

# Dianomi™

Ad Specifications & Standards  
2024

Where Digital  
Advertising  
Speaks Louder

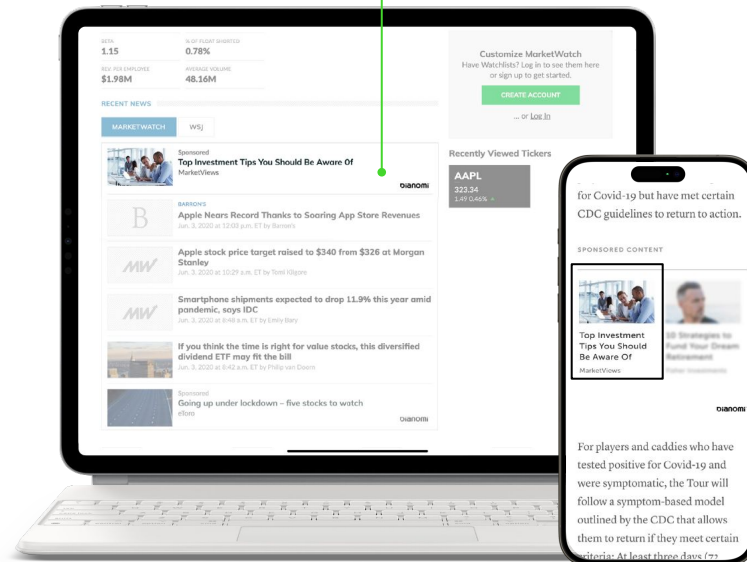
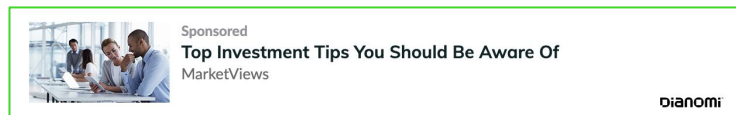


## CREATIVE SPECIFICATIONS

# Native Ads

Please submit the following per ad:

- 1 COMPANY NAME**  
30 characters including spaces  
Example: MarketViews
- 2 AD TEXT**  
70 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
- 3 IMAGE**  
Submit JPG or PNG in the following size:  
400 x 320 px landscape image - No text/logo on image.
- 4 SECURE DESTINATION URL with optional 3rd party tracking**  
Example: [https://marketviews.com/?utm\\_source=dianomi&utm\\_medium=cpc&utm\\_publishername=:pub\\_name&utm\\_advariant=:ad\\_variant\\_id&utm\\_devicetype=:device\\_type](https://marketviews.com/?utm_source=dianomi&utm_medium=cpc&utm_publishername=:pub_name&utm_advariant=:ad_variant_id&utm_devicetype=:device_type)
- 5 IMPRESSION TRACKER** (if applicable)  
Example: <https://ad.doubleclick.net/ddm/trackimp/...=?>



**\*Ad format varies by device, publisher and placement.**

## CREATIVE SPECIFICATIONS

# Video

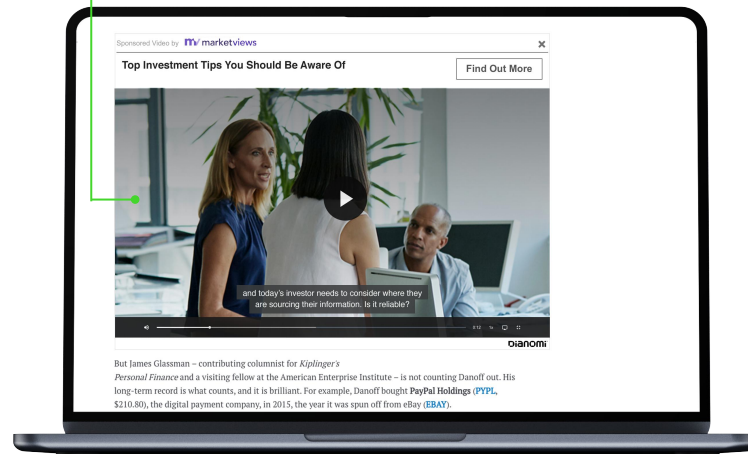
Please submit the following per video:

- 1 COMPANY NAME**  
30 characters including spaces
- 2 AD TEXT**  
70 characters including spaces  
Example: Top Investment Tips You Should Be Aware Of
- 3 CALL TO ACTION**  
20 characters including spaces.  
Example: Find Out More
- 4 COMPANY LOGO**  
JPG or PNG with a max width of 500px and all excess white space trimmed
- 5 VIDEO FILE**  
Provide MP4 file up to 30 seconds long, 16:9 aspect ratio (we suggest 480p) and with a max file size of 2MB or contained in VAST tag (including VAST 2.0, 3.0 & 4.0 versions, does not include VPAID)
- 6 SECURE DESTINATION URL with optional 3rd party tracking**  
Example: [https://marketviews.com/?utm\\_source=dianomi&utm\\_medium=cpc&utm\\_publishername=:pub\\_name&utm\\_advariant=:ad\\_variant\\_id&utm\\_device\\_type=:device\\_type](https://marketviews.com/?utm_source=dianomi&utm_medium=cpc&utm_publishername=:pub_name&utm_advariant=:ad_variant_id&utm_device_type=:device_type)
- 7 IMPRESSION TRACKER** (if applicable)  
Example: <https://ad.doubleclick.net/ddm/trackimp/...=?>



### EXAMPLE VIDEO

Outstream your videos across publishers in a native environment and drive traffic to your destination URL.



**Video automatically plays when 50% in-view and for 2 seconds. Press button to activate sound.**

## CREATIVE SPECIFICATIONS

# Apple News Video

Please submit the following per video:

**\*We can host and serve your videos or you can send us a third party VAST tag.**

### 1 VIDEO SPECIFICATIONS

Video Ratio 16:9 [720p minimum]

Video Codec H.264

Video Bitrate 600-800 kbps (recommended)

Audio Codec Uncompressed

Audio Sample Rate 44.1 kHz (recommended)

Duration 5 seconds minimum - 30 seconds maximum

### 2 THIRD PARTY VAST TAG SPECIFICATIONS

- Innovid VAST tags accepted
- Only VAST 2.0 and 3.0 tags containing linear ads and skippable linear ads are supported
- Progressive loading only
- VPAID, VAST 1.0, VAST 4.0 tags aren't supported

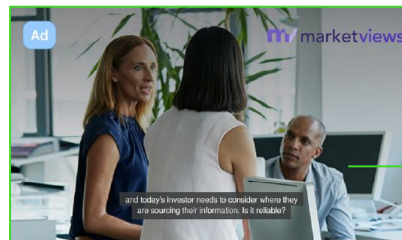
### 3 CREATIVE

- CTA is required to be "Learn more"
- Avoid the use of text or logos in the top left corner where the Apple "Ad" logo appears
- Secure Destination UR. Example:  
[https://marketviews.com/?utm\\_source=dianomi&utm\\_medium=cpc&utm\\_publishername=:pub\\_name&utm\\_advariant=:ad\\_variant\\_id&utm\\_devicetype=:device\\_type](https://marketviews.com/?utm_source=dianomi&utm_medium=cpc&utm_publishername=:pub_name&utm_advariant=:ad_variant_id&utm_devicetype=:device_type)
- No other creatives supported (ad text and logo is not shown)

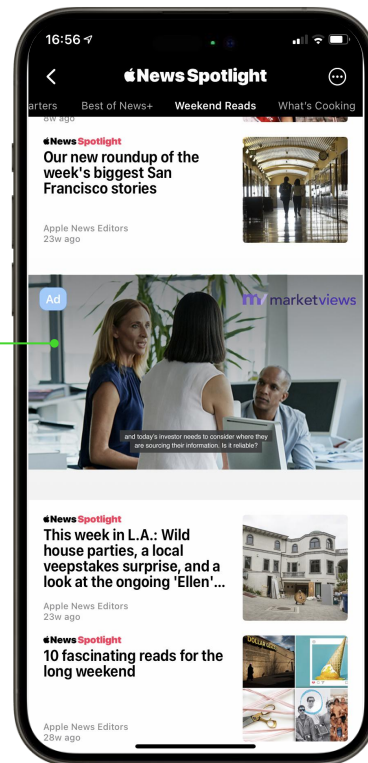


### EXAMPLE VIDEO

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



**Dianomi is an approved sales agent for specific Apple News publishers**



## CREATIVE SPECIFICATIONS

# Podcast

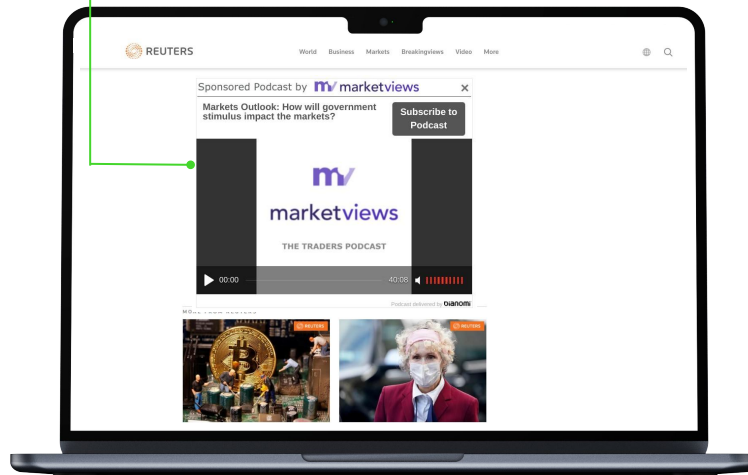
Please submit the following per podcast:

- 1 HOSTED LINK TO MP3 OR MP3 FILE**  
No limit on length
- 2 PODCAST TITLE/DESCRIPTION**  
70 characters including spaces  
Example: Markets Outlook: How will government stimulus impact the markets?
- 3 PODCAST ARTWORK/IMAGE**  
1:1 ratio (eg. 600 x 600 px)
- 4 COMPANY LOGO**  
JPG or PNG in size 500 x 100 px
- 5 CALL TO ACTION**  
20 characters including spaces  
Example: Subscribe to Podcast
- 6 SECURE DESTINATION URL with optional 3rd party tracking**  
Example: [https://marketviews.com/?utm\\_source=dianomi&utm\\_medium=cpc&utm\\_publishername=:pub\\_name&utm\\_advariant=:ad\\_variant\\_id&utm\\_device\\_type=:device\\_type](https://marketviews.com/?utm_source=dianomi&utm_medium=cpc&utm_publishername=:pub_name&utm_advariant=:ad_variant_id&utm_device_type=:device_type)
- 7 IMPRESSION TRACKER** (if applicable)  
Example: <https://ad.doubleclick.net/ddm/trackimp/...=?>



### EXAMPLE PODCAST

Host your podcasts in a premium and contextual setting, enabling users to listen on site or click through to your page.



**If you have a weekly podcast you can also supply the podcast by RSS feed allowing podcasts to be set up automatically when released. Please ask your account manager for further details.**

## CREATIVE SPECIFICATIONS

# Content Hub

Please submit the following:

### NATIVE ADS (minimum x2)

#### AD TEXT:

70 characters including spaces, APA style capitalization, no exclamation points, no words in all caps (besides acronyms)

#### IMAGE:

Submit JPG or PNG in the following size:  
400 x 320 px landscape image - No text/logo on image.

#### SECURE DESTINATION URL with optional 3rd party tracking:

Eg: [https://marketviews.com/?utm\\_source=dianomi&utm\\_medium=cpc&utm\\_publishername=:pub\\_name&utm\\_advariant=:ad\\_variant\\_id&utm\\_device\\_type=:device\\_type](https://marketviews.com/?utm_source=dianomi&utm_medium=cpc&utm_publishername=:pub_name&utm_advariant=:ad_variant_id&utm_device_type=:device_type)

#### IMPRESSION TRACKER (if applicable):

Eg: <https://ad.doubleclick.net/ddm/trackimp/...=?>

dianomi



The World's Leading Native Advertising Technology



Integrate Your Ad Message Seamlessly Alongside Relevant Editorial

EXAMPLE VIDEO CONTENT HUB

### VIDEO (minimum x1)

#### LOGO:

JPG or PNG with a max width of 500px and all excess white space trimmed

#### AD TEXT:

70 characters including spaces

#### VIDEO FILE:

Provide MP4 file up to 30 seconds long, 16:9 aspect ratio (we suggest 480p) and with a max file size of 2MB or contained in VAST tag (including VAST 2.0, 3.0 & 4.0 versions, does not include VPAID)

#### SECURE DESTINATION URL with optional 3rd party tracking:

Eg: [https://marketviews.com/?utm\\_source=dianomi&utm\\_medium=cpc&utm\\_publishername=:pub\\_name&utm\\_advariant=:ad\\_variant\\_id&utm\\_device\\_type=:device\\_type](https://marketviews.com/?utm_source=dianomi&utm_medium=cpc&utm_publishername=:pub_name&utm_advariant=:ad_variant_id&utm_device_type=:device_type)

#### IMPRESSION TRACKER (if applicable):

Eg: <https://ad.doubleclick.net/ddm/trackimp/...=?>

### PODCAST (minimum x1)

#### LOGO:

JPG or PNG with a max width of 500px and all excess white space trimmed

#### AD TEXT:

Vertical poll - 160 x 186 px (JPG/PNG)  
Horizontal poll - 126 x 94 px (JPG/PNG)

#### HOSTED LINK TO MP3 OR MP3 FILE:

No limit on length

#### PODCAST ARTWORK/IMAGE:

1:1 ratio (eg. 600 x 600 px)

#### SECURE DESTINATION URL with optional 3rd party tracking:

Eg: [https://marketviews.com/?utm\\_source=dianomi&utm\\_medium=cpc&utm\\_publishername=:pub\\_name&utm\\_advariant=:ad\\_variant\\_id&utm\\_device\\_type=:device\\_type](https://marketviews.com/?utm_source=dianomi&utm_medium=cpc&utm_publishername=:pub_name&utm_advariant=:ad_variant_id&utm_device_type=:device_type)

#### IMPRESSION TRACKER (if applicable):

Eg: <https://ad.doubleclick.net/ddm/trackimp/...=?>

OR

## CREATIVE SPECIFICATIONS

# Canvas

Please submit the following per ad:

- 1 COMPANY NAME**  
30 characters including spaces
- 2 AD TEXT**  
200 characters including spaces, APA style capitalization, no exclamation points, no words in all caps (besides acronyms)
- 3 PRODUCT DISCLAIMER/DESCRIPTION**  
200 characters including spaces, APA style capitalization, no exclamation points, no words in all caps (besides acronyms)
- 4 COMPANY LOGO**  
JPG or PNG with a max width of 500px and all excess white space trimmed
- 5 CALL TO ACTION**  
20 characters including spaces. Example: Find Out More
- 6 IMAGE**  
Submit JPG or PNG in the following size: 970x250px landscape - No text/logo on image.
- 7 SECURE DESTINATION URL with optional 3rd party tracking**  
Example: [https://marketviews.com/?utm\\_source=dianomi&utm\\_medium=cpc&utm\\_publishername=:pub\\_name&utm\\_advariant=:ad\\_variant\\_id](https://marketviews.com/?utm_source=dianomi&utm_medium=cpc&utm_publishername=:pub_name&utm_advariant=:ad_variant_id)
- 8 IMPRESSION TRACKER** (if applicable)  
Example: <https://ad.doubleclick.net/ddm/trackimp/...=?>

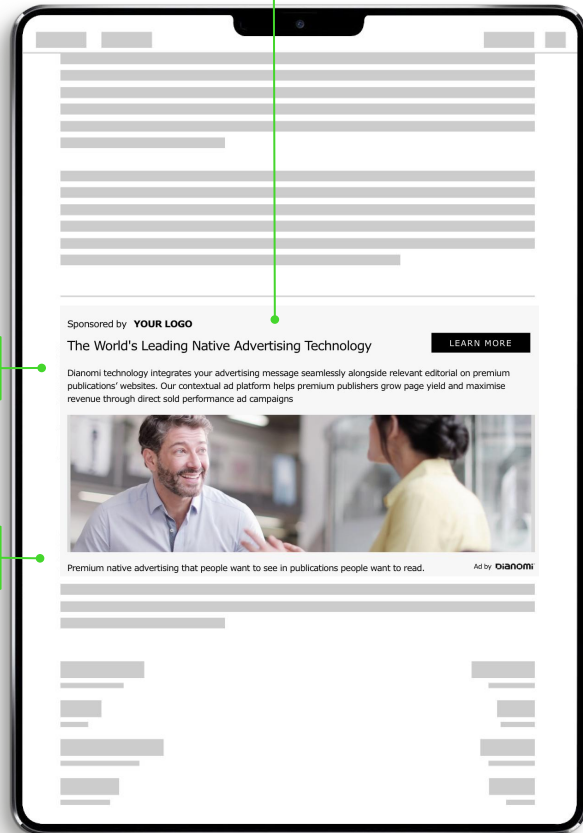


### EXAMPLE AD

Drive awareness to your brand, with a high impact ad unit.

Product narrative

Product disclaimer



**\*Ad format varies by device, publisher and placement.**



## CREATIVE SPECIFICATIONS

# Display

Please submit the following per ad:

### 1 BANNER SIZES

- 120x600
- 160x600
- 300x250
- 300x600
- 320x50
- 320x100
- 336x280
- 720x300
- 728x90
- 970x90
- 970x250

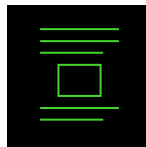
If there are any other sizes you would like to run that are not listed, please ask your account manager.

### 2 FORMATS WE ACCEPT

- Image (GIF/PNG/JPG) and Click URL
- HTML - Please note that you must add click attributes in order to track clicks if using code from Google Campaign Manager.

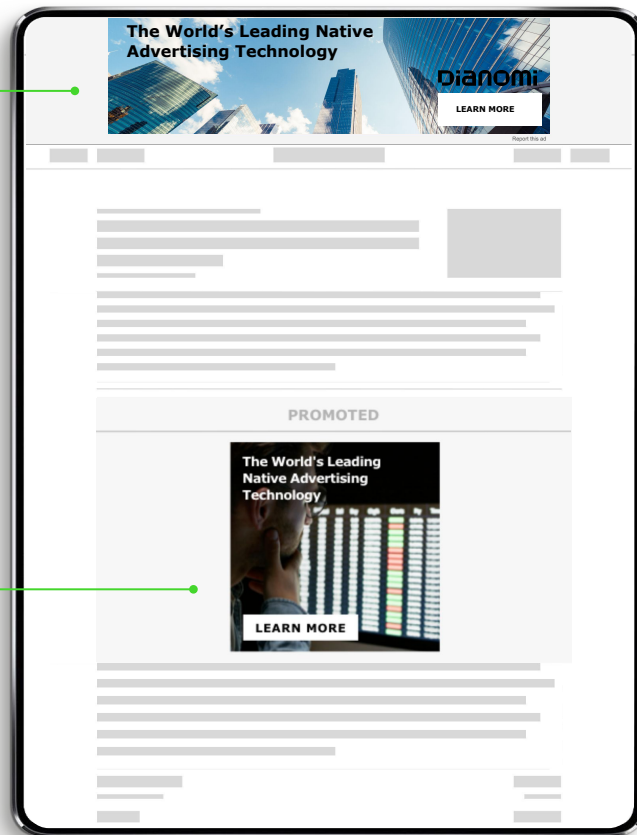
### 3 SECURE DESTINATION URL with optional 3rd party tracking

Example: [https://marketviews.com/?utm\\_source=dianomi&utm\\_medium=display&utm\\_publishername=:pub\\_name&utm\\_advariant=:ad\\_variant\\_id&utm\\_devicetype=:device\\_type](https://marketviews.com/?utm_source=dianomi&utm_medium=display&utm_publishername=:pub_name&utm_advariant=:ad_variant_id&utm_devicetype=:device_type)



### EXAMPLE DISPLAY

Run your standardized display assets and drive traffic to your destination URL through Dianomi's premium publisher network.





# Best Practices Guide

## IMAGERY

- 1 PEOPLE**  
Imagery of people, followed by objects are highest performing on our marketplace. Ensure person or object is centered to avoid cropping.
- 2 CORRELATION**  
Choose imagery that correlates to your ad copy and landing page for a cohesive user experience.
- 3 RELEVANT IMAGERY**  
Relevant graphics and imagery of real people who look professional both work well.
- 4 CREATE A CLEAR FOCUS**  
Imagery should have a clear focus of where you want to drive the users attention to. Try to avoid cluttered imagery.
- 5 NO TEXT/LOGOS**  
Use images without text or logos as they can be hard to read and are subject to cropping. During cropping, text and logos may get cut off which would cause the imagery to display poorly.

Historically, what performs best on our marketplace

## SAMPLE IMAGERY

Ad Unit



**Speed up Your Online Payment  
Process With This Tool.  
Download Now.**

Ad Unit



**5 Things To Consider When  
Comparing Life Insurance Policies.  
Find Out Here.**

# Best Practices Guide

## AD TEXT

- 1 ASK A QUESTION**  
What question does your content answer?  
Ex: "Have You Saved Enough For Retirement?"
- 2 CALL TO ACTION**  
When promoting a direct response offer, be sure to include a call to action.  
Ex: "Register Now" or "Download This Whitepaper"
- 3 CORRELATION=CONVERSION**  
Choose headline copy that matches the landing page. This manages user expectations which often results in higher engagement and conversions.
- 4 AROUSE CURIOSITY**  
Create a sense of urgency or exclusivity.  
Ex: "The #1 Stock That Should Be on Your Radar"
- 5 PROVIDE OFFER DETAILS**  
If you have an offer, think about your value proposition to your target audience.  
Ex: "\$200 Cash Back When Opening an Account Today"
- 6 AUDIENCE CALL OUT**  
Call out the audience that you are trying to reach in your headline copy.  
Ex: "10 Things a CTO Should Know"
- 7 EXPERT ADVICE**  
If you have a credible source, highlight their viewpoint in your headline copy.  
Ex: "What is Warren Buffett Buying Now?"
- 8 CONTRIBUTE SOLUTIONS**  
Provide a solution to your target audience's problem.  
Ex: "How to Find The Perfect Financial Advisor"

## SAMPLE HEADLINES



**10 Benefits to CFD Trading.  
Find out here.**



**Interested in CFD Trading?  
Find out the benefits here  
with our guide.**



**What are 10 benefits of CFD  
trading? Find out here.**

## CREATIVE TESTING

A/B test by running 3-5 ad variations per campaign to find the best performing image and headline combination.

# Ad Standards

To maintain the integrity of high-quality ads on our marketplace, certain ads are not permitted.

ADS THAT CONTAIN OR PROMOTE THE FOLLOWING ARE **NOT PERMITTED**:

- . Alcohol
- . Tobacco
- . Guns
- . Illegal substances
- . Nudity
- . Pornography
- . Adult-oriented content
- . Inappropriate language
- . Racism
- . Hate
- . Gambling
- . Pyramid schemes
- . Fraudulent investment opportunities
- . Libelous content
- . Defamatory content
- . Infringing content
- . Misleading content
- . Negative publicity content
- . Binary options trading

THE FOLLOWING ADS HAVE **SPECIFIC LIMITATIONS**, PLEASE READ THIS SECTION CAREFULLY:



- . Marijuana ads are permitted subject to:
  - . General Marijuana ads must be tagged with the Marijuana Investing product type and ETF Marijuana ads must be tagged with the Marijuana ETF product type.
  - . Marijuana ad creative must be of good quality and can not have leaf images or spammy copy.
- . Cryptocurrency ads are only permitted if provided by a regulated company.
- . ICO ads are NOT permitted.
- . Any financial services advertisers doing business in Australia will need an Australian Financial Services License and display the license number on their landing page.
- . Any financial services advertisers doing business in Singapore will need to appear on the Monetary Authority of Singapore (MAS)'s Financial Institutions Directory.
- . Some publishers block certain types of ads such as marijuana ads, ads with political bias, cryptocurrency, etc. Please speak to your account manager to find out more.

INVESTOR RELATION / STOCK RECOMMENDATION **RULES**:

- . Company needs to be regulated if offering any form of financial service
- . Company's stock needs to have been listed for over 12 months
- . Company needs to have revenues of over \$10M annually
- . Company market cap should be over \$30M
- . Company share price must be over \$1
- . Company shares must be listed on a regulated stock exchange from a G20 economy (Note: the following are not approved exchanges OTCQB, Pink Sheets and NASDAQ Capital Markets.)
- . Company, the stock and its directors need to have a good reputation with no allegations of wrongdoing, scam or fraud in the press/web and no current investigations or convictions by authorities.
- . Advertorial landing page must contain all legally required disclaimers.
- . Content must not make promises of big returns.

# Track Your Campaign



## 3RD PARTY TAGS



Campaign  
Manager

CAMPAIGN MANAGER 360 - Click and impression



DoubleVerify

DOUBLE VERIFY - Blocking and monitoring



INTEGRAL AD SCIENCE - Monitoring



MILLWARD BROWN - Brand lift



**FOR VIDEO CAMPAIGNS** we support vast 3 tags  
INNOVID - Innovid certified for video ad serving

# Track Your Campaign



## URL PARAMETERS

Utilize URL parameters to track your campaign in an analytics platform such as Google Analytics or Adobe Omniture. By using URL parameters, you are able to pass information about a click through its URL.

URL parameters are made of a key and a value separated by an equals sign (=) and joined by an ampersand (&). The first parameter always comes after a question mark in a URL.

### URL PARAMETERS

DATA	CODE	EXAMPLE
Campaign Name	:campaign_name	&utm_campaignname=:campaign_name
Campaign Code	:campaign_code	&utm_campaigncode=:campaign_code
Campaign ID	:campaign_id	&utm_campaignid=:campaign_id
Publisher Id (eg 54, 124)	:pub_id	&utm_publisherid=:pub_id
Publisher Name (eg Reuters, MSN)	:pub_name	&utm_publishername=:pub_name
Publisher Domain	:pub_domain	&utm_publisherdomain=:pub_domain
Service Adgroup Variant id	:ad_variant_id	&utm_advariant=:ad_variant_id
Click id (an integer)	:click_id	&utm_click_id=:click_id
Device Type (desktop / mobile / tablet)	:device_type	&utm_devicetype=:device_type
Current time (in the form of a timestamp)	[CACHEBUSTER} or [timestamp]	

### HOW TO IMPLEMENT URL PARAMETERS USING GOOGLE ANALYTICS

#### STEP 1

Open Google's Campaign URL Builder

[CLICK HERE](#)

#### STEP 2

Input the following required fields:

**Website URL:** Your landing page URL

**Campaign Source:** Dianomi

**Campaign Medium:** CPC

**Campaign Name:** Name of your product

#### STEP 3

Once you have a generated campaign URL, you can add in any additional Dianomi specific campaign parameters to your URL by adding the associated code from the chart above.

#### EXAMPLE Example complete URL with added Dianomi parameters:

`https://marketviews.com/?utm_source=Dianomi&utm_medium=CPC&utm_campaign=Test%20Campaign&utm_campaigncode=:campaign_code&utm_publishername=:pub_name&utm_devicetype=:device_type`

*\*Warning\** The parameters must be exactly as shown (so be careful if using the Google Analytics URL builder)

# How To Track Conversions on the Dianomi Dashboard



## CONVERSION PIXEL

Have campaign information in the Dianomi dashboard every time a user clicks a desired action on a landing page such as "Sign Up" or "Submit".

### IMPLEMENTATION

The pixel should be placed in the <body> of your confirmation/thank you page so that it is only displayed when the conversion action has been completed.

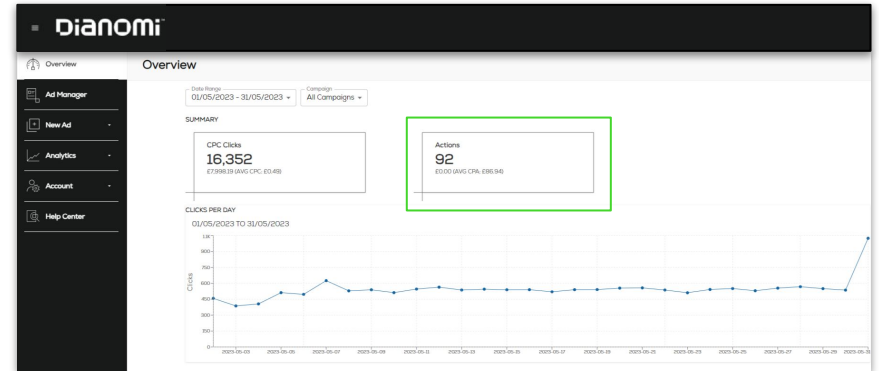
Do not place the pixel on the landing page or you will see a 100% conversion rate.

If you are using Google Tag Manager (GTM) then place the full <img> tag in a 'Custom HTML' field.

[GTM HELP PAGE](#)

### COOKIE RESTRICTIONS

The conversion pixel may only work for a limited time or not at all on browsers that limit the use of cookies.



Notify your Account Manager if you would like a conversion pixel for your account.

# How To Track Conversions on the Dianomi Dashboard



## SERVER TO SERVER TRACKING

The Dianomi server to server (s2s) integration is an alternative to normal cookie based conversion tracking integration that avoids the use of third-party cookies.

This significantly increases the accuracy of conversion tracking in these days of 3rd party cookie blocking, in some instances this can improve tracking accuracy by up to 80%.

### PRIVACY

When users click on our ads we generate an id for each click which we send to you in the URL. You can send us back that id to indicate that a certain event has subsequently occurred.

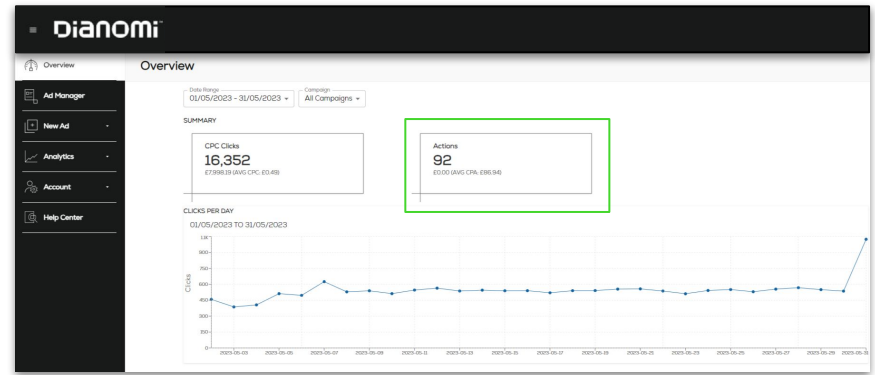
This data is stored in relational databases and log files, and retained as per our retention policy.

Dianomi collects personal data (IP address) initially for legitimate interests (for fraud detection) purposes. The IP address is aggregated and anonymised before use for analytics.

### HOW TO IMPLEMENT SERVER TO SERVER

- Implement Javascript tags provided via Google Tag Manager
- Third party tracking systems (Appsflyer, Adjust, Tune and Branch).

Notify your Account Manager if you would like to set up Server To Server Tracking.





# Dianomi™



Your content, but with  
the right delivery.

## LONDON

Dianomi Ltd,  
84 Eccleston Square,  
London, SW1V 1PX  
+44 207 802 5530  
[enquiries@dianomi.com](mailto:enquiries@dianomi.com)

## NEW YORK

Dianomi Inc.,  
12 E 49th Street Floor 15,  
New York, NY 10017  
+1 917 281 2649  
[enquiries@dianomi.com](mailto:enquiries@dianomi.com)

## SYDNEY

Dianomi Pty Ltd,  
Level 11, 10 Carrington Street,  
Sydney, NSW 2000 Australia  
+61 450 084 814  
[enquiries@dianomi.com](mailto:enquiries@dianomi.com)