

Randall-Reilly Audience Display Checklist

Everything You Need to Start Your Audience Display Campaign

Audience Display gives you the ability to engage our audience long after they have left our websites. With cookies gathered from our sites we can target across the Google Display Network to give you additional exposure.

It is important we follow Google and Randall-Reilly guidelines throughout the process to achieve optimum results. Below is an Audience Display checklist to ensure we bring the most value to you.

Images:

✓ Image Sizes¹

- 728 x 90: Leaderboard
- 300 x 600: Half Page
- 468 x 60: Banner
- 336 x 280: Large Rectangle
- 300 x 250: Inline Rectangle
- 320 x 50: Mobile Leaderboard
- 250 x 250: Square
- 200 x 200: Small Square
- 160 x 600: Wide Skyscraper
- 120 x 600: Skyscraper

¹ We need each image size for your campaign.

✓ Animated Flash Ads

- Animation length must be 30 seconds or shorter.
- Animations can be looped, but the animations must stop after 30 seconds.
- Flash ads must be 20 FPS or slower.
- Flash ads must be published for Flash Player version 4 • 10.

✓ Animated Images

- Animation length must be 30 seconds or shorter.
- Animations can be looped, but the animations must stop after 30 seconds.
- Animated GIF ads must be 5 FPS or slower.

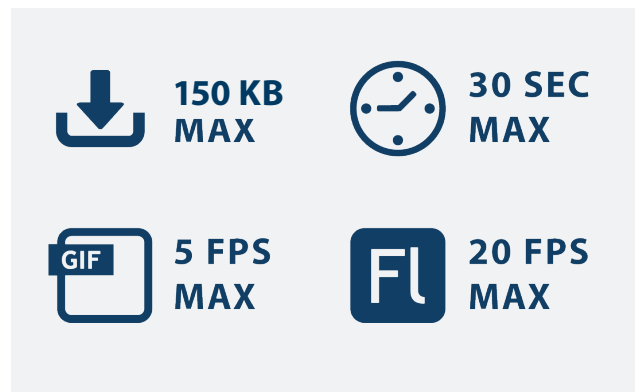
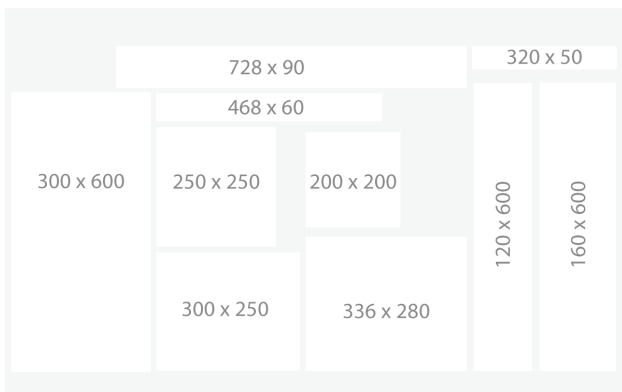
✓ Image Formats

- GIF, JPG, PNG, SWF²

² SWF (not available for mobile leaderboard size)

✓ Image Size Restrictions

- There is a 150KB max file size on the images.
- Google will not allow any images over 150kb to be uploaded.
- Maximum file size of 200KB for half page size only.



Randall-Reilly Audience Display Checklist (continued)

Content:

✓ What we need from you

- We need the URL(s) that you would like your banner ads to link to.*
- We need a signed copy of the insertion order that shows the dollar amount to be billed monthly.
- We also need the amount of time your campaign will run.

✓ Text Ad Audience Display

- You have the option of writing your own text ads or we can write them.
- We need the URL(s) that you would like your text ads to link to.

Text ads must use the following format:

- Headline can be up to 25 characters long including spaces.
- Display line 1 can be up to 35 characters long including spaces.
- Display line 2 can be up to 35 characters long including spaces.

**We can build the landing page for you.*

✓ Your Targeted Audience(s)

There can be more than one target audience.



Owner-Operators



Fleets



Professional Drivers



Dealers/Distributors