

LinkedIn ADS

<p>IMAGE</p>	<p>Image Ratio*: 1.91:1 (horizontal, desktop and mobile), 1:1 (square, desktop and mobile), 1:1.91 (vertical, mobile only) File Size: 5MB Text Requirements: Ad Name: 255 Characters Headline: 70 Characters Introductory Text: 150 Characters</p>
<p>VIDEOS</p>	<p>Ratio*: 4:5 (vertical, 0.8), 9:16 (vertical; 0.57), 16:9 (landscape; 1.78), 1:1 (square; 1.0) Resolution: 1080x1080 Video Duration: 3-60 Seconds File Types Accepted: .mp4 Max File Size: 200MB (Max) Text Requirements: Ad Name: 255 Characters Headline: 70 Characters Introductory Text: 150 Characters</p>
<p>CAROUSEL (2-10 Image)</p>	<p>Ratio*: 1:1 Resolution: 1080x1080 File Size: 10MB Text Requirements: Ad Name: 255 Characters Card Headline: 45 Characters Introductory Text: 255 Characters</p>

Prohibited Creative Guidelines

- Promote online gambling (paid, free, or gateway to paid gambling brick and mortar gambling is acceptable)
- Depicting or delivering libelous, violent, tasteless, hate, defamatory or illegal content
- Portray partial or complete nudity, pornography, and/or adult themes, obscene content, alcohol/tobacco related products
- Ads promoting cannabis/CBD products are subject to creative design
- Spawn pops, simulate clicks, malicious code, viruses, or executable files of any kind
- Delivering surveys via floating layers, pop-ups or pop-unders
- No explicit language, no spelling mistakes, no simulated expletives (e.g.: #\$\$%)

** Assets are due two weeks prior to launch