THE TRADE DESK CREATIVE SPECIFICATIONS

Native Ads

Please submit the following per ad:

SPONSOR

Brand Name *Example:* MarketViews

NAME

3

This is the name that you give your creative. It will only be shown in TheTradeDesk platform.

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.

IMAGE

JPG or PNG in the following size: 1000 x 600 px minimum - No text/logo on image.

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_devicetype=:device_type

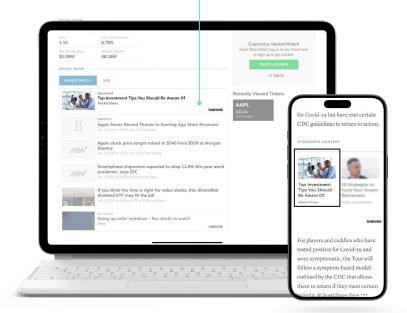
SHORT DESCRIPTION

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.



Sponsored Top Investment Tips You Should Be Aware Of MarketViews





*Ad format varies by device, publisher and placement.

THE TRADE DESK CREATIVE SPECIFICATIONS

Video

Please submit the following per video:

SPONSOR

Brand Name Example: MarketViews

SHORT TITLE/AD TEXT

25 characters including spaces Example: Top Investment Tips

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)

CLICK URL

3

4

The web page to direct people to when they click your ad. *Example*:https://marketviews.com/?utm_source=dianomi&utm_medium=cpc&utm_publis hername=:pub_name&utm_advariant=:ad_variant_id&utm_devicetype=:device_type

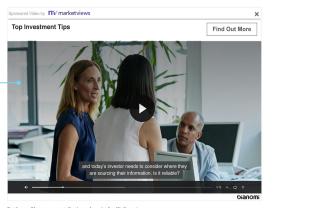
CLICKTHROUGH URL

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.



But James Glassman – contributing columnist for *Kiplinger's Personal Finance* and a visiting fellow at the American Enterprise Institute – is not counting Danoff out. His long-term record is what counts, and it is brilliant. For example, Danoff Hought **PayPal Holdings (PYPL**, \$210.80), the digital payment company, in 2015, the year it was spun off from eBay (EBAY).