

REDDIT AD SPECIFICATIONS

IMAGE	File type: .PNG or .JPEG Max file size: 3 MB Aspect ratio: 1:1 square, 4:5 portrait, 4:3 landscape, or 16:9 landscape (1080 x 1080, 1080 x 1350, 1440 x 1080 or 1920 x 1080) Character Counts: <ul style="list-style-type: none">• Headline: 300 characters max• CTA (Call to Action)
VIDEOS	File type: .MP4, .MOV, or .M4V Max file size: 1 GB Video length: Minimum 5 seconds, maximum 15 minutes (5-30 seconds recommended). Aspect ratio: 1:1 square, 4:5 portrait, 4:3 landscape, or 16:9 landscape Character Counts: <ul style="list-style-type: none">• Headline: 150 characters max• CTA (Call to Action)
CAROUSEL (2-6 Images)	File type: .PNG or .JPEG Max file size: 20 MB per image Creative quantity: 2 to 6 images per carousel Aspect ratio: 1:1 square, 4:5 portrait, 4:3 landscape, or 16:9 landscape (1200 x 1200 or 1920 x 1080) Character Counts: <ul style="list-style-type: none">• Title: 150 characters max• CTA (Call to Action)

Additional Creative Guidelines

- Available CTA (Call to Actions):
- Download, Install, Shop Now, View More, Sign Up, Learn More, Contact Us, Get Showtimes, Get Quote, See Menu, Apply Now, Watch Now, Play Now, Pre-order Now, Order Now

Prohibited Creative Guidelines

- Reddit Inc. has final approval for all ads with respect to editorial/creative content.
- Full list of creative guidelines can be found [HERE](#)

Campaign Set Up

- In order to run the campaign, the client is required to have a Reddit Business Account. If the client does not already have a Reddit Business Account, they can set this up [here](#)

Please visit Reddit's (HYPERLINK TO REDDIT'S WEBSITE <https://business.reddithelp.com/helpcenter/s/article/Reddit-Ad-Unit-Specifications>) full list of prohibited restrictions for creative

** Assets are due two weeks prior to launch