Main Social URL
Where image and text will be taken from (e.g. Facebook or Instagram posts URL)

Social button URLs
The URLs where the user is directed to when clicking on the social icons

Call to action text
The text to be displayed

Call to action URL
The URL where the user is directed to when clicking on the call to action section

We report back on individual clicks
→ Main social image
→ Each individual social button
→ Call to action

Please deliver material at least one week before campaign start.
Header
- Company Name: max. 17 chars
- Logo: jpg, png, gif – Aspect Ratio 1:1

Visual (Image or Video)
Aspect Ratio 1:1 or 4:3 or 16:9
- Image: jpg, png, gif
- Video: mp4, mov, avi (recommended length: max. 30s)

<table>
<thead>
<tr>
<th>Aspect Ratio of Visual</th>
<th>Max. chars*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:1</td>
<td>120</td>
</tr>
<tr>
<td>4:3</td>
<td>240</td>
</tr>
<tr>
<td>16:9</td>
<td>360</td>
</tr>
</tbody>
</table>

*Without additional Social Button

Custom Social Buttons
- Place additional Twitter / Facebook / Instagram / LinkedIn / Pinterest buttons (optional)
  Using Custom Social Buttons will reduce available text size.

CTA
- Caption: max. 20 chars
- Color: optional

Tracking (optional: created by plista or customer)
- General: clicktracker for tracking main area of the Social Ad
- Video: quartile clicktrackers (START, 25%, 50%, 75%, END) in case you want to track video events
- Custom Social Buttons: clicktracker for every single button
- CTA: extra clicktracker in case you want to differentiate between clicks on CTA and main area of the Social Ad

* Please deliver material at least one week before campaign start.
Social Ad for Halfpage | Widget Size 300 x 600

Header
- Company Name: max. 16 chars
- Logo: jpg, png, gif – Aspect Ratio 1:1

Visual (Image or Video)
Aspect Ratio 1:1 or 3:4
- Image: jpg, png, gif
- Video: mp4, mov, avi (recommended length: max. 30s)

Custom Social Buttons
- Place additional Twitter / Facebook / Instagram / LinkedIn / Pinterest buttons (optional)
  Using Custom Social Buttons will reduce available text size.

CTA
- Caption: max. 20 chars
- Color: optional

Tracking (optional: created by plista or customer)
- General: clicktracker for tracking main area of the Social Ad
- Video: quartile clicktrackers (START, 25%, 50%, 75%, END) in case you want to track video events
- Custom Social Buttons: clicktracker for every single button
- CTA: extra clicktracker in case you want to differentiate between clicks on CTA and main area of the Social Ad

Text

<table>
<thead>
<tr>
<th>Aspect Ratio of Visual</th>
<th>Max. chars*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:1</td>
<td>400</td>
</tr>
<tr>
<td>3:4</td>
<td>260</td>
</tr>
</tbody>
</table>

*Without additional Social Button

Please deliver material at least one week before campaign start.
Header (will be placed on the visual in the top left corner)
- Company Name: max. 20 chars
- Logo: jpg, png, gif – Aspect Ratio 1:1

Visual (Image or Video)
Aspect Ratio 16:9
- Image: jpg, png, gif
- Video: mp4, mov, avi (recommended length: max. 30s)

Text
- max. 80 chars (without additional social buttons)

Custom Social Buttons
- Not available

CTA
- Caption: max. 20 chars
- Color: optional

Tracking (optional: created by plista or customer)
- General: clicktracker for tracking main area of the Social Ad
- Video: quartile clicktrackers (START, 25%, 50%, 75%, END) in case you want to track video events
- CTA: extra clicktracker in case you want to differentiate between clicks on CTA and main area of the Social Ad

⚠️ Please deliver material at least one week before campaign start.