



Naylor works with several exchanges and has compiled a list of best practices regarding creative.

All ad sizes are in pixels.

- 1. FILE SIZE:** Max file size is 200kb
 - a. Ad sizes:** Naylor offers 30+ different ad sizes. The mandatory ad sizes are 300x250, 728x90, 160x600 and 320x50
 - b. Other ad sizes available include:** 88x31, 120x60, 120x90, 120x160, 120x240, 120x600, 125x125, 160x90, 160x600, 180x90, 180x150, 200x90, 200x200, 234x60, 240x400, 250x250, 254x133, 300x50, 300x100, 300x250, 300x600, 300x850, 320x50, 320x480, 336x280, 450x50, 468x15, 468x60, 468x728, 480x320, 700x500, 728x15, 728x90, 768x1024, 1024x768, 600x315 or 254x133 (FBX)
 - c.** We will accept all other ad sizes in addition to mandatory ad sizes
- 2. STANDARD ADS:** GIF, JPG, PNG, third party ad tags accepted
- 3. ANIMATED ADS:**
 - a.** Naylor recommends a maximum of 18 frames per second
 - b.** Naylor recommends a maximum animation length of 30 seconds with no more than two loops
 - c.** These ads can be run in "in-banner," pre-roll and standard video
- 4. CLICKTAGS:** Clicktags should be set up in the following format: clickTag
 - a.** For further clarification, please visit <http://www.html5clicktag.org>
 - b.** Ads serving within an IFrame should open in a new window when clicked
 - c.** Example: ClickTag Actionscript Code: on (release) {getURL (clickTAG, "_blank");}
 - d.** Tip: Please only implement one clicktag in each HTML5 file, as our platform does not support multiple clicktags.
- 5. FACEBOOK CREATIVE:**
 - a.** 600x315 and 1200x628 recommended for scaling
 - b.** Headline: 25 characters (including spaces)
 - c.** Body Text: 90 characters (including spaces)
 - d.** Destination URL
 - e.** 3rd party ad tag tracking is available on Facebook
- 6. NATIVE:**
 - a.** Image: 1200x627, recommend for scaling
 - b.** Headline: 25 character max (including spaces)
 - c.** Body: 90 character max (including spaces)
 - d.** Call to action (CTA): 15 character max (including spaces)
 - e.** Destination URL
 - f.** Logo: 128x128
- 7. CREATIVE BACKGROUNDS AND BORDERS:** On all ads with partially black, white or transparent backgrounds, you must add a visible border of contrasting color to the majority background color of the creative.
- 8. ADS MAY NOT:**
 - a.** Contain fake hyperlinks
 - b.** Resemble Windows, Unix, or Mac dialog boxes
 - c.** Simulate fake interactivity
 - d.** Contain audio (exception: user initiated)
 - e.** Initiate downloads
 - f.** Be intrusive
 - g.** Contain misleading content