



SEARCH AD SPECS

GENERAL BEST PRACTICES FOR CREATIVE

1. **Volume:** Ignite recommends starting with at least 3 variations of messaging for your search campaign's text ads, and having 2 or 3 more at the ready for creative refreshes.
2. **Text:** Include a strong call to action, and highlight sales and promotions if applicable.
3. **Extensions:** Where possible, include options for telephone numbers, addresses and links from your company's website to make your text ad more dynamic, engaging and effective.
4. **Deadlines:** All creative assets (Keywords, Ad Text, Account Access, URL's, etc...) must be received by your Account Executive a minimum of 48 hours prior to launch date, excluding weekends and holidays.
5. Redirecting URL's are not permitted; keep query strings short and concise.

RECOMMENDED CREATIVE & CHARACTER LIMITS

To run on Desktop and Mobile platforms with a consistent message and branding, Ignite Media suggests adhering to these character limits

Item	Headline	Line 1	Line 2	Display URL	Destination URL
Google	25 char	35 char	35 char	35 char	1,024 char
Bing	25 char	35 char	36 char	35 char	1,024 char

DESTINATION URL'S

Destination URL's are the landing page of websites that users are directed upon clicking your ad. these URL's are not visible in the ad.

- Must work properly and resolve to a single working site.
- Must not re-direct users.
- Must not connect to an e-mail address, file or error page.

DISPLAY URL'S

Display URL's are the URL's that are visible in your ads.

- Must be either the actual Destination URL or a shortened version of it.
- Must contain http:// or www. or a domain name such as .com, .ca, .org.

EDITORIAL GUIDELINES

Please reference Bing's Style Guideines and Google's Editorial Guidelines for complete requirements and restrictions for ad text.