Creative Specifications
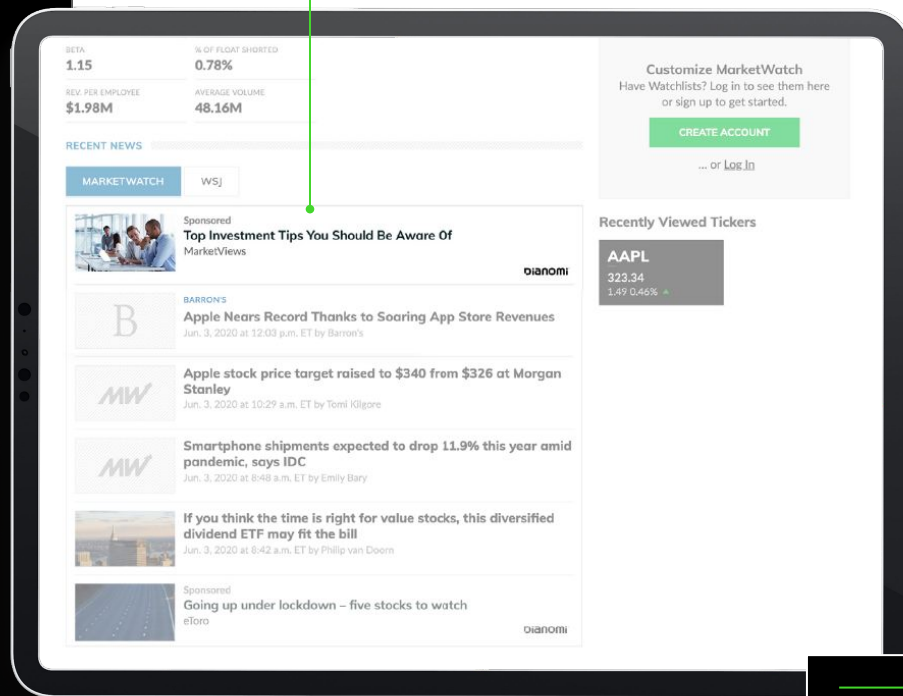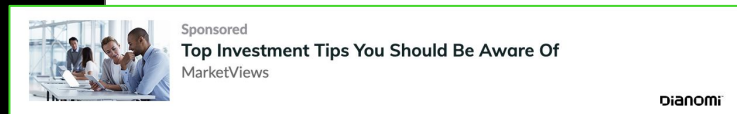
THE TRADE DESK NATIVE AD UNIT SPECS

Please submit the following per ad:

1 **SPONSOR** Brand Name
Example: MarketViews

2 **NAME** This is the name that you give your creative. It will only be shown in TheTradeDesk platform.

3 **LONG TITLE/HEADLINE** Use this field for your ad text. Even though TTD supports 90 characters please ensure that your ad text is 70 characters max, including spaces.

4 **IMAGE** Submit JPG or PNG in the following size:
1000 x 600 px minimum - No text/logo on image.

5 **LANDING PAGE URL** The web page to direct people to when they click your ad.
Example:https://marketviews.com/?utm_source=dianomi&utm_medi-um=cpc&utm_publishername=:pub_name&utm_advariant=:ad_variant_id&utm_devicetype=:device_type

6 **SHORT DESCRIPTION** 90 characters including spaces. This is a mandatory field in TheTradeDesk, though it will not appear on Dianomi's placement. We recommend entering your Brand name.

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

Creative Specifications

THE TRADE DESK VIDEO AD UNIT SPECS

Please submit the following per video:

1 **SPONSOR** Brand Name
Example: MarketViews

2 **SHORT TITLE/ AD TEXT** 25 characters including spaces
Example: Top Investment Tips

3 **VIDEO FILE** Provide MP4 or MO file up to 30 seconds long (90 seconds maximum), 16:9 aspect ratio (we suggest 480p) and with a max file size of 150MB or contained in VAST tag (including VAST 2.0, VAST 2.0 with VPAID 2.0 JS, VAST 3.0)

4 **LANDING PAGE URL** The web page to direct people to when they click your ad. Example:https://marketviews.com/?utm_source=dianomi&utm_medi-um=cpc&utm_publishername=:pub_name&utm_advariant=:ad_variant_id&utm_devicetype=:device_type

5 **CLICKTHROUGH URL** Include click tracker here if provided
Example: https://ad.doubleclick.net/ddm/trackimp/...=?

EXAMPLE VIDEO
Engage users with video and
drive traffic to your destination URL.

Sponsored Video by **marketviews**

Top Investment Tips   Find Out More

and today's investor needs to consider where they are sourcing their information. Is it reliable?

Dianomi

But James Glassman – contributing columnist for *Kiplinger's*
Personal Finance and a visiting fellow at the American Enterprise Institute – is not counting Danoff out. His long-term record is what counts, and it is brilliant. For example, Danoff bought **PayPal Holdings** (PYPL, $210.80), the digital payment company, in 2015, the year it was spun off from eBay (EBAY).