



# Creative Guidelines

2023

Real-world behavior. **Real business results.**

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# General Guidelines

## Required Assets

For best results, please provide fully editable assets.

### FILES

- **Design Files** - Layered PSD (Photoshop)
- **Fonts** - RTF / TTF / OTF
- **Images** - TIFF / JPG (original files in highest resolution possible)
- **Logos** - EPS / AI
- Corporate style guide, if available

## Timelines

To ensure best quality, please adhere to the below timeline of deliverables.

***Static Image Banners / Landing Pages / Scrolling Banner / DOOH / ABDM / Social:***

4-5 Business Days

2 days for Design + 2-3 days for campaign set up for Ad Ops

***HTML5 Banners (Script Tag):*** 3-13 Business Days

1 day for certified tag testing

10 days for new tag certification

2-3 days for setup

***HTML5 Zip Files (Ads Manager Upload):*** 2-3 days for campaign set up for Ad Ops

***In-house\* Rich Media:*** 9-13 Business Days

3 days for Design + 3-5 days for build + 3-5 days for campaign set up

***Custom Rich Media:*** 18 Business Days Minimum

Please inquire for Design & build + 3-5 days for campaign set up for Ad Ops

***CTV/OTT:*** 2 Business Days Minimum

Please inquire about limited video editing capabilities

***NOTE:*** Approval process is not included in above timeline

# Smart Phone | Display

## Image Banners

Ad Sizes	Retina*	Standard	Retina*	Standard
Dimension	640x100	320x50	600x500	300x250
File Size	100kb	50kb**	300kb	150kb**

## GIF Animation

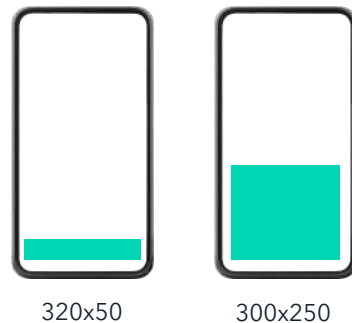
- Minimize number of frames to meet the file size limitations
- Simple animation
- Animation can loop but should not exceed 15 seconds

## File Format

- GIF / JPG / PNG

## PSD Templates:

[Download Templates](#)



## Dynamic Distance

Distance overlay is a dynamically populated text that indicates how far the user is from the nearest business location.

E.g.: "2.22 mi away", "Nearest location is 2.22 mi away"

(Business name, City, State, and Street address can be dynamically populated as well.)

## Font

- Character: Arial, Helvetica, Helvetica Neue, Georgia, Baskerville, Futura
- Weight: regular, bold, italic, bold italic
- Color: provide hex color code
- Size: 9 points minimum

## Location List

- Business name (if available), address, city, state, zip (without +4), and phone number
- File format: XLS / CSV



\*Retina display banners are not recommended for display campaigns to ensure proper ad serving.  
\*\* IAB standard file sizes

# Tablet | Display

## Image Banners

Ad Sizes	Retina*	Standard	Retina*	Standard
<b>Dimension</b>	600x500	300x250	1456x180	728x90
<b>File Size</b>	100kb	50kb**	300kb	150kb**

### GIF Animation

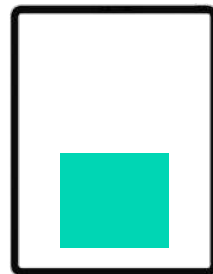
- Minimize number of frames to meet the file size limitations
- Recommend simple animation
- Animation can loop but should not exceed 15 seconds

### File Format

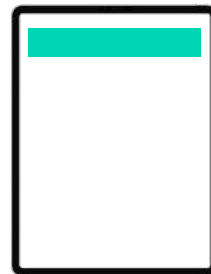
- GIF / JPG / PNG

### PSD Templates:

[Download Templates](#)



300x250



728x90

### Dynamic Distance

Distance overlay is a dynamically populated text that indicates how far the user is from the nearest business location.

E.g.: "2.22 mi away", "Nearest location is 2.22 mi away"

(Business name, City, State, and Street address can be dynamically populated as well.)

### Font

- Character: Arial, Helvetica, Helvetica Neue, Georgia, Baskerville, Futura
- Weight: regular, bold, italic, bold italic
- Color: provide hex color code
- Size: 9 points minimum

### Location List

- Business name (if available), address, city, state, zip (without +4), and phone number
- File format: XLS / CSV



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\*\* IAB standard file sizes

# Desktop | Display

## Image Banners

Ad Sizes	Rectangle	Leaderboard	Skyscraper	
<b>Dimension</b>	300x250	728x90	160x600	300x600
<b>File Size**</b>	50kb	150kb	150kb	250kb

## GIF Animation

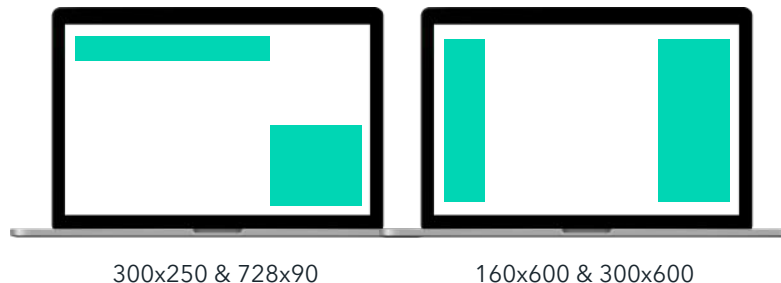
- Minimize number of frames to meet the file size limitations
- Recommend simple animation
- Animation can loop but should not exceed 15 seconds

## File Format

- GIF / JPG / PNG

## PSD Templates:

[Download Templates](#)



## Dynamic Distance\*

Distance overlay is a dynamically populated text that indicates how far the user is from the nearest business location.

E.g.: "2.22 mi away", "Nearest location is 2.22 mi away"

(Business name, City, State, and Street address can be dynamically populated as well.)

## Font

- Character: Arial, Helvetica, Helvetica Neue, Georgia, Baskerville, Futura
- Weight: regular, bold, italic, bold italic
- Color: provide hex color code
- Size: 9 points minimum

## Location List

- Business name (if available), address, city, state, zip (without +4), and phone number
- File format: XLS / CSV



\*The capability requires user location service to be turned on in browser.  
\*\* IAB standard file sizes

# Interstitials

## Standard

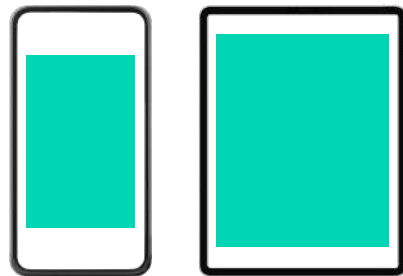
Ad Sizes	Smartphone		Tablet	
	Retina*	Standard	Retina*	Standard
Dimension	640x960	320x480	1536x2048	768x1024
File Size**	300kb	150kb	600kb	300kb

### GIF Animation

- Minimize number of frames to meet the file size limitations
- Recommend simple animation
- Animation can loop but should not exceed 15 seconds

### File Format

- GIF / JPG / PNG



320x480

768x1024

### Dynamic Distance\*

Distance overlay is a dynamically populated text that indicates how far the user is from the nearest business location.

E.g.: "2.22 mi away", "Nearest location is 2.22 mi away"

(Business name, City, State, and Street address can be dynamically populated as well.)

### Font

- Character: Arial, Helvetica, Helvetica Neue, Georgia, Baskerville, Futura
- Weight: regular, bold, italic, bold italic
- Color: provide hex color code
- Size: 9 points minimum

### Location List

- Business name (if available), address, city, state, zip (without +4), and phone number
- File format: XLS / CSV



\*Retina display banners are not recommended for display campaigns to ensure proper ad serving.  
\*\* IAB standard file sizes

# Landing Page | Super

## Asset Requirement

### Directions & Additional CTA

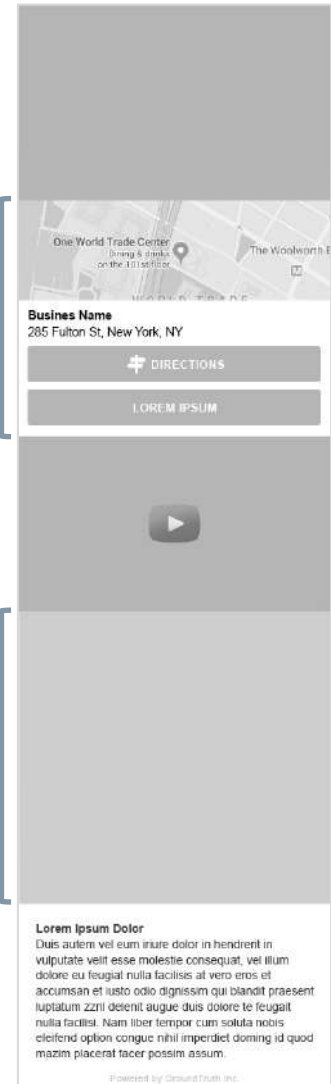
- Contact list: XLS / CSV
- (Business name (if available), address, city, state, zip (without +4), and phone number)
- Hex color code for buttons
- CTA text and URL to 3rd party website

NOTE: Buttons text is available in white only

### Promo Image\*

Image Sizes	Retina	Standard
<b>Dimension</b>	750x704	375x352
<b>File Size</b>	2000kb	100kb

PSD Templates: [Download Templates](#)



### Branding/Header

(Image must be static)

Image Sizes	Retina	Standard
<b>Dimension</b>	750x468	375x234
<b>File Size</b>	200kb	100kb

### Video\*

- URL to YouTube video

### Text

- Final copy: DOC (There is no character count limit)

NOTE: Available in black text, white background and in Arial font



# Landing Page | Examples

## Version 1

- Header image, call or custom CTA, and YouTube link

## Version 2

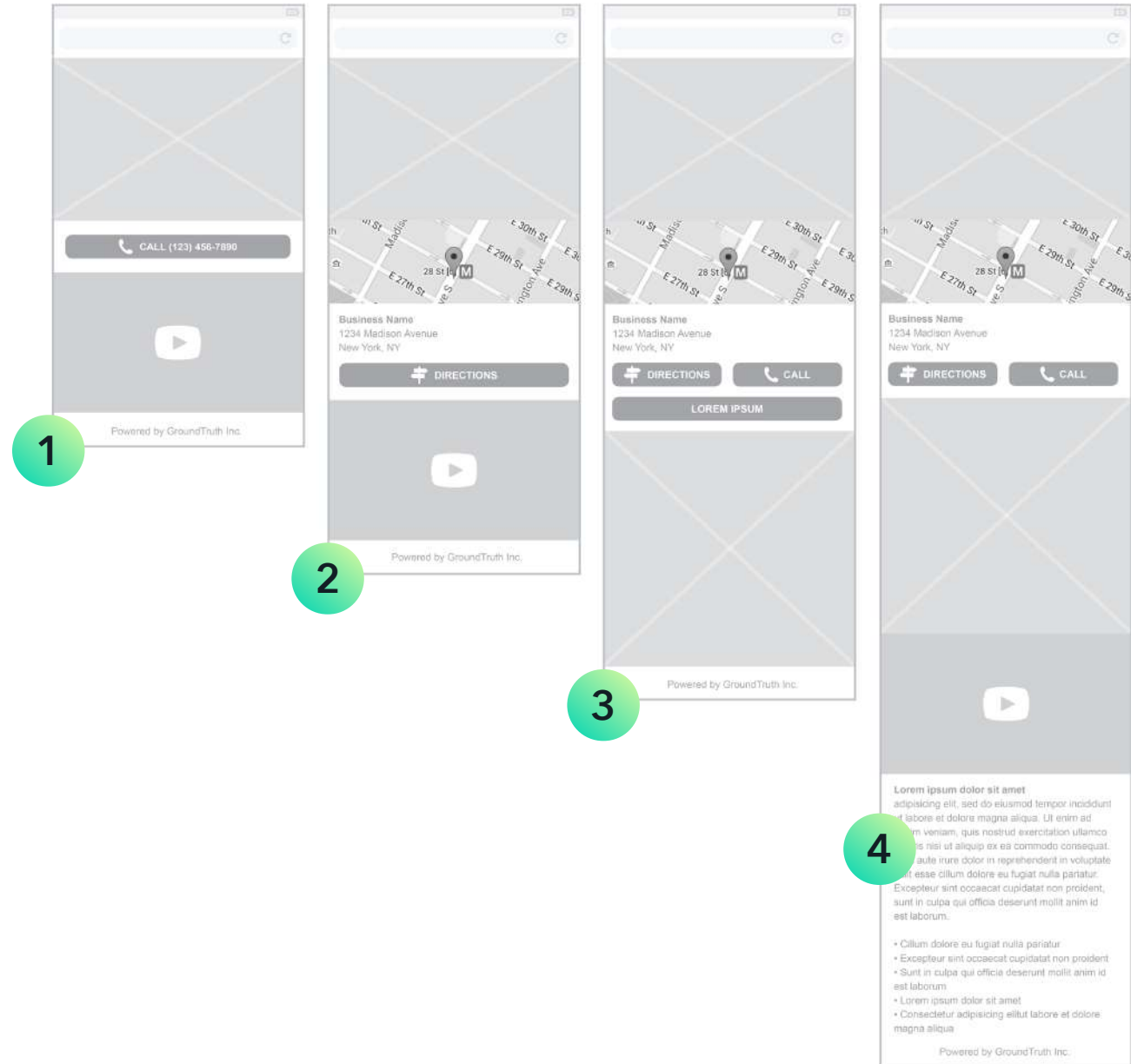
- Header image, map with direction CTA, and YouTube link

## Version 3

- Header image, map with direction, call, custom CTA button and promo image

## Version 4

- Header image, map with direction, call CTA button, promo image, YouTube link, and copy



# Landing Page | Image

## Asset Requirement

Ad Sizes	Retina*	Standard
Dimension	640x960	320x480
File Size**	300kb	150kb

### GIF Animation

- Minimize number of frames to meet the file size limitations
- Recommend simple animation
- Animation can loop but should not exceed 15 seconds

### File Format

- GIF / JPG / PNG

PSD Templates: [Download Templates](#)



### Dynamic Distance

Distance overlay is a dynamically populated text that indicates how far the user is from the nearest business location.

E.g.: "2.22 mi away", "Nearest location is 2.22 mi away"

(Business name, City, State, and Street address can be dynamically populated as well.)

### Applicable interactive content:

- YouTube embedded video
- Call the nearest business location
- Get directions to the nearest business location
- Link to third party URL



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\*\* IAB standard file sizes

# Rich Media

## Banners

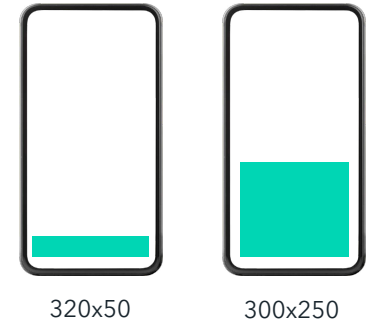
Ad Sizes	Smartphone				Tablet	
	Retina*	Standard	Retina*	Standard	Retina*	Standard
Dimension	640x100	320x250	600x500	300x250	1456x180	728x90
File Size**	100kb	50kb**	300kb	150kb**	300kb	150kb**

### Animation

- Recommend simple animation

### File Format

- GIF / JPG / PNG
- Layered PSD



### Dynamic Capabilities

- Location: distance, business name, city, state, address  
- E.g.: "2.22 mi away", "ABC Store",
- Weather: weather conditions and temperature
- Time: day of week, time of day, or date range
- Language: language setting by device or by placement
- Platform: device specific creatives
- Audience: creatives specific by placements
- A/B Testing: creative testing with auto optimization

### Font

- Character: Arial, Avenir Next, Helvetica, Helvetica Neue, Georgia, and more. **For full list or custom fonts please reach out to the creative team.**
- Weight: regular, bold, italic, bold italic
- Color: provide hex color code
- Size: 9 points minimum

Location List: [Download Sample Location List](#)

PSD Templates: [Download Templates](#)



\*Retina display banners are not recommended for display campaigns to ensure proper ad serving.  
\*\* IAB standard file sizes

# Rich Media

## Expanded Page

(Page expands from rich media banner)

Smartphone	Tablet	
Portrait	Portrait	Landscape
384x615	768x1024	1024x768

### NOTE:

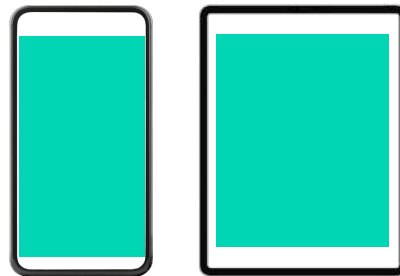
PSD file only: Our Rich Media units are built responsive and adapts to all screen sizes. **Use 2x dimension for retina screen**

### File Format

- GIF / JPG / PNG
- Layered PSD

### Font

- Character: Arial, Helvetica, Helvetica Neue, Georgia, Baskerville, Futura
- Weight: regular, bold, italic, bold italic



384x615  
Full Screen

768x1024

## Rich Media Features

- Presentation: Galleries, 360 View, Panoramic View, Card Flip, and Card Stack
- Direct Response: Website Open, Call, Download, Social, Add to Calendar, and Input Forms
- Games: Drag and Drop, Image Match, Wipeaway, Jigsaw, and Drawing/Paint
- Social Media: Share on Facebook, Share on Twitter, and Twitter Feed
- Location: Locator Map, Dynamic Distance, and Location Population (Business name, City, State, Address, Image, and Copy)
- Dynamic Content: Weather, Time, Location, Platform, Language, Audience, and A/B Testing
- Video: In-line, Shoppable, In-banner, Vertical, and 360

PSD Templates: [Download Templates](#)

*Creative and dynamic capabilities listed on pages 13 and 14.*



\*Retina sized assets will be auto optimized depending on user devices  
\*\* IAB standard file sizes

# Rich Media | Feature

Presentation	Required Assets
360° View	8-10 images to create full effect
Video Teaser	16:9, 4:3 video (in-line video specs on pg 12)
Swipeable Gallery	3-6 images
Grid Gallery	4-6 images
Light Table Gallery	3-6 images
Card Flip	2, 4, 6 images or video
Stack	3-6 images or video
Panoramic View	1 panoramic image

Direct Response	Required Assets
Call	Phone number
Download App	App Store ID and/or Google Play ID
External Link	URL
Forms	Desired contact info (name, e-mail, and/or phone number)
Social Media Website	URL to social media website
Add to Calendar	Event name, location, start and end date/time

Games	Required Assets
Drag & Drop	Image of product shots
Match	8 image or product image
Stopwatch	n/a
Wipe Away	Foreground and reveal image
Jigsaw puzzle	1 image
Drawing/Painting	Colors in hex code

Social Media	Required Assets
Facebook Share	Copy to post on user's Facebook page
Twitter Share	Copy to post on user's Twitter page
Twitter Feed	Handle or hashtag to pull feeds

Location	Required Assets
Locator	Location list <sup>1</sup>
Dynamic Distance	Location list <sup>1</sup>

# Rich Media | Feature

Dynamic Content	Required Assets
Weather	Desired Weather condition: cold, mild, hot, rain, snow, sunny, cloudy, windy
Time	Day of week, time of day, date range, and countdown to a specific time
Location	Distance, state, city, address, business name
Platform	Images, copy for iOS or Android
Language	Creative by device language setting or placement
Audience	Audience segments
Creative Testing	A/B testing and auto creative optimizing

Video	Required Assets
In-line Video	16:9, 4:3 ratio size video
Shoppable Video	16:9, 4:3 ratio size video
In-Banner (300x250) Video	16:9, 4:3 ratio size video
Vertical Video	Vertical video, 16:9, 4:3 ratio size video
360° Video <sup>3</sup>	360° video

## Rich Media Video Specs

- **Format** - MP4 / MOV / 3GP
- **Length** - :05 - :30 seconds
- **Aspect Ratio** - 16:9 or 4:3 for Standard, Shoppable, and In-Banner videos, 9:16 for vertical and 360° videos
- **File Size** - < 50mb max per video
- **Dimension** - 1080p max

### Dimension

#### Smartphone

Banner:  
320x50, 300x250

Expanded:

Portrait
384x615

#### Tablet

Banner:  
300x250, 728x90

Expanded:

Portrait	Landscape
768x1024	1024x768

### Page Weight

Banner: 50kb  
Expanded: 100kb  
(excludes video)

Banner: 150kb  
Expanded: 300kb  
(excludes video)

<sup>1</sup> XLS or CSV file in the following order: Name, address city, zip, state, country, phone, email, opening hours, lat, long

<sup>2</sup> Acquire with your account manager for additional dynamic content and custom gaming options

<sup>3</sup> 360° video must be provided in vertical format



# Scrolling Text Banner

320x50 scrolling text banner with dynamic distance overlay

## Asset Requirement

- **Background Image or Solid Background Color (320x50)**

- File Type: GIF / JPG / PNG

- **Business Name**

- Character: Helvetica Neue
- Font-Size: 16px
- Font-Weight: 400
- Color: provide hex color code
- Max-Width: 260px

- **Scrolling Copy**

- Character: Helvetica Neue
- Character Count: 160
- Font-Size: 11px
- Font-Weight: 400
- Color: provide hex color code
- Animation Speed: 35s



- **Logo**

- Size: 40x40 image or Logo

- **Dynamic Distance**

- Character: Helvetica Neue
- Font-Size: 10px
- Font-Weight: 200
- Color: provide hex color code

PSD Templates: [Download Templates](#)

# HTML5 Creative Guidelines

GroundTruth can host HTML5 zip files for Desktop, Mobile-App, and Mobile Web ads. (Cannot be combined with GroundTruth's dynamic distance overlay)

## Zip File Requirements

The maximum size for an HTML5 .zip file that can be upload is **500kb**. Regardless, you should keep your .zip file as light as possible. The only files in your .zip file should be the assets you need for your final HTML5 creative

### Supported file types

- HTML/Text: HTML, CSS, JS
- Images: JPG, JPEG, GIF, PNG, SVG

### What **to include** in HTML5 .zip files

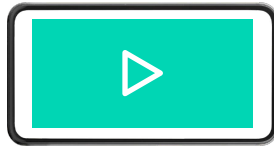
<b>HTML File</b>	<b>Required: ZIP containing HTML</b> <ul style="list-style-type: none"><li>• The HTML document must contain a clickTag in the &lt;head&gt;</li><li>• Must include Meta tag declaring ad size (must be fixed, include valid ad size) e.g. &lt;meta name="ad.size" content="width=320,height=50"&gt;</li></ul>
<b>Other Files</b>	Include other files (for example, image, CSS, and JavaScript files) that are loaded by the HTML file.

### What **not to include** in HTML5 .zip files

<b>Multiple ads per .zip files</b>	Only include one ad per .zip file.
<b>Other .zip files</b>	Do not include any .zip files within your HTML5 .zip file.
<b>Video files</b>	Do not include any file types related to video
<b>Font files</b>	Do not include any file types related to fonts
<b>Unreferenced files</b>	Only include files if they are referenced by the HTML file. For example, do not include any source or authoring files that aren't loaded by the final creative.
<b>Local or session storage</b>	Ads Manager does not accept HTML5 assets that use local storage or session storage.
<b>Backup image</b>	<ul style="list-style-type: none"><li>• Do not include backup images in your HTML5 .zip file unless they're referenced by the HTML file. For example, if you're using the same image as both background image and backup image.</li><li>• You must upload backup images separately, in the Backup images section.</li></ul>



# Video Specs by Media



## Mobile Video

<b>Length*</b>	:05 - :30 seconds
<b>Dimensions</b>	Preferred aspect ratio is 16:9. No size restriction.
<b>File Size</b>	< 5MB on Android, unlimited on iOS
<b>Bitrate</b>	Low: 500-700 kbps Medium: 700-1500 kbps High: 1500-3500 kbps
<b>Tags</b>	VAST 2.0 and 3.0, VPAID 2.0



## CTV/OTT VAST Tag

<b>Length*</b>	:05 - :30 seconds
<b>Dimensions</b>	Preferred aspect ratio is 16:9. No size restriction.
<b>File Size</b>	10 MB with a max final load size of 200 MB
<b>Audio Bitrate</b>	128 kbps or higher
<b>Video Bitrate</b>	2.0 mbps or higher
<b>Tags</b>	VAST 2.0 and 3.0 wrapper only



## Video Upload

<b>Format</b>	.mp4, .mov
<b>Length*</b>	:05 - :30 seconds
<b>Dimensions</b>	Preferred aspect ratio is 16:9. No size restriction.
<b>Resolution</b>	Min. 1280x720, Max 1920x1080 (recommended)
<b>File Size</b>	Under 50 MB
<b>Video Bitrate</b>	2.0 mbps or higher

### Video Editing

The creative team has the capability to add overlays on videos. Please reach out for details and questions.

### QR Code Creation

The creative team has the capability to customize QR codes. Custom QR code includes client logo, brand color, and surrounding borders around the QR code.

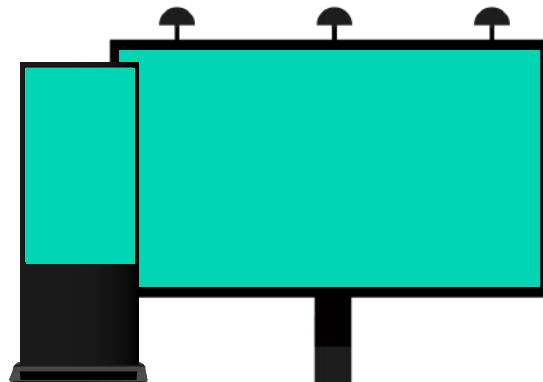
# Digital Out Of Home

## Spec Information

- Static: JPG
- Video: MOV or MP4
- Max File Size (Static): 10MB
- Max File Size (Video): 50MB
- Static Color Space: RGB and CMYK

## Creative Sizes (common sizes)

- 384x128
- 560x160
- 720x208
- 840x400
- 1400x400
- 1920x1080
- 1080x1920



Video Length: 15 or :30 seconds

Video w/Audio: Varies by venues (please reach out to your Account Manager for exact specs)

# Social

## Platform and Creative Specs

	Facebook (Mobile/Desktop)	Instagram (Mobile)
Creative Units:	<ul style="list-style-type: none"> <li>• Image</li> <li>• Video</li> <li>• Carousel</li> </ul>	<ul style="list-style-type: none"> <li>• Image</li> <li>• Video</li> <li>• Carousel</li> </ul>
Link to Ad Specs:	<a href="#">Facebook Ad Spec</a>	<a href="#">Instagram Ad Spec</a>

## Universal Ad Spec:

Image	
File Size	30mb max
File Type	.jpg or .png
Image Ratio	16:9, 1:1, 4:5, 9:16
Resolution	1080x1080px

Video	
File Size	4gb max
Video Length	5-60 sec
File Type	.mp4 or .mov
Video Ratio	16:9, 1:1, 4:5, 9:16



\*Retina display banners are not recommended for display campaigns to ensure proper ad serving.  
\*\* IAB standard file sizes

# Audience-Based Direct Mail

Click [here](#) to download a pre-set template for our universal specs.

## Document Size (Includes Bleed): 8.75" x 6.5"

This is the excess image area that must surpass the trim dimensions to ensure that your image will flow over on all sides.

## Live Area: 8.25" x 5.7"

Any elements of your ad that should not be cut off in the trimming process must be within the live area.

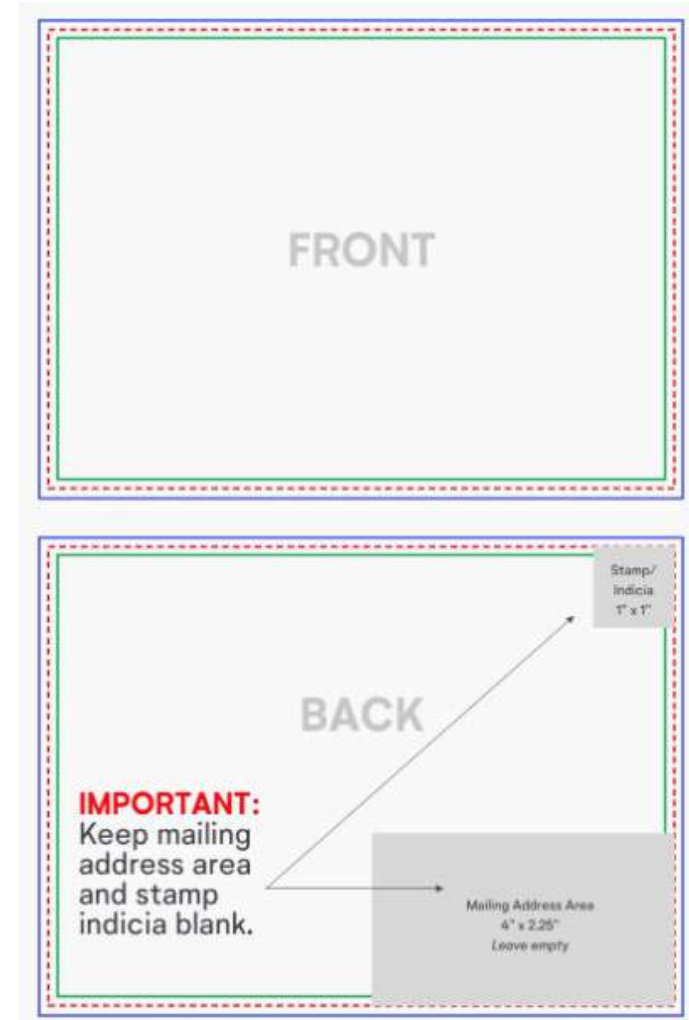
Set aside and outside margins to .25" and top and bottom margins to .4" (and remember to keep ALL live matter within the margins).

## Trim 8.5" x 6.0"

Your ad will trim to these dimensions.

## Export Settings

- Ensure all images and artwork are **CMYK** and **300dpi** in resolution.
- Do not include placeholder boxes on your design for the stamp or mailing panel. We will automatically place those.
- Select **PDF/X-1a** in the Adobe PDF pre-set dropdown.
- Select **Acrobat 4.0** in the compatibility dropdown.
- Export both **front and back** into one pdf file for submission.
- Do not include crop marks or trim lines.





| **Thank You**

Real-world behavior. **Real business results.**

Questions?

[Email the Creative Team](#)