

Twitter Ad Placement Possibilities



TWITTER AD SPECS

GENERAL CREATIVE SUBMISSION DETAILS

Deadlines: All Creative assets (creative/ad units & landing page URL), must be received by IMC a minimum of 48 hours prior to launch date (excluding weekends/stat days). If using Brand Security, assets must be received by IMC a minimum of 96 hours prior to launch date, due to additional setup process.

File Names: The campaign date, the campaign title, the creative set, and the creative size:

Company (Oct 2015) campaign - twitterprofile - 90x90px.jpg

GENERAL BEST PRACTICES

Volume: Ignite Recommends starting with atleast three variations of messaging for promoted Tweets, and having two or three more at the ready for creative refreshes.

Text: Include a strong call to action, and highlight sales and promotions if applicable.

Supporting Media: Where possible, use native apps such as TwitPic to host photos or Vimeo to host video for tweets. Another tool to consider using is twitter Cards (See Page 3 for details). Twitter will auto-expand and this media within the tweet itself, making your tweet more engaging and effective.

Deadlines: All creative assets (tweets, trends, 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.

RECOMMENDED CREATIVE SIZES & LIMITS

To run all three of Desktop and Mobile platforms with a consistent message and branding, We suggest adhering to these creative specs.

Product/Ad Type	Text Limit	Position	Images	Bid Type
Promoted Account	Brand Name & Handle	LHS Twitter Timeline	N/A <small>(Uses Profile Image)</small>	CPF <small>(Cost Per Follower)</small>
Promoted Tweet	140 Characters <small>(including links)</small>	Main Newsfeed	N/A <small>(Uses Profile Image)</small>	CPF <small>(Cost Per Engagement)</small>
Promoted Trend <small>(Hashtag)</small>	19 Characters	LHT Twitter Timeline	N/A	Flat Rate

TARGETING OPTIONS AVAILABLE

Target	Promoted Account	Promoted Tweet	Promoted Trend
Gender	Y	Y	Y
Geography	Y	Y	Y
Interest	Y	Y	Y
Desktop/Mobile	Y	Y	Y
@handle look-a-like	Y	Y	Y
Existing Followers	Y	Y	Y
Time of Day	Y	Y	Y

TARGETING NOT AVAILABLE

- Age
- Tablets
- ISP and Carriers
- 1st or 3rd Party
- Social Relevance (Friends, Check-ins, Etc...) Cookies
- Past behaviours (previous tweets, etc) - Contextual

3RD PARTY CLICK TAGS & TRACKING

- All Promoted Tweets and Promoted Trends are site-served, no 3rd Party tags are accepted.
- 3rd party click view or tracking is not accepted, however 3rd party click tracking is accepted on any URL within a promoted Tweet.
- Vindico VAST tags or Companion Units wrapped in VAST tags are not accepted.

GENERAL TWITTER SPECS & LIMITS

Specifications	
Profile Picture	81 x 81 px
Header Image	520 x 260 px
Recent Image	90 x 90 px
Tweet	140 Characters
Shared Link	140 Characters
Shared Image:	First 70 Characters of the Twitter Card Title
	First 200 Characters of the Twitter Card Description
	Preview Image of 120 x 120 px (Must be greater than 60x60px)
Shared Video:	435 x 244 px preview, plus first 160 characters of video description
Twitter Ad:	800 x 300 px, No larger than 3mb