LINKEDIN ADS

IMAGE	**Recommended Size**: 1200x1200 (1:1) **Accepted Sizes**: 1200x628 (1.91:1) or 720x900 (4:5 – mobile only) **File Types:** JPG, PNG, or GIF **Max File Size:** 5MB **Text Requirements:** Headline: 70 Characters Introductory Text: 150 Characters
VIDEO	**Accepted Sizes**: 1080x1350 (4:5), 1080x1920 (9:16), 1920x1080 (16:9), or 1920x1920 (1:1) **Video Duration**: 3-60 Seconds **File Types:** MP4 **Max File Size**: 200MB **Text Requirements:** Headline: 70 Characters Introductory Text: 150 Characters
CAROUSEL (2-10 Images)	**Accepted Size**: 1080x1080 (1:1) **File Types:** JPG or PNG **Max File Size:** 10MB **Text Requirements:** Card Headline: 45 Characters Introductory Text: 255 Characters

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

mediamax