

## DISPLAY GUIDELINES

File Types	<ul style="list-style-type: none"> <li>Image (JPG, PNG, GIF)</li> <li>HTML5</li> </ul>
File Size	200KB max 15 sec max animation rate and/or 3 loops 24fps max frame rate
Display Dimensions	Recommended: 300x250, 728x90, 320x480, 320x50, 300x600 <i>(970x250 and 160x600 also available with limited inventory and require a geo of DMA or statewide to be included.)</i>

## VIDEO + STREAMING GUIDELINES

Aspect Ratios	16:9 or 4:3
Ad Sizes	Minimum height of 144px, up to 2048x1080 max Avoid videos that are ultra-high definition (UHD), 4K, or higher in resolution
Video Length	15, 30, or 60 sec. 15 sec and 30 sec spots are preferred 60 sec spots available with limited inventory
File Size	100 MB max

## AUDIO GUIDELINES

File Types	<ul style="list-style-type: none"> <li>MP3</li> <li>AAC in an MPEG-4 container (.m4a, .mp4, /aac)</li> </ul>
File Size	100 MB max
Length	15, 30, or 60 sec. 15 sec and 30 sec spots are preferred 60 sec spots available with limited inventory

## META GUIDELINES

File Types	<ul style="list-style-type: none"> <li>Image (JPG, PNG)</li> </ul>
File Size	Up to 30MB (image); 4GB (video)
Display Dimensions	Feed: 1080x1080(1:1), 1080x1350(4:5); Stories/Reels: 1080x1920 (9:16)
Video Length	Feed: Up to 240 min, 15 sec recommended; Stories/Reels: Up to 60 sec
Headline	40 characters max
Primary/Post Text	Recommended Length is 125 characters (1-3 lines), no max character limit <ul style="list-style-type: none"> <li>DDI can write and generate AI ad copy if client wishes</li> </ul>