# xandr

# Native Ads on Xandr Monetize

## Native Ads Fundamentals

Native advertising is paid advertising where the ad matches the form, feel and function of the content of the media on which it appears.

Publishers can seamlessly insert advertisers' messages into the look and feel of their sites.
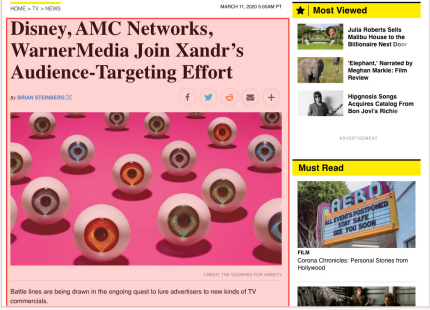
**Look**
Native ads match the visual design of the environment in which they live and look like site content.
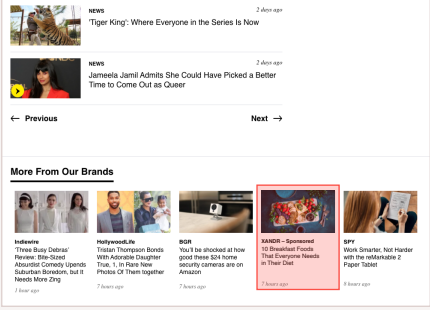
**Feel**
Native ads behave consistently with the user experience of the surrounding site, giving them the feel of editorial content.
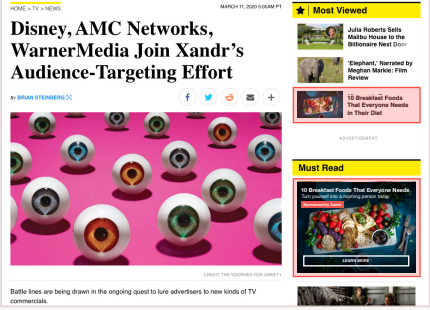
## Common Types of Native Ads



**Branded Content**
Paid content from a brand is published in the same format as full editorial content.
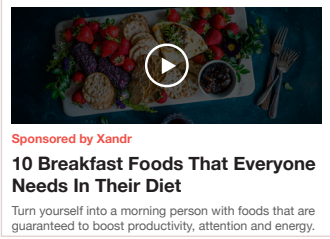
**Recommendation**
This type of native ad is displayed alongside other editorial content, ads, and/or paid content.
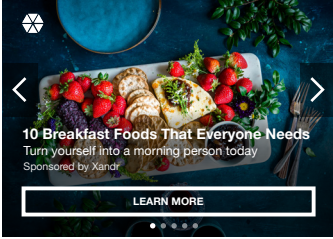
**In-Feed**
These ads are placed alongside an article and within a feed, mimicking the surrounding site design and aesthetics.

## Emerging Types of Native Ads



**Native Video Ads**
A native video ad is uploaded to a website and played in-feed, as opposed to links to videos hosted on other sites.
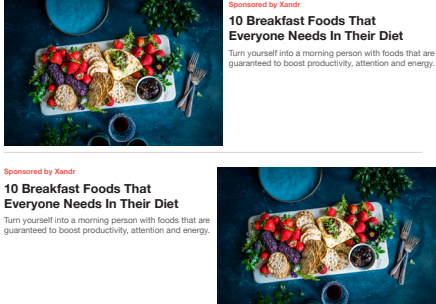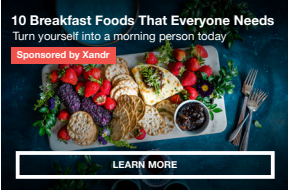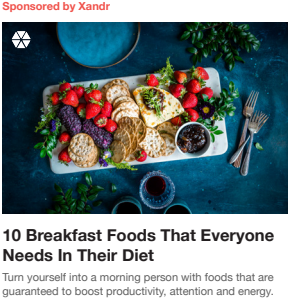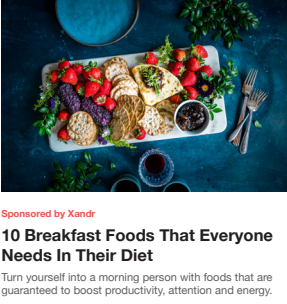
**Carousel Ads**
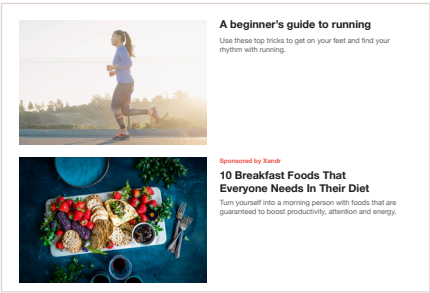Carousel ads combine multiple videos or images into a single ad unit.

## Best Practices

Execution of in-feed native ads can vary greatly. These best practices will focus on this format to help ensure advertisers' expectations are met.
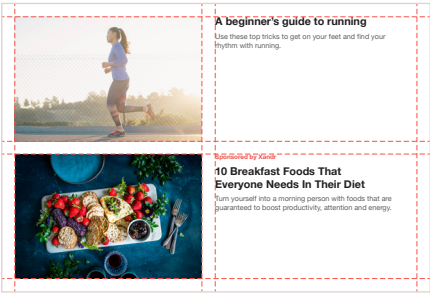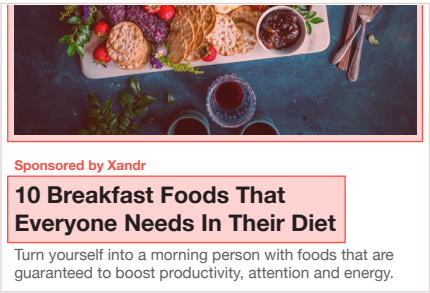
### Sample In-Feed Layouts



### Design Best Practices



**Match the Typeface of the Content**
It's important to find a close match to create a unified style, in terms of font family, size, and weight.

**Align to a Grid**
Pay attention to the grid structure and spacing of elements. Misalignment can lead to a bad user experience.

**Include the Title and Image**
Giving the user more information helps them decide whether or not they want to click on the ad. Higher click through rates typically command higher CPMs.
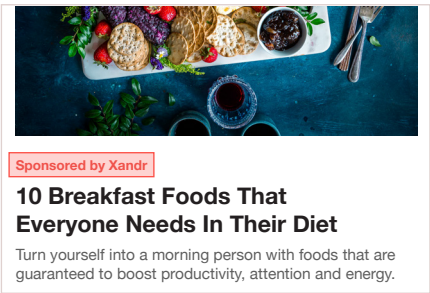


**Label Native Advertising to Meet Applicable Disclosure Laws**
An advertiser's identity must be clear through a label, logo, or name. The ad must also include clearly visible text that reads 'Promoted', 'Sponsored', 'Ad', or a localized version thereof, as well as convey the identity of the third party that has compiled the content (where appropriate). The more clearly labelled the content is, the better the user experience.

**Don't Distort or Modify Components from Advertiser Assets**
When brands buy ad space they expect their ad creative to be accurately represented. In order to preserve the aspect ratio of brands' creative assets, do not stretch or distort them.

Xandr offers buyers a smart image adjustment feature, allowing images to be resized without distortion.

## Common Buy-Side Specs

| Asset | Requirement |
|---|---|
| Logo | Recommended size: 300px x 300px  \|  Aspect ratio: 1:1 <br> Formats: JPG, PNG  \|  Maximum file size: 200KB |
| Image | Recommended Size: 1200px x 627px  \|  Aspect Ratio: 1.91:1 <br> Formats: JPG, PNG  \|  Maximum file size: 1MB |
| Title | Recommended 25 characters |
| Brand Name | Recommended 25 characters |
| Body Text (Optional) | Recommended 100 characters |
| Call-to-Action | Recommended 25 characters |
| Landing Page URL | The URL your ad will click out to |

Unique specifications can limit the amount of engagement with your inventory. Being aligned with buyer specifications can help increase demand.