

Native Spec - Without a wallpaper running

Ad Ops – October 2024

Product

Native ads (Google Ad Manager, not Polar/Mediavoice/Nova), when served on to the home pages of various HBM brands

This spec applies for native ads served through Google Ad Manager, when they appear on the home page

Please provide the following:

Spec

Headline: 34 characters

Body copy: 620 characters (max)

Image dimensions: 430 pixels w x 368 pixels h

Image max file size: 500kb

Clickthrough url:

[Latest](#) [Interviews](#) [Opinion](#) [In Depth](#) [Events](#) [Jobs](#) [Insight](#)

Partner Content

Sponsored by Cision Global Comms

abcdefghijklmnopqrstuvwxyz abcdefghijklmno

Strategic Global Comms Report Here

The survey underscores the struggle many comms teams have connecting the dots between content and tangible business results. 63% of the respondents cite their inability to measure impact effectively as one of the most difficult challenges they face. Read the complete survey and follow-up analysis to discover how to overcome barriers to your team's growth. Read the complete survey and follow-up analysis to discover how to get bigger pieces of your marketing budget, and tactics to overcome barriers to your team's growth. Justify your existing spend, and gain much-needed approval for increasing your bottom line budget.

abcdefghijklmnopqrstuvwxyz abcdefghijklmno

Native ad specification - without a wallpaper

Date of Preparation: October 2024


Native Spec - Without a wallpaper running

Ad Ops – October 2024

And here’s a live example:

Partner Content

Sponsored by TMF




Unlocking global growth

We discussed how businesses can embrace new technologies and develop policies to stay competitive and compliant (and more) at our webinar. Watch the session on demand to learn the insights shared by experts from TMF Group

OPINION

1-3 of 8



Get the Important Issues fast [Join free](#)

^

Native ad specification - without a wallpaper

Date of Preparation: October 2024