

Creative Requirements

Below are suggested ad sizes for eXact Advertising's Contextual Aderving Network. eXact is able to accept any creative size from 300 x 300 to 600 x 450, however, the ad sizes below seem to perform best across the Network.

600x400

File Size: 30K max
Animation: 3 loop max
File Type: jpg, gif, standard rich media

375x375

File Size: 25k max
Animation: 3 loop max
File Type: jpg, gif, standard rich media

PLEASE NOTE: Due to the manner in which eXact serves many of its advertisements, they do not accept alt. text.

eXact Advertising's goal is to create a marketplace that benefits both it's users and it's clients. A user benefits by finding what they're looking for quickly and easily. Advertisers benefit by getting a large quantity of targeted traffic to their sites. It is essential that the following creative guidelines are adhered to in order for eXact to continue to provide this level of service.

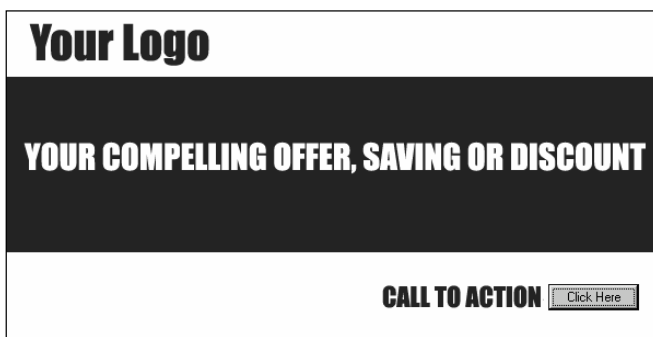
These guidelines will improve the quality of your creative/offer and result in more qualified leads for your advertiser. **Your creative/offer will not be approved without following these Core Guidelines.**

Simple Contextually Relevant Offer/Discount/Savings

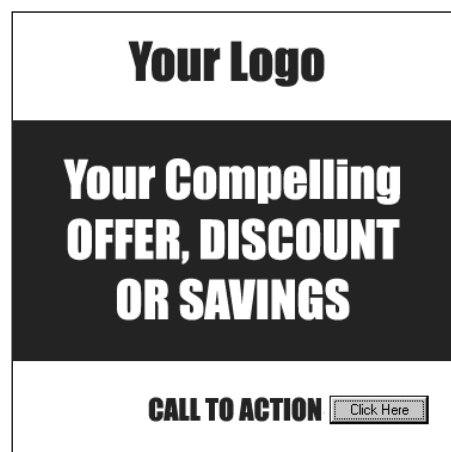
The creative/offer should possess a unique and compelling offer or discount or savings to the user that is clearly and obviously reflective of the URL or search term that triggered it. There must be a strong, direct relationship between the compelling offer and the triggers.

Obvious Path -The URL used as the click through URL for the creative/offer must take the user to the specific content that the offer promotes. The user must be able to find the content quickly and easily.

Basic Examples - Simple basic creative and copy performs the best. Keep it simple and compelling and you will benefit from the power of delivering your ad to a user at the exact moment that they are interested in seeing it.



Size: 600x300



Size: 375x375

If you have any further questions, please call your adShape Account Manager on 020 7428 6680