size	Text
JPG, JPEG, static GIF (animated GIFs are not accepted), and PNG	Industry standard 1.91:1 ratio (1200x627px)	150 characters max to avoid truncation across more devices. Character max includes landing page URL.



Carousel Ads

■ MOBILE WEB ■ MOBILE APP ■ DESKTOP

You can customize the content you add to each carousel card to build brand awareness, tell a brand story, provide insights for your audience, or showcase multiple products at once.

***Carousel cards can be directed to different landing pages.**

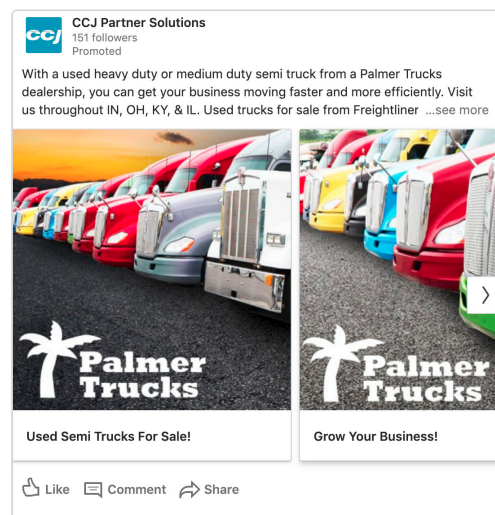
► Image Ad Guidelines

Cards	Width & Height	Ratio	Image Formats
2-10	1080x1080px	1:1	JPG, PNG, static GIF (animated not supported)

► Character Limits

Intro/Commentary/Description	Landing Page Ad	Lead Gen Form CTA
255 characters max (Intro text may truncate at 150 characters on some mobile devices)	45 character headline limit	30 character headline limit

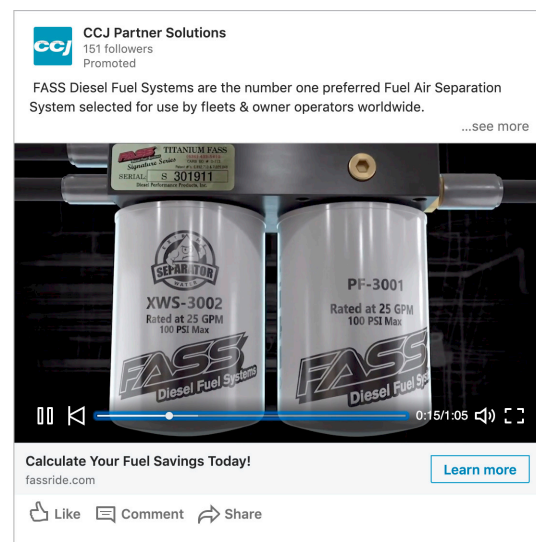
***Headline text for each image card is a maximum of two lines before being truncated.**



Video Ads

■ MOBILE WEB ■ MOBILE APP ■ DESKTOP

Engage decision makers with video ads across desktop and mobile and instantly collect complete, accurate leads with pre-filled forms or convert prospects on your website.



► Video Guidelines

File Size	File Format	Frame Rate	Ratio	Resolution	Audio Format	Captions
75KB to 200MB	MP4	Less than 30 frames per second	1:1	600x600px to 1080x1080px	AAC, MPEG4	.SRT format

*If a member unmuted the video in their feed on desktop and scrolls down immediately (in less than two seconds), the video will continue playing even if less than 50% of the video is visible on screen.

Text Ads

■ DESKTOP

These ads are served on the right-hand side or top of the LinkedIn desktop feed, grabbing the attention of your targeted prospects immediately.

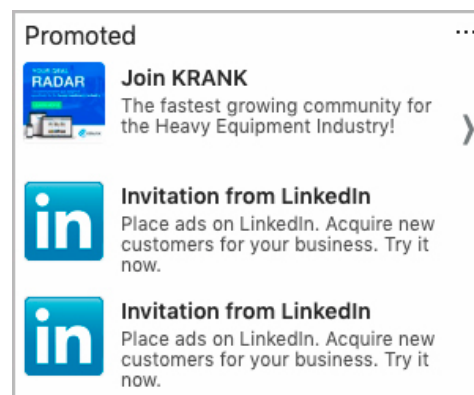
*All URLs must have the <http://> or <https://> prefix.

*Click tracking for landing page URLs is supported

Headline	Description	Images (Optional)
25 character max (including spaces)	75 character max (including spaces)	100x100px

*Some special characters cause errors when they are included in the query string at the end of the URL. Some examples include #, |, and {. If the URL you enter for your creative generates an error, consider copying everything after the question mark in the URL and pasting it into a URL Encoder like this one: <http://meyerweb.com/eric/tools/dencoder/>. Then copy your results and replace the original query string in the URL.

*Text Ads appear in a variety of sizes: 300x250, 17x700, 160x600, 728x90, 496x80



Sponsored Mail

MOBILE WEB MOBILE APP DESKTOP

Target your custom audience with relevant content delivered through LinkedIn messenger, which has a responsive design to ensure your call-to-action button is always visible on desktop or mobile.

*Each Sponsored InMail can contain 3 clickable links maximum.

General Specifications

Regions	Impression Tracking	Click Tracking	Rich Media Options
Global	No	Yes	No

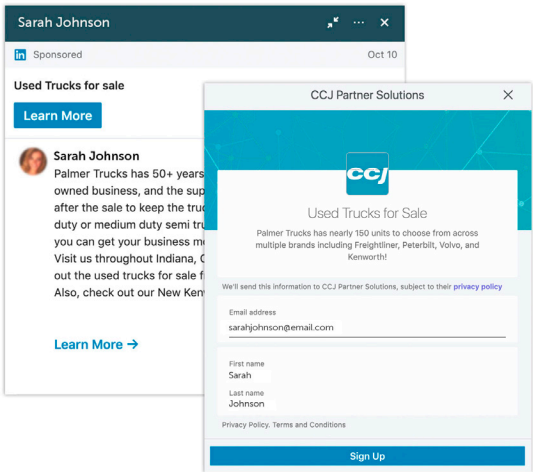
Character Maximums

Sender's Name	Subject Line	Body Copy	Hyperlinked Text In Body	Call-To-Action (CTA)	URL In Hyperlink Or CTA	Custom T&Cs
30	60	1500	70	20	No Restriction	2500

*Character maximums include spaces and punctuations.

Banner Ad

Resolution	File Type	Max File Size	Click-Through URL
300x250	JPG, static GIF, PNG (no flash)	40kb	Required



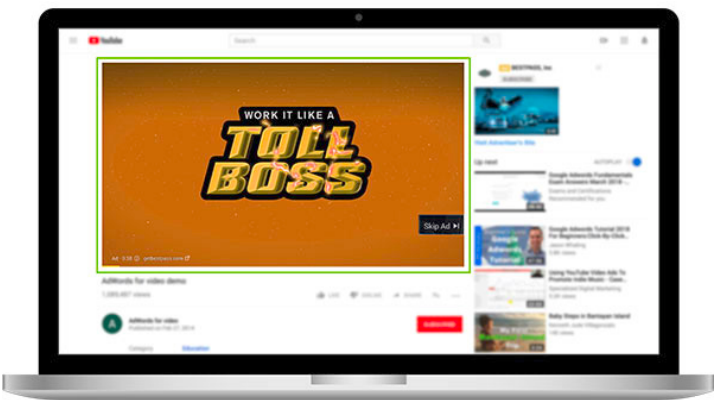
Video and Audio

YouTube Video Ads

■ MOBILE WEB ■ MOBILE APP ■ DESKTOP

Your video ad plays before, during, or after other videos. After 5 seconds, the viewer has an option to skip the ad.

* Please provide the YouTube link to the video that is already uploaded to your channel.



File Format	Preferred Video Codec	Preferred Audio Codec	Resolution	Frame Rate	Aspect Ratio	Maximum File Size	Length
AVI, ASF, QuickTime, Windows Media, MP4 or MPEG	H.264, MPEG-2, or MPEG-4	MP3 or AAC	640x360px or 480x360px recommended	30 FPS	Native aspect ratio without letter-boxing	1GB	12 seconds to 3 minutes

CTV

■ MOBILE WEB ■ MOBILE APP ■ DESKTOP

These videos are unskippable ads, maximizing your brand awareness.

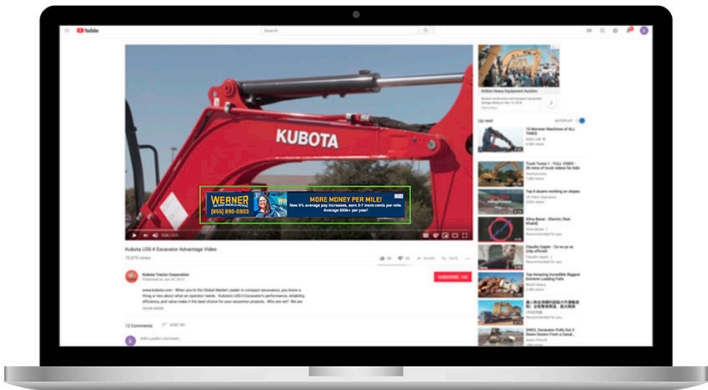
File Format	Video Bitrate	Audio Bitrate	Resolution	Frame Rate	Maximum File Size	Length
MP4	2.0 MBPS or higher	125 KBPS or higher	1280x720PX (16:9)	30 FPS	150MB	15 & 30 seconds

Overlay Ads

■ DESKTOP

When a user initiates video play, your expanded overlay ad will appear on the bottom of the YouTube video player to showcase your brand icon and a call-to-action. After 15 seconds, the overlay will collapse to show only the icon.

Dimensions	File Type	Max File Size
468x60 or 728x90	Static GIF, PNG, JPG	150KB



Video and Audio

Display Online Video Ads

■ MOBILE WEB ■ MOBILE APP ■ DESKTOP

These videos are unskippable ads, maximizing your brand awareness.

File Format	Preferred Video Codec	Preferred Audio Codec	Resolution	Frame Rate	Aspect Ratio	Maximum File Size	Length
MP4	H.264, MPEG-2, or MPEG-4	MP3 or AAC	640x360px or 480x360px recommended	30 FPS	16:9	150MB	6 seconds to 3 minutes

Audio

■ MOBILE WEB ■ MOBILE APP ■ DESKTOP

File Format	API Framework	Max File Size	Bit Rate	Duration
OGG, MP3, MP4, WAV, FLAC, AAC*	VAST 2.0+ supported	<500MB, smaller is better	Publisher dependent, 128–160 Kbps recommended. Max bit rate supported is 320	15s or 30s recommended. Spotify does not accept ads longer than 30s

*Recommended to include both MP3 (or MP4) and OGG file types in your tag

Display your ads on our industry-leading and award-winning brands. Each brand has an experienced editorial team and content designed to maximize engagement within your industry.

Campaigns utilize our newsletters and websites.



Newsletter Ads

■ MOBILE WEB ■ DESKTOP

Our brand newsletters consist of engaging and relevant content curated for your target audience. Newsletter ads are available in text and image formats.

► **Sponsorship Leaderboard Position Ad** *Exclusive position

Logo Image	Sponsor Name	Text	Call-To-Action Text
115x86	Yes	120 characters	75 characters and link

► **Premium Text Ad** *Rotating position

Logo Image	Image	Sponsor Name	Text	Call-To-Action Text
115x86	500x334	Yes	255 characters	75 characters and link

► **Native Articles** *Exclusive position

Title	Teaser	Thumbnail
75 characters limit	175 characters limit	No thumbnail image in the newsletter

Run-of-Site Ads

■ MOBILE WEB ■ DESKTOP

Your ads will target all pages of the brand's website and rotate until your budget completely depletes.

► Desktop Sponsorship Leaderboard Position *Exclusive position

Dimensions	Max File Size	File Format	Animation	Looping Restrictions	Frames Per Second	Third Party Serving
970×90, 728×90	150k	GIF, HTML, JPG, PNG	15 seconds max	3X	18	DoubleClick, Atlas, Media Plex, EyeBlaster preferred. Include cache busting if can.

► Desktop Run-of-site Ads *Rotating position

Dimensions	Max File Size	File Format	Animation	Looping Restrictions	Frames Per Second	Third Party Serving
970×90, 728×90, 970×250, 300×250 with text	150k	GIF, HTML, JPG, PNG	15 seconds max	3X	18	DoubleClick, Atlas, Media Plex, EyeBlaster preferred. Include cache busting if can.

► Mobile Sponsorship Leaderboard Position *Exclusive position

► Mobile Run-of-Site Ads *Rotating position

Dimensions	Max File Size	File Format	Animation	Looping Restrictions	Frames Per Second	Third Party Serving
320×100, 300×250	150k	GIF, HTML, JPG	15 seconds max	3X	18	DoubleClick, Atlas, Media Plex, EyeBlaster preferred. Include cache busting if can.

Sponsored Whitepapers

■ MOBILE WEB ■ DESKTOP

By sponsoring your authoritative, in-depth report on a specific topic, your brand and industry knowledge will be broadcasted to your target audience.

Needed Files	Promotion Ad Size	Facebook Ad Size	Header Text Ad	Body Text Ad
Whitepaper PDF	970×250, 970×90, 728×90, 320×100, 300×250	1200×628	80 Character Max	200 Character Max

*Also provide needed fields for download form: name, email, company, fleet size, address, state, country, etc.

Native Display Advertising & Sponsored Content

By logging into our client platform, you can post content on our award-winning brand websites. Native content is impactful and meaningful to your audience, giving you the opportunity to increase your brand recognition and authority within your industry.

Native Display Advertising

■ MOBILE WEB ■ DESKTOP

Native ad units conform to the design and feel of the sites on which they display, preserving the immersive user-experience while producing click-through rates like that of editorial content.

► Standard Display

Dimensions	File Formats	Optimal File Size
300×600, 160×600, 300×250, 728×90	JPG & PNG	750KB

*Creative must be high resolution (300 pixels per inch and above)

► Native In-Feed

Image Dimensions	File Formats	Optimal File Size	Headline	Body
1200×628, 800×600, 600×600	JPG & PNG	750KB	Max characters: 55 Min characters: 15	Max characters: 120 Min characters: 25

*The image for native ads should not contain any text overlay.

Native Display Advertising & Sponsored Content

Sponsored Content

■ MOBILE WEB ■ DESKTOP

When people visit your content, your display ads and site skin will fill the webpage.
The SEO ranking for your website can improve with quality backlinks included in the article.

Banner Style	Resolution	Max File Size	Image Formats	Max Length
Header Image	1024x768px	150k	GIF, HTML, JPG, PNG	30 seconds

* A destination URL must be provided for each banner.

► Sponsored Content Page Elements

Page Element	Resolution	Max File Size	Image Formats
Company Logo	No larger than 250x100	150k	GIF, HTML, JPG, PNG

* Your Facebook URL, LinkedIn URL, Google Plus URL, and at least 5 links to your YouTube videos should also be provided.

► Twitter Details

Please provide your Twitter URL (ex. twitter.com/yourcompany) for the Twitter Feed.

► Homepage and Top Stories Placements

Within your industry, your sponsored posts will rotate on the homepage of our brand websites, as well as, on the top stories placement on article pages to drive traffic and increase exposure to your brand.

Site Skins

DESKTOP

Your ads will be displayed as the page perimeter of our award-winning brands. This impactful placement grants high traffic and instant visibility for your brand in our selected industries.

*This placement requires both a left and a right image.

**A embedded URL is required.

General Specs

Visible Area	Max File Size	File Formats	Third Party Serving
300x600	1MB	JPG or GIF (static only)	DoubleClick, Atlas, Media Plex, EyeBlaster preferred. Include cache busting if can.



Email Campaigns

Email Campaigns

■ MOBILE WEB ■ DESKTOP

Element	Guidelines & Specs
Email Subject	You can specify a subject line for your email with a maximum length of 50 characters. If you don't specify a subject line, we will use the headline from your copy or compose one for you.
FROM: Information	We will need to know the name that should appear in the FROM: section of the email.
Website URL	When sending us your material, please specify the URL of a destination page if it is not coded within the HTML. This is a web page which email recipients will click on for more information or to respond to your offer.
Copy & Layout Information	<p>You can send us your copy and information in several ways:</p> <p>PLAIN TEXT Include your copy text in an email and attach any images to the email. We will produce the HTML and apply simple formatting.</p> <p>MICROSOFT WORD Use Word's formatting tools to show how you would like the text formatted and embed the images to show layout. It would be helpful if you could provide any images used as separate attachments as well. We will produce the HTML and format to match your document as close as possible.</p> <p>HTML FILE You may provide your own HTML code. If so, follow the guidelines referenced below to ensure that your email will be displayed properly across multiple email clients. Please don't use Word's 'Save as HTML' feature or MS Frontpage web design software. If you cannot code HTML, it's preferable that you layout your email in Word so that we can produce the HTML markup for you. Do not use CSS absolute position. Do not use I FRAME or I LAYERS</p>
Company Mailing Address	Legally, we need to add a physical mailing address to the footer of your email. We will also include an unsubscribe link in this section if it is not included in the main body of the email.
Approval/Test List	Please provide a list of email addresses that should receive the test and/or a copy of the final email.
Suppression List	If needed, please provide a list of email addresses that should be suppressed from receiving the client email.

Display Ads

Display Ads

■ MOBILE WEB

■ DESKTOP

Our tagged audiences generate behavioral data, allowing for pinpoint accuracy. Shown on various display networks, these parameters ensure your ads are only seen by the audience you want.

Type	Dimensions	Total File Size	File Format	Max Flash Version	Animation	Looping Restrictions	Frames Per Second
Billboard	970×250	150k	GIF, HTML, JPG, PNG	4 to 10	30 seconds	3X	5
Super Leaderboard	970×90	150k	GIF, HTML, JPG, PNG	4 to 10	30 seconds	3X	5
Full Banner	468×60	150k	GIF, HTML, JPG, PNG	4 to 10	30 seconds	3X	5
Half Page	300×600	150k	GIF, HTML, JPG, PNG	4 to 10	30 seconds	3X	5
Leaderboard	728×90	150k	GIF, HTML, JPG, PNG	4 to 10	30 seconds	3X	5
Medium Rectangle	300×250	150k	GIF, HTML, JPG, PNG	4 to 10	30 seconds	3X	5
Mobile Leaderboard	320×50	150k	GIF, HTML, JPG, PNG	4 to 10	30 seconds	3X	5
Wide Skyscraper	160×600	150k	GIF, HTML, JPG, PNG	4 to 10	30 seconds	3X	5

Third Party Tags

IMPORTANT: Please label each tag specifically with regards to dimensions (e.g. 300x250) and campaign name (if running more than one campaign simultaneously) to allow for optimization and clear reporting.

This tool checks if your tags are compatible with Google AdWords.

[Go to Validator →](#)

Approved Ad Exchange Vendors

[See Vendors →](#)

Technical Specs for Banners

Dimensions	Max File Size	File Format	Animation Length	Maximum Frame Rate
120 x 600, 160 x 600, 200 x 200, 240 x 400, 250 x 250, 250 x 360, 300 x 250, 300 x 600, 300 x 1050, 320 x 50, 320 x 100, 336 x 280, 468 x 60, 580 x 400, 728 x 90, 930 x 180, 970 x 90, 970 x 250, 980 x 120	Initial 150K recommended Total load size 2.2 MB maximum *Total load size includes initial and subsequent/polite loads	Image JPEG, PNG, GIF Flash SWF (Flash versions 4 through 11.2) HTML5 HTML, CSS, JS, JPEG, PNG, and GIF	Maximum host-initiated play 30 seconds Maximum user-initiated play (click required) 4 minutes	24fps

SSL Compliance

SSL-compliant ad units are accepted on the Google Display Network according to the following policies. We require that all ads and tracking pixels targeting SSL inventory (including YouTube) are SSL-compliant.

SSL-compliant ads guidelines

- All A24 ad responses must be SSL-compliant ("HTTPS"). All servers involved require full SSL certification.
- It is preferred that your ad tag can auto-detect that it is being requested from the HTTP/HTTPS protocol and will auto-adjust any responses to be SSL-compliant if necessary. Otherwise, Google has a protocol macro that we can insert in any URIs or ad tags to auto-update "http" to "https" if necessary.
- Please notify your Google account representative that you are submitting an SSL-compliant ad. Note that if an ad is declared as SSL-compliant but makes any non-SSL-compliant responses, the ad will be disapproved.
- A vendor must receive specific certification to serve ads on SSL-compliant publisher inventory. Approved SSL-compliant ad vendors are listed in the vendors lists.

Third Party Tags

Tracking

You must comply with these policies if you use third-party tracking, including pixels (beacons) on the Google Display Network

Format

- Only 1x1 pixels are supported for third-party tracking site-served ad units. Javascript is not allowed.
- Click trackers are supported for third-party tracking clicks on select site-served ad units. See the Ad formats section for a full list.

Certified Vendors

- AdWords supports third-party tracking on the Google Display Network from certified vendors. Please consult the list of certified vendors for your region in the vendor list section.
- Certified Vendors
- Click tracking vendors are not required to be certified.

Fourth-party calls and multiple vendor tracking

Multiple impression pixels per event are not supported for our site-served and/or video ad units through AdWords. However, clients may daisy-chain multiple vendor tracking and/or fourth-party calls into a single asset. This must be a standard format 1x1 pixel that fires simultaneous calls to each vendor upon serving the impression. The client or agency is responsible for piggybacking or daisy-chaining the pixels.

Ad Formats

Third-party pixels are supported on the below ad formats. Some ad formats allow for multiple events to be tracked. However, only one pixel can be appended per event.

Ad Format	Pixels Allowed	Click Trackers Allowed
Site-served image or video (non-TrueView) ads	Yes – Impression No	Yes
TrueView in-stream ad	Yes – Impression, view, and skip	No
TrueView in-stream ad	Yes – View No	No

Companion Banners

Separate tracking for companion banners is not supported for auction video ads. Videos and their accompanying companion banners will share the same tracking assets.



We are the **growth platform** for **vital industries** such as transportation, construction and agriculture. Through a combination of people and technology, we give our clients **unique capabilities** to sell to and serve their end customers better. We create better **relationships**, better **insights**, and better **results** in sales, recruiting and other essential services that drive sustainable growth for our clients.

Better relationships. Better insights. Better results.

www.randallreilly.com