

SOCIAL ADS

<p>IMAGE</p>	<p>Feeds (FB & IG) Aspect Ratio*: 1:1 OR 1.91:1 (FB only) Resolution: 1080x1080 Stories (FB & IG) Aspect Ratio*: 9:16 Resolution: 1080x1080 Text Requirements: Text: 125 Characters Link & Headline Description: 27 Characters</p>
<p>VIDEOS</p>	<p>Feed Aspect Ratio*: 1:1 (FB) & 4:5 (IG) Resolution: 1080x1080 Stories Aspect Ratio*: 9:16 (FB & IG) Resolution: 1080x1080 File Types Accepted: .mp4, .mov and .gif Max File Size: 4GB Text Requirements: Text: 125 Characters Link & Headline Description: 27 Characters</p>
<p>CAROUSEL (2-10 Images or Video)</p>	<p>Feed Aspect Ratio*: 1:1 (FB & IG) Resolution: 1080x1080 Stories Aspect Ratio*: 1:1 (IG) Resolution: 1080x1920 Text Requirements: Text: 125 Characters Link & Headline Description: 27 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