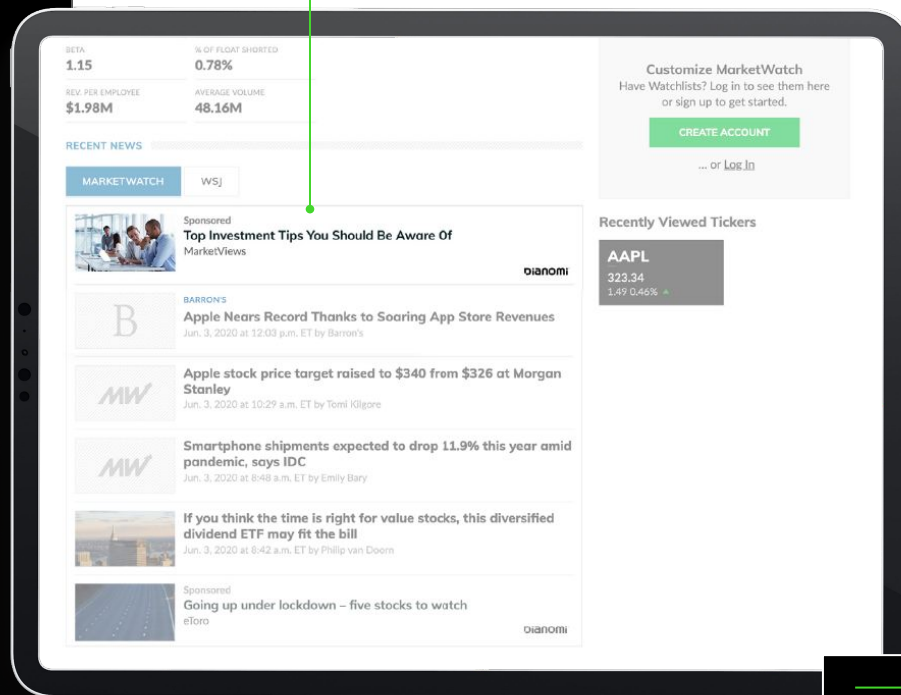
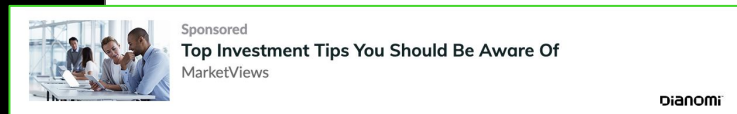


Creative Specifications

DV360 NATIVE AD UNIT SPECS

Please submit the following per ad:

- 1 ADVERTISER NAME** 25 characters including spaces
Example: MarketViews
- 2 LOGO** Submit JPG or PNG in the following size:
100 x 100 px minimum; 1999 x 1999 px maximum - 1200 KB maximum
file size. Aspect ratio 1:1 This will only be shown in DV360's platform, not
your physical ad.
- 3 LONG HEADLINE** Use this field for your ad text. 50 characters including
spaces, APA style capitalization, no exclamation points, no words in all caps
(besides acronyms)
Example: Top Investment Tips You Should Be Aware Of
- 4 IMAGE** Submit JPG or PNG in the following size:
1200 x 627 px minimum; 1999 x 1999 px maximum - 1200 KB maximum
file size. Aspect ratio 1.91:1 - No text/logo on image.
- 5 LANDING PAGE URL** The web page to direct people to when they click your
ad. Maximum 1024 characters.
Example: https://marketviews.com/?utm_source=dianomi&utm_medium=pc&utm_publishername=:pub_name&utm_advariant=:ad_variant_id&utm_device_type=:device_type
- 6 CAPTION URL** A shorter, friendlier version of the landing page
URL to display. 30 characters maximum.
Example: marketviews.com/investments
- 7 CALL TO ACTION** Maximum 15 characters. This will only be
shown in DV360's platform, not your physical ad.
Example: "Find Out More"



EXAMPLE AD
Content displayed varies by device, placement and publisher.

Creative Specifications

DV360 CANVAS AD UNIT SPECS

Please submit the following per ad:

- 1 ADVERTISER NAME** 25 characters including spaces
Example: MarketViews
- 2 LOGO** Submit JPG or PNG in the following size:
100 x 100 px minimum; 1999 x 1999 px maximum - 1200 KB maximum file size. Aspect ratio 1:1 This will only be shown in DV360's platform, not your physical ad.
- 3 LONG HEADLINE** 50 characters including spaces, APA style capitalization, no exclamation points, no words in all caps (besides acronyms)
Example: Where to invest next and how are market sentiment...
- 4 LONG BODY TEXT/DESCRIPTION** 150 characters including spaces
Example: Investments can go up as well as...
- 5 IMAGE** Submit JPG or PNG in the following size:
1200 x 627 px minimum; 1999 x 1999 px maximum - 1200 KB maximum file size. Aspect ratio 1.91:1 - No text/logo on image.
- 6 LANDING PAGE URL** The web page to direct people to when they click your ad. Maximum 1024 characters.
Example: https://marketviews.com/?utm_source=dianomi&utm_medium=pc&utm_publishername=:pub_name&utm_advariant=:ad_variant_id&utm_device_type=:device_type
- 7 CAPTION URL** A shorter, friendlier version of the landing page URL to display. 30 characters maximum.
Example: marketviews.com/investments
- 8 CALL TO ACTION** Maximum 15 characters. This will only be shown in DV360's platform, not your physical ad.
Example: "Find Out More"



EXAMPLE AD

Content displayed varies by device, placement and publisher.



The screenshot shows a Bloomberg article page. On the left, there's a sidebar with social sharing options and author information. The main content area displays an article about interest rates. Below the article, there's a sponsored ad unit for MarketViews. The ad unit features a headline, a sub-headline, a call to action button, and a small image of a person. The ad unit is positioned below the article text and above the footer.