REDDIT ADS

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 (1080x1080, 1080x1350, 1440x1080 or 1920x1080) **Character Counts**: • Headline: 300 characters max • CTA (Call to Action)
VIDEO	**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:** • 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**: • 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

** Assets are due two weeks prior to launch

Please visit Reddit's full list of prohibited restrictions for creative:
https://business.reddithelp.com/helpcenter/s/article/Reddit-Ad-Unit-Specifications

mediamax