

# IM Stories

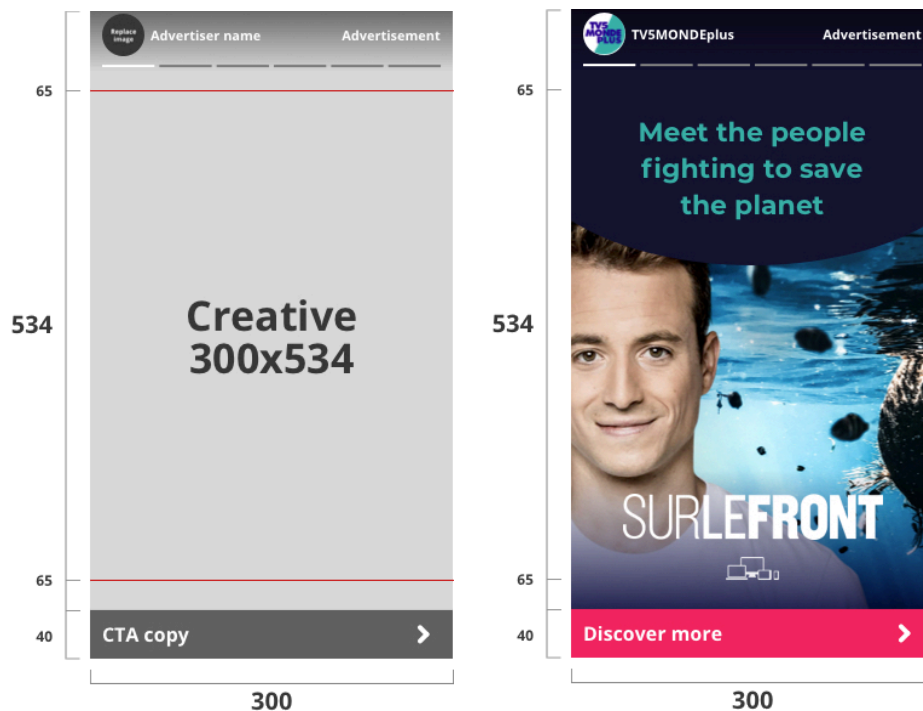
Perfect for storytelling and product showcase within an editorial environment.

## Device

Mobile, Tablet, Desktop

## Creative requirements

This is served via Google Ad Manager (GAM) through a predefined template, **typeface, copy size, and placement within the CTA button cannot be changed.**



| Component       | Specifications     |                                                                   |
|-----------------|--------------------|-------------------------------------------------------------------|
| Logo            | Dimensions         | 35 x 35px                                                         |
|                 | Accepted file type | jpg                                                               |
|                 | Max file size      | 25kb                                                              |
| Advertiser name | -                  | le: AppleTV+                                                      |
| CTA copy        | Max words          | 20 characters (including spaces)                                  |
| CTA colour      | Hex code           | le: #000000                                                       |
| Image tiles     | Number of tiles    | 3-6 max                                                           |
|                 | Dimensions         | 300 x 534px                                                       |
|                 | Safezone           | Leave 65px top and bottom of each tile clear of any text or logos |
|                 | Max file size      | 60kb (per tile)                                                   |
|                 | Accepted file type | jpg                                                               |
| Video tile      | Number of tiles    | 1 - Can also be run with an additional 5 image tiles (Optional)   |

|  |                                  |                                                                    |
|--|----------------------------------|--------------------------------------------------------------------|
|  | <b>Video ratio</b>               | 9:16 (1080 x 1920px)                                               |
|  | <b>Safezone</b>                  | Leave 235px top and bottom of each tile clear of any text or logos |
|  | <b>Max video length</b>          | 15 seconds                                                         |
|  | <b>Max file size</b>             | 50mb                                                               |
|  | <b>Accepted video file types</b> | MP4                                                                |

## What we need if we design, write and build

### What we need:

- Completed briefing form
- All assets, including high res images, logos and anything else you want us to use
- Any fonts supplied **MUST** also include a third-party licence giving us permission to use on your behalf
- All tracking requirements

All advertisements are subject to approval prior to the start of the campaign. Immediate Media.Co reserves the right to refuse any advertisements that do not comply with the specification laid out in this document.