

INNO^NATIVE

CREATIVE GUIDELINES FOR INNONATIVE ADS



All creatives should **HAVE** the following elements:

1. **Headline**

- Maximum of 50 characters, minimum of 15 characters, including spaces

2. **Body**

- Maximum of 120 characters, minimum of 25 characters, including spaces

3. **Image**

- The image should not contain a call-to-action and minimum amount of text.
- Text should not take up more than 20% of the image.
- We accept 1200x628 pixel images in one of the following formats: JPG, PNG, GIF. Optimal file size is 750kb.
- Creative must be high resolution.

Example:



4. **Destination URL**

5. **Brand logo on a white background**

- We accept 300x300 pixel image in one of the following formats: JPG, PNG, GIF.

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All creatives should **NOT HAVE** these elements:

We **DO NOT** allow advertising for products or services that contain the following types of content:

- Sensational viral content.
- Tobacco, or Tobacco-related products
- Drugs or drug paraphernalia related content
- Weight loss pills, anti-age creams, or other health substances
- Binary trading platforms, moneymaking schemes, gambling or sweepstakes.
- Explicit language
- Malicious websites or potentially damaging content. This includes viral content.
- Violence or Graphic Content
- Sexual or mature content
- Anti or Hateful Speech - Content promoting advocating against a particular group
- Gambling, wagering, or betting of any kind
- Weapons, including firearms, explosives, knives, ammunition, and brass knuckles.