

Asset Overview - Video Card

Native Ad Content Assets	
Creative Asset	Video Content URL (YouTube, Instagram, Vine)
Native Headline(s)	140 Characters Max Including Spaces (2-3 per creative recommended - <i>Sharethrough can draft recommended copy for client approval</i>)
Native Description	180 Characters Max Including Spaces
Thumbnail	Image of any format 1000x750 or largest ratio
Promoted By Slug	Confirm advertiser name to appear in unit
Optional Assets	
Custom Button	Destination URL + CTA (20 Characters Max Including Spaces)
Brand Logo	48x48 Ratio
3rd Party Tracking Options	1x1 Pixel to track Impression/visible impression/click/play
Share Buttons	
Facebook, Twitter, Email	

Asset Overview - Article Card

Native Ad Content Assets	
Creative Asset	NON-VIDEO: Content URL
Native Headline(s)	140 Characters Max Including Spaces (2-3 per creative recommended - <i>Sharethrough can draft recommended copy for client approval</i>)
Native Description	180 Characters Max Including Spaces
Thumbnail	Image of any format 1000x750 or largest ratio
Promoted By Slug	Confirm advertiser name to appear in unit
Optional Assets	
Custom Button	Destination URL + CTA (20 Characters Max Including Spaces)
Brand Logo	48x48 Ratio
3rd Party Tracking Options	1x1 Pixel to track Impression/visible impression/click/play
Share Buttons	
Facebook, Twitter, Email	

Asset Overview - Gallery Card

Native Ad Content Assets	
Creative Asset	Content URL (link to the content the user would share via the share buttons)
Native Headline(s)	140 Characters Max Including Spaces (2-3 per creative recommended) - <i>Sharethrough can draft recommended copy for client approval</i>
Native Description	180 Characters Max Including Spaces
Thumbnail	Image of any format 1000x750 or largest ratio
Promoted By Slug	Confirm advertiser name to appear in unit
Gallery Card Assets	
Gallery Images (3-5 Recommended)	Image Ratio 1.5:1 (Any Format) *recommended that images are the same size
Gallery Image Description (Per Image)	No Character Limit & Can Include Links
Optional Assets	
Custom Button	Destination URL + CTA (20 Characters Max Including Spaces)
Brand Logo	48x48 Ratio
3rd Party Tracking Options	1x1 Pixel to track Impression/visible impression/click/play
Share Buttons	
Facebook, Twitter, Email	

Asset Overview - Infographic Card

Native Ad Content Assets	
Native Headline(s)	140 Characters Max Including Spaces (2-3 per creative recommended - <i>Sharethrough can draft recommended copy for client approval</i>)
Native Description	180 Characters Max Including Spaces
Thumbnail	Image of any format 1000x750 or largest ratio
Promoted By Slug	Confirm advertiser name to appear in unit
Infographic Card Assets	
Infographic Image	All Static Images Accepted (Ideal Format .PNG)
Optional Assets	
Custom Button	Destination URL + CTA (20 Characters Max Including Spaces)
Brand Logo	48x48 Ratio
3rd Party Tracking Options	1x1 Pixel to track Impression/visible impression/click/play
Share Buttons	
Facebook, Twitter, Email	

Asset Overview - Website Visit Ad

Native Ad Content Assets	
Creative Asset	Any Content URL
Native Headline(s)	140 Characters Max Including Spaces (2-3 per creative recommended - <i>Sharethrough can draft recommended copy for client approval</i>)
Native Description	180 Characters Max Including Spaces
Thumbnail	Image of any format 1000x750 or largest ratio
Promoted By Slug	Confirm advertiser name to appear in unit
Optional Assets	
Brand Logo	48x48 Ratio
3rd Party Tracking Options	1x1 Pixel to track Impression/visible impression/click/play

Asset Overview - Click To Play Video View Ad

Native Ad Content Assets	
Creative Asset	Video File for Hosted Videos (MP4, 1GB max)
Native Headline(s)	140 Characters Max Including Spaces (2-3 per creative recommended - <i>Sharethrough can draft recommended copy for client approval</i>)
Native Description	180 Characters Max Including Spaces
Thumbnail	Image of any format 1000x750 or largest ratio
Promoted By Slug	Confirm advertiser name to appear in unit
Optional Assets	
Video Only - Custom Button	Destination URL + CTA (20 Characters Max Including Spaces)
Brand Logo	48x48 Ratio
3rd Party Tracking Options	1x1 Pixel to track Impression/visible impression/click/play
Share Buttons (Video Only)	
Facebook, Twitter, Email	

Asset Overview - Silent Instant Play Video View Ad

Native Ad Content Assets	
Creative Asset	Video File for Hosted Videos (MP4, 1GB max)
Native Headline(s)	140 Characters Max Including Spaces (2-3 per creative recommended - <i>Sharethrough can draft recommended copy for client approval</i>)
Native Description	180 Characters Max Including Spaces
Thumbnail	Image of any format 1000x750 or largest ratio
Promoted By Slug	Confirm advertiser name to appear in unit
Optional Assets	
Video Only - Custom Button	Destination URL + CTA (20 Characters Max Including Spaces)
Brand Logo	48x48 Ratio
3rd Party Tracking Options	1x1 Pixel to track Impression/visible impression/click/play
Share Buttons	
Facebook, Twitter, Email	

* Silent Instant Play creatives are only eligible to run on ad placements that have a min 250 px width.