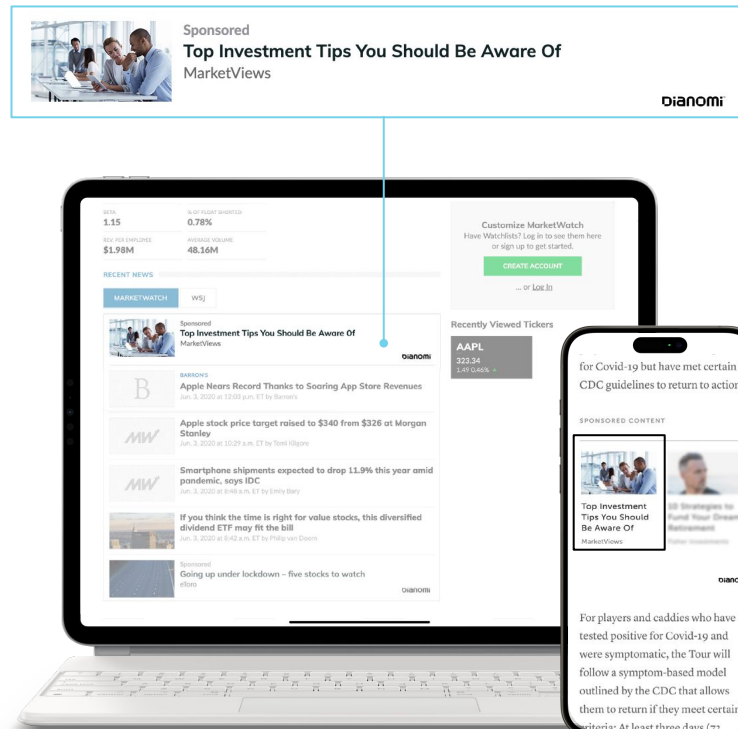


# Native Ads

Please submit the following per ad:

- 1 **SPONSOR**  
Brand Name  
*Example:* MarketViews
- 2 **NAME**  
This is the name that you give your creative. It will only be shown in TheTradeDesk platform.
- 3 **LONG TITLE/DESCRIPTION**  
Use this field for your ad text. Even though TTD supports 90 characters please ensure that your ad text is 70 characters max, including spaces.
- 4 **IMAGE**  
JPG or PNG in the following size:  
1000 x 600 px minimum - No text/logo on image.
- 5 **LANDING PAGE URL**  
The web page to direct people to when they click your ad.  
*Example:* [https://marketviews.com/?utm\\_source=dianomi&utm\\_medium=cpc&utm\\_publishername=:pub\\_name&utm\\_advariant=:ad\\_variant\\_id&utm\\_device=:device\\_type](https://marketviews.com/?utm_source=dianomi&utm_medium=cpc&utm_publishername=:pub_name&utm_advariant=:ad_variant_id&utm_device=:device_type)
- 6 **SHORT DESCRIPTION**  
90 characters including spaces. This is a mandatory field in TheTradeDesk, though it will not appear on Dianomi's placements. We recommend entering your Brand name.



\*Ad format varies by device, publisher and placement.

# Video

Please submit the following per video:

- 1 **SPONSOR**  
Brand Name  
*Example:* MarketViews
- 2 **SHORT TITLE/AD TEXT**  
25 characters including spaces  
*Example:* Top Investment Tips
- 3 **VIDEO FILE**  
Provide MP4 or MO file up to 30 seconds long (90 seconds max), 16:9 aspect ratio (we suggest 480p) and with a max file size of 150MB or contained in VAST tag (including VAST 2.0, VAST 2.0 with VPAID 2.0 JS, VAST 3.0)
- 4 **CLICK URL**  
The web page to direct people to when they click your ad.  
*Example:* [https://marketviews.com/?utm\\_source=dianomi&utm\\_medium=cpc&utm\\_publication=pub\\_name&utm\\_advariant=ad\\_variant\\_id&utm\\_device\\_type=device\\_type](https://marketviews.com/?utm_source=dianomi&utm_medium=cpc&utm_publication=pub_name&utm_advariant=ad_variant_id&utm_device_type=device_type)
- 5 **CLICKTHROUGH URL**  
Include click tracker here if provided  
*Example:* <https://ad.doubleclick.net/ddm/trackimp/...=?>



### EXAMPLE VIDEO

Engage users with video and drive traffic to your destination URL.

