ScreenLift
Powered by Cross Screen Media

Ad **Specs**

VIDEO

Network Video:
File Format: .mp4 (preferred), .mov
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 3 headlines
· Cannot include punctuation
Description(s):
· 90 characters each
· Must have 2 descriptions
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   · State
· Last Name   · Zip (5 digit)
· Address 1   · City
Suggested Fields:
· Email   · Address 2
· Phone Number   · 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
M E D I A

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

Visit CrossScreenMedia.com to learn more.