BIRD DOG
DIGITAL MARKETING

Creative Guide

BirdDogDigitalMarketing.com

I. Building Your Creatives

There are three levels of complexity for the creatives:

1. National level branding for very basic creatives, national and global campaigns

2. Fine tuning the creatives to operate on a more regional level.

3. Examine well performing creatives from two and apply that elsewhere, continue further localization.

Going through a quick example, let's say we need a creative for a couch sale on Presidents Day:

1. Image: Living room, with an image of the specific couches.

2. Messaging: "Presidents Day Sale!"

3. Promotion: "Save Up to 25% Off on Living Rooms"

4. Call to Action: Button saying "Shop

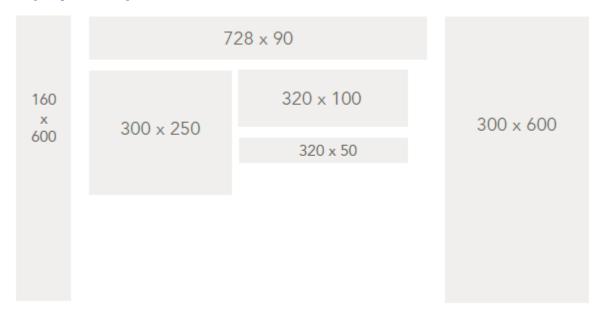Now!" leading to lander.

The most successful digital advertising campaigns follow this four- step model.

II. Creative Sizes

Display Examples

728 x 90	
160 x 600	300 x 250
	320 x 100
	320 x 50
	300 x 600

Creative Sizes

Creatives need to be made with the following dimensions set in px (pixels):

- 300 x 250 (desktop, tablet, mobile)

- 728 x 90 (desktop)

- 320 x 100 (best for mobile/smartphones)

- 320 x 50 (best for tablet)

- 300 x 600 (desktop, tablet, large-format mobile devices, typically receives highest click-through rate)

- 160 x 600 (desktop, tablet)

Deviation from these dimensions will NOT serve - they need to be exact (ex. 301 x 250). These are the top recommended ad sizes for our platform.

III. Image File Formats

The following file types are recommended:

- .jpg (or .jpeg)
- .png
- .gif (animated image)

The following file types will NOT work:

- .psd (Photoshop document)
- .ai (adobe illustrator)
- .swf (flash)
- .pict

Creative File Size

For the best results with the Ad Servers, compressed images for web are preferred:

- ~ 40 kb per file is optimal
- > 100 kb per file will NOT run, as they may be rejected by the Ad Server and not load on the user's browser

IV. Video File Formats

Below are critical elements to keep in mind when placing video ads using the Bird Dog system. Bird Dog offers Pre-Roll (representing the majority of available inventory), Mid-Roll, and Post-Roll video placement with the following supported file types:

- .FLV
- .wmv
- .mp4
- .webm
- .MPG

The following file types will NOT work:

- .mov

Video has to be less than or equal to requested duration (i.e. we can bid on a 15 second request with a 10 second video). The standard durations available via our system are as follows:

- 15 second
- 30 second
- 60 second

Bird Dog hosted video dimensions are as follows:

- 400 x 225
- 400 x 300
- 480 x 360

The maximum supported file size is 20MB. Bird Dog will encode the video down to a workable file size of between 2 - 5MB.

XI. Timing and Expectations

SNipER - B2C
- Allow around 1 hour for address list to append in our system.
- It takes one business day for creatives to process through third party audit in our Ad server.
- Validate order lines during business hours' Eastern time
    - This allows AdOps to deploy order line same day.
    - Note: Order line deployed on Friday may not start serving until Monday.

Venue Retriever
- Allow around 1 hour for mapped homes to appended like standard b2c
- It takes one business day for creatives to process through third party audit in our Ad server.
- We can pull data from a location 7 days back from the date being pulled.
    - i.e. on 10/30 you can pull data for the earliest at 10/23.
- Validate order lines during business hours' Eastern time
    - This allows AdOps to deploy order line same day.
    - Note: Order line deployed on Friday may not start serving until Monday.

Moving Hound
- It takes one business day for creatives to process through third party audit in our Ad server.
- Validate order lines during business hours' Eastern time
    - This allows AdOps to deploy order line same day.
    - Note: Order line deployed on Friday may not start serving until Monday.