

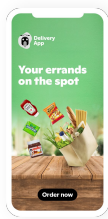


Creative Toolbox

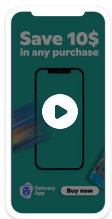


Overview

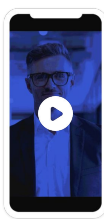
Ad formats



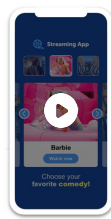
Statics



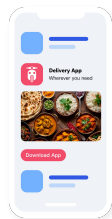
Animated



Videos



Dynamics



Natives

Ad sizes



300x250



320x50



300x50



320x480



480x320

Minimum requirements to launch

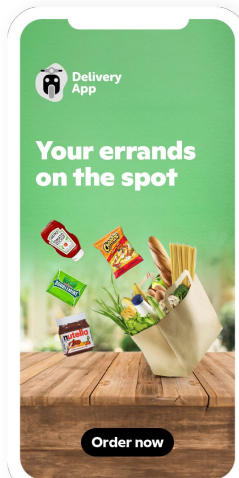
- At least one ad in each size
- One Native ad
- One video ad in each orientation

File specifications

Please share individual files for every corresponding ad size, or an editable file (psd, AI, figma, etc...) with logo, images and typography.

Our Formats

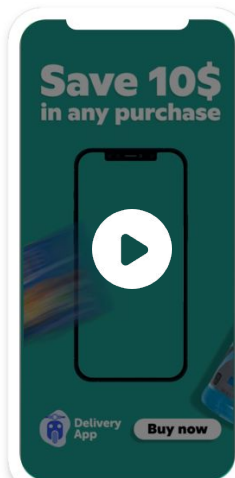
Static Ads



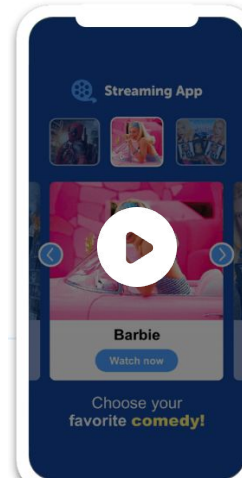
Video Ads



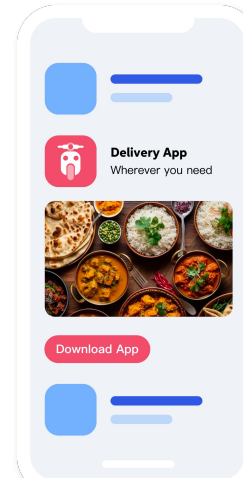
Animated Ads



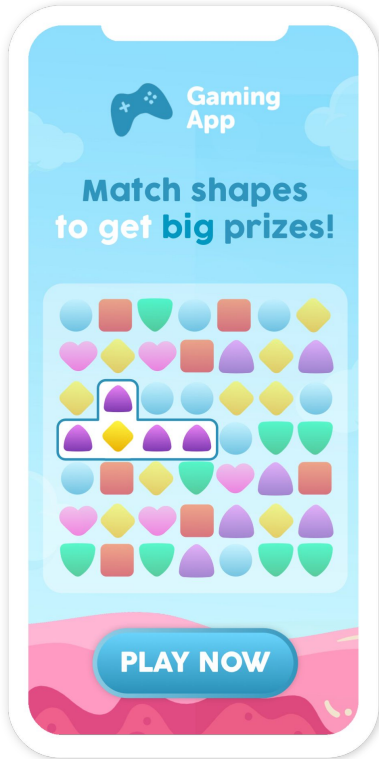
Dynamic Ads



Native Ads



Static Ads



✓ REQUIREMENTS

Minimum requirements to launch

- Individual files in JPG or PNG, or editable files (psd, ai, figma, etc.)

Sizes



300x250



320x50



300x50



320x480



480x320

For resizes, proposals or modifications

Make sure to include: Editable files, typography, high resolution logo, and images (aside or embedded).

Video Ads



REQUIREMENTS

Minimum requirements to launch

Please share all video files, each meeting the following specifications:

- Max. 10MB.
- 6-60 sec of duration.
- MP4 format in HD quality.

Orientation



Portrait



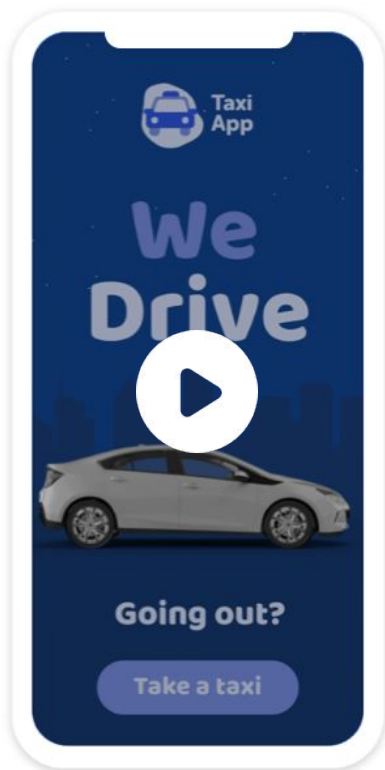
Landscape

For resizes, proposals or modifications

Editable files or assets, high resolution logo, typography, end card.

Please provide specific details about the editing requirements

Animated Ads



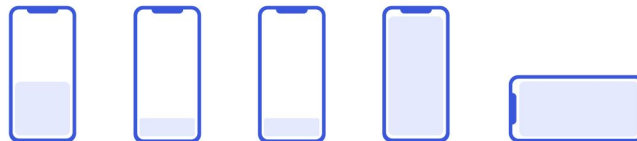
✓ REQUIREMENTS

Minimum requirements to launch

Please send the HTML file within the ZIP file, following these specifications:

- All Images must be added using this tag: ``
- Jampp's ClickTag is "{click_url}"

Sizes



300x250

320x50

300x50

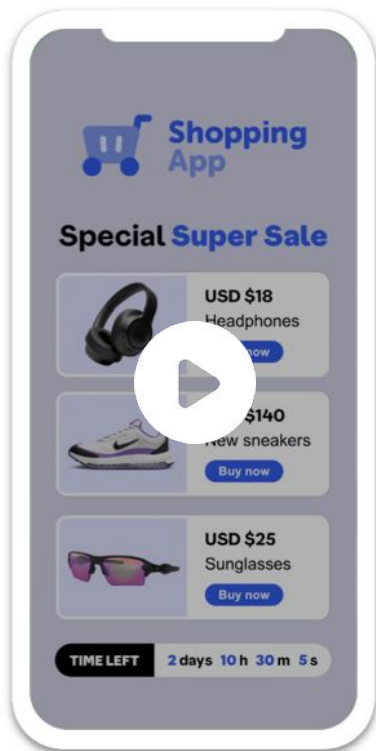
320x480

480x320

For proposals

Don't forget to share your brand guidelines, editable assets or HD files, typography, copy alternatives, and high resolution logo.

Dynamic Ads

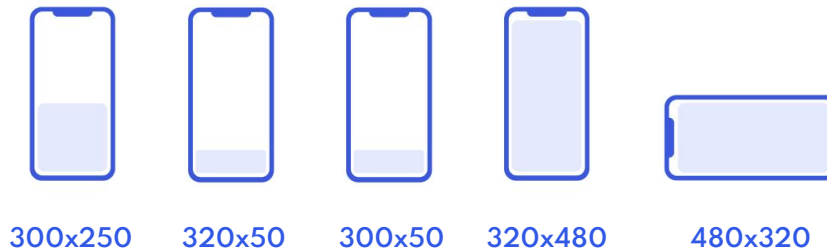


✓ REQUIREMENTS

For launch

- Headline: max. 30 characters.
- Promo text: max. 90 characters (not applicable for multiproduct).
- CTA: max. 20 characters.
- PNG or JPG images.
- Max. file weight 2MB.
- Compatible DPA feed.

Sizes



300x250

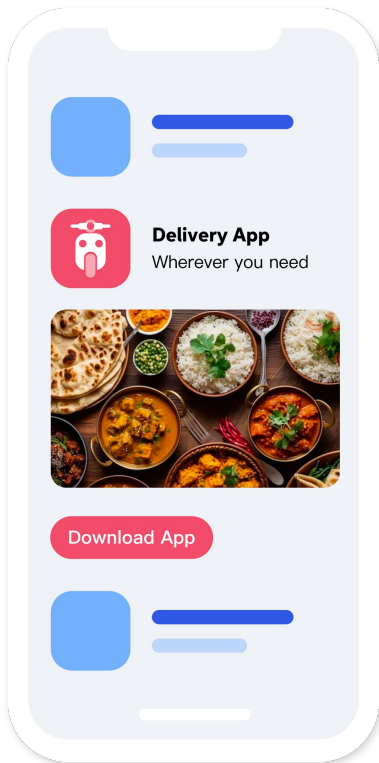
320x50

300x50

320x480

480x320

Native Ads



REQUIREMENTS

For launch

- Headline: max. 25 characters,
- Promo text: max. 90 characters.
- CTA: max. 15 characters.
- Image (JPG, PNG)

Sizes



1200x627

For resizes, proposals or modifications

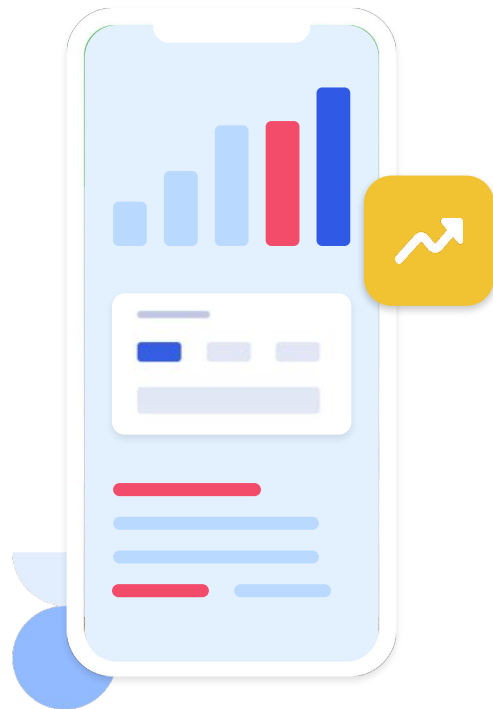
- The image should not have logo, text or CTA on it.
- The assets are automatically combined by the app where the ad is shown.

General Considerations

- **Proposals:** We are always open (and thrilled) to create new proposals for your brand. To get started please share a campaign brief with us (type of campaign, brand context, message, promotions, objectives, etc.)
- **Experiments:** Jampp can run multiple experiments to collect performance insights from your creatives.



To make the process smoother remember to always specify the file you want to work with. If you're sharing a folder with multiple assets, please clarify which files we should focus on.





Thank you (: