

# REACHLOCAL®

## ReachLocal Display Creative Guidelines

### Ad Basics

ReachDisplay Awareness | ReachRetargeting | ReachDisplay Behavioral |  
ReachDisplay Premium | Site Retargeting

- ❖ **FILE SIZE:** Max file size is 40kb, except HTML5, for which the max is 150kb
- ❖ **FILE TYPES:** JPG ( Static), GIF ( Static or Animated), PNG ( Static), HTML5
- ❖ **TOP AD SIZES** (of available inventory) :
  - Standard Browser: 728x90, 300x250, 160x600
  - Mobile: 320x50, 300x50
  - Additional Ad sizes include:

desktop and tablet	desktop, tablet, & mobile	mobile	desktop
300x600, 120x600, 336x280, 468x60, 320x480, 200x200	250x250	300x100, 120x60	970x250, 234x60, 180x150, 120x240

ReachDisplay, ReachRetargeting Search + Site	ReachRetargeting Site + Lookalike Option	Custom Display - GeoFence
300x250, 728x90, 320x50, 160x600, 300x600, 300x50, 250x250, 468x60	728x90, 300x250, 336x280, 250x250, 200x200, 468x60, 120x600, 160x600	320x50, 300x250, 728x90, 160x60, 300x50, 320x480, 300x600, 468x60

- **Basic Recommendation:** Submit at least the Standard and Mobile ads (300x250 Desktop & Mobile, 728x90 & 160x600 Desktop, 320x50 Mobile, 300x50 Mobile)
- ❖ **CREATIVE BACKGROUNDS AND BORDERS:** On all ads with a white, transparent, or partially black background, you must add a visible border of contrasting color to the majority background color of the creative.

### Ad Types

#### ANIMATED ADS

- Maximum of 18 frames per second
- Maximum animation length of 30 seconds with no more than 2 loops
- These ads can be run in "in-banner", pre-roll and standard video

#### HTML5 STANDARDS

- 150kb or smaller
- **All content used in the HTML5 ad must be contained in the ZIP file.**
  - The .ZIP file should contain the HTML for the ad as well as any of the other following file types: .CSS, .JS, .HTML, .GIF, .PNG, .JPG, .JPEG .SVG
  - Primary file must be named index.html
  - Zip files can contain up to 50 files
  - Subfolders are not supported

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- **Expandable ads are not supported**
- Mobile Ad Networks (MoPub) must use target="\_blank" on links due to their limited support for IFrames. See here for further details:
  - <https://dev.twitter.com/mopub-demand/marketplace/iframe>
- All images used in HTML5 ads must be local images, not referenced images, and should be part of the assets that comprise the ZIP file.

### HTML5 ADS MUST INCLUDE:

- <!DOCTYPE html> declaration
- <html> tag
- <body>tag
- Ad format size meta tag within the <head> tag. For example: o <meta name="ad.size" content="width=300,height=250">
- All code and assets must be referenced using a relative path to resources included in the .ZIP file. No external references are allowed except resources for <video> and <audio>.
  - If you use of the <video> or <audio> tag you must host the external assets.
  - Videos that play by default MUST NOT play audio by default.
  - Audio MUST NOT play by default.

## ReachSocial Ads

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### FACEBOOK CREATIVE

- 600x315, 1200x628 recommended for scaling
- Headline: 25 characters (including spaces)
- Body Text: 90 characters (including spaces)
- Destination URL to be provided during campaign set-up
- Ads must have less than 20% text in the ad. This can be tested at: <https://www.facebook.com/business/help/103816146375741>
- Please refer to Facebook's policies for all restricted and prohibited content: <https://www.facebook.com/policies/ads/>

## Custom Solutions

*Product Suite (Custom Solutions Desk).  
for additional information.*

**Solutions:** Custom Solutions- YouTube | ReachDisplay Predictive Targeting | Custom Solutions- Facebook | Custom Solutions- Mobile InApp

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## Custom Solutions - YouTube

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### UPLOADED VIDEO SETTINGS

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## ReachLocal Display Creative Guidelines

- Video must be uploaded to Advertiser YouTube Channel
- For instructions on creating a YouTube Channel please refer to:  
[https://docs.google.com/a/reachlocal.com/document/d/1ixZf0DveGDacRBnaRI3\\_dH5NJZs5Zy6TbvfeOKN7RwM/edit?usp=sharing](https://docs.google.com/a/reachlocal.com/document/d/1ixZf0DveGDacRBnaRI3_dH5NJZs5Zy6TbvfeOKN7RwM/edit?usp=sharing)
- Must allow embedding
- Must be public or unlisted
- True streaming is not allowed

### VIDEO LENGTH

- Video between 12-30 seconds

### CALL TO ACTION OVERLAYS

- Headline (25 Characters)
- Thumbnail Image: 74 X 74

### COMPANION BANNER AD

- 300 X 60 Ad
- GIF, JPG
- Matches Video Colors & Content Recommended
- Call to Action Recommended

### TECHNICAL VIDEO SETTINGS

- Aspect Ratio
  - 16:9 (1280 X 720) Recommended
- File Size
  - Max 1 GB

## Custom Solutions - Display

Please refer to above ad basics for all standard ad requirements. Specific video requirements are as follows:

### VIDEO STANDARDS

- Dimensions: 960x720 px and 960x540px
- Audio bitrate: 128 kbps or higher
- Video bitrate: 2.0 Mbps or higher
- Preferred format: mp4 (h.264)
- Companion ad sizes for video: 300x250, 300x100, 468x60, 728x90, 300x60

### OTHER ITEMS TO CONSIDER

- PLAYBACK METHOD

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## ReachLocal Display Creative Guidelines

- Auto-play sound: on/off
- Click to play is preferred by publishers

### VIDEO TYPES

- Interstitial: Web page displays before or after expected content
- In-Banner: Video built into a banner ad
- In-stream: Pre-roll, mid-roll, post-roll

### Custom Solutions - Facebook

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Please see Facebook Local Awareness for Facebook Standard Ad. Additional ad types are as follows:

#### FACEBOOK CAROUSEL

- Information on Facebook Carousel ads can be found at:
  - <https://www.facebook.com/business/ads-guide/clicks-to-website/carousel?toggle0=Photo>
  - Recommended image size: 600 x 600 pixels
  - Image ratio: 1:1
  - Text: 90 characters
  - Headline: 40 characters
  - Link description: 20 characters
  - Your image may not include more than 20% text

#### FACEBOOK VIDEO STANDARDS

- Facebook video Ad size 1,200 x 675
- Text: 90 characters
- Headline: 25 characters
- Format: MP4
- Length: Max 45 minutes (recommended 15-60 seconds)

### Industry Rules

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## ReachLocal Display Creative Guidelines

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**SENSITIVE CATEGORIES:** ReachLocal is able to deliver inventory on sensitive categories listed below. There are exchange restrictions. Please contact the ReachLocal service team for details.

- Medically sensitive campaigns: These campaigns contain advertisements referencing: a specific medical ailment or condition, treatment program for a specific condition, a facility that serves patients with specific conditions, a medicine or pharmaceutical product that is used for a specific condition, or a graphic or image that could be considered medically sensitive to a potential patient.
- Alcohol: We ARE able to advertise some campaigns that contain creatives with alcohol. Facebook requires demographic targeting to ensure ads are only shown to 21+.
- Weapons: Some weapons are allowed with restrictions. Examples of restrictions: gun advertisers may not link to pages with ammunition. Examples of allowed content: gun ranges, paintball guns, books/magazines promoting guns/ammunition, swords, knives.
- Tobacco, eCigarettes and marijuana are not permitted.
- We do not accept "Custom Audiences" for any HIPAA protected categories for our Custom Solutions Products.

### **ADS MAY NOT:**

- Contain fake hyperlinks
- Resemble Windows, Unix, or Mac dialog boxes
- Simulate fake interactivity
- Contain audio (exception: user initiated)
- Initiate downloads
- Be intrusive
- Contain misleading content