MAJOR TOM

Three Piece Meal 2019 - Advertising Creative Assets & Specs

Publications	Ad Sets	Ad Units	Headline	Body Text	CTA (Call to Action)	Link	Media Type	File Size	File Type	Creative Due Date	Launch Date	Creative Received?	Creative Trafficked?	Notes
Google Display Network Ads	Keywords, Content Engagement, In-market and custom intent audiences, Remarketing. Major Markets and Minor Markets	300x600, 300x250, 160x600, 728x90, 468x60, 250x250, 200x200, 300x50 (mobile), 320x100 (mobile)	-	-	Learn More	https://MajorTom.com/chicken/	Image	150KB Max	JPEG, PNG, HTML5	16-Oct-19	21-Oct-19	☐	☐	Ads must have visible branding
Facebook Image Ads	Prospecting, Remarketing, Lookalikes, Engager, Interest based on content topics. Major Markets, Minor Markets	1200x628	25 characters max	90 characters max		https://MajorTom.com/chicken/	Image	-	JPEG, PNG			☐	☐	
Facebook Video Ads	Prospecting, Remarketing, Lookalikes, Engager, Interest based on content topics. Major Markets, Minor Markets	9:16 to 16:9. Recommend 4:5 for a video ad designed for both Facebook and Instagram feeds.	25 characters max	-		https://MajorTom.com/chicken/	Video	2.3GB Max	MP4, MOV, GIF			☐	☐	Include captions when relevant. Video thumbnails images that consist of more than 20% text may experience reduced delivery.
Instagram Image Ads	Prospecting, Remarketing, Lookalikes, Engager, Interest based on content topics. Major Markets, Minor Markets	1080x1080	(Instagram does not have a headline)	Two rows of text will be displayed		https://MajorTom.com/chicken/	Image	30MB Max	JPEG, PNG			☐	☐	
Instagram Video Ads	Prospecting, Remarketing, Lookalikes, Engager, Interest based on content topics. Major Markets and Minor Markets	1080x1080 Duration: 1 to 120 seconds	(Instagram does not have a headline)	Two rows of text will be displayed		https://MajorTom.com/chicken/	Video	4GB Max	MP4, MOV, GIF			☐	☐	Include captions when relevant. Video thumbnails images that consist of more than 20% text may experience reduced delivery.
LinkedIn Sponsored Content (Promoted Post)	Job Titles and Company Industry Based on industry and content. Major Markets and Minor Markets	1200x627 & 1080x1080 (1:1 for carousel ads only)	70 characters max	150 characters max		https://MajorTom.com/chicken/	Video/Image	5MB Max	JPEG, PNG, GIF			☐	☐	
Twitter Newsfeed Promoted Tweet	Website Visits, Engagers, Fans. Industry related keywords and interests. Major Markets and Minor Markets	800x418 (1.95x1), 800x800 (1:1)	70 characters max	280 characters max		https://MajorTom.com/chicken/	Video/Image	3MB Max	JPEG, PNG			☐	☐	
YouTube Video Discovery Ads	Keywords, Content Engagement, In-market and custom intent audiences, Remarketing. Major Markets and Minor Markets	Video Ads (6, 15, and 30 seconds) - YouTube Links Needed. 640x360 (16:9) or 480x360 (4:3)	25 characters max	Two lines, 35 characters max each.		https://MajorTom.com/chicken/	Video	1GB Max	Video: H.264, MPEG-2, MPEG-4 Audio: MP3, ACC			☐	☐	Include captions when relevant.