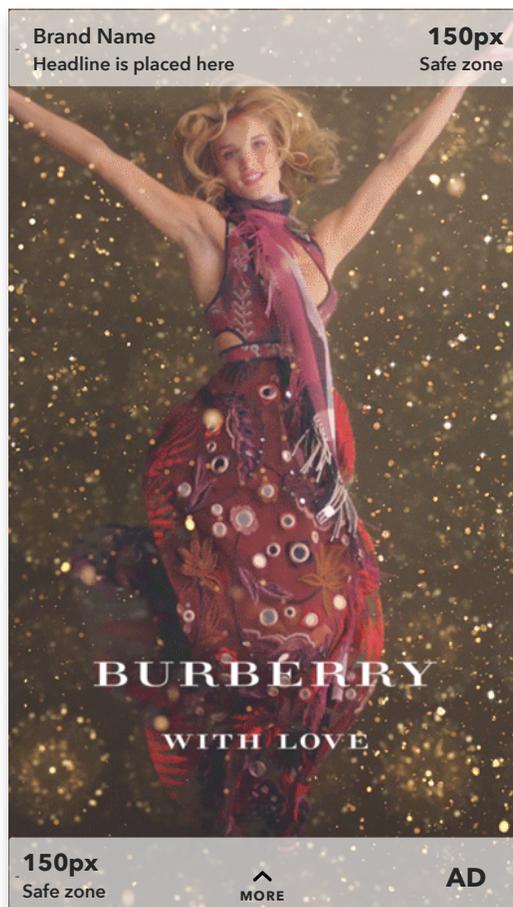


Creative Guidelines & Specs

Just like Snaps, Snap Ads offer a variety of creative freedom to communicate your message. They can take the form of video—whether it be motion graphic, live, cinema-graph, or gif style—as well as still.



SPECIFICATIONS

FULL SCREEN CANVAS: - 1080px x 1920px - 9:16 aspect ratio	FILE FORMAT: - .mp4 or .mov * - H.264 encoded
ACCEPTABLE CREATIVES: - Live, motion graphic, or stop motion video - Cinemagraph - Slideshow - Gif-like - Still Image	FILE SIZE: - 32 MB or less
LENGTH: - 3 to 10 seconds	AUDIO: - 2 channels only - PCM or AAC codec - 192 minimum kbps - 16 or 24 bit only - 48 KHz sample rate

*Jpegs & pngs are not accepted.

ADDITIONAL NOTES:

To prevent overlap with the following elements, Snapchat suggests avoiding placement of logos or other graphic elements within 150px of the top and bottom of creative.

- "AD" slug is added by Snapchat and appears on the lower right corner of the Snap Ad
- Call-to-action and caret is applied by Snapchat to bottom center of creative for Snap Ads with Attachments

DELIVERABLE TIMELINE

✓ Concepts/storyboards to be shared with Snapchat:

10-14 business days prior to launch

✓ 1st round of creative delivered:

5 business days prior to launch

✓ Final materials due to Snapchat:

3 business days prior to launch

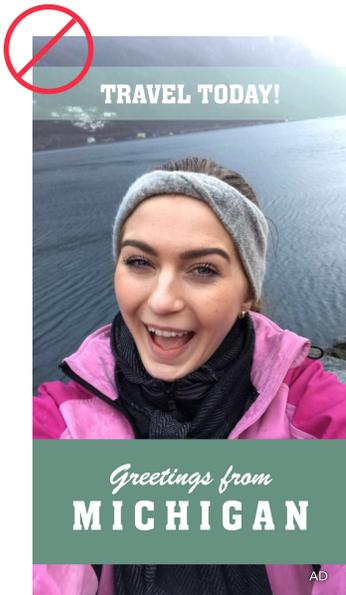
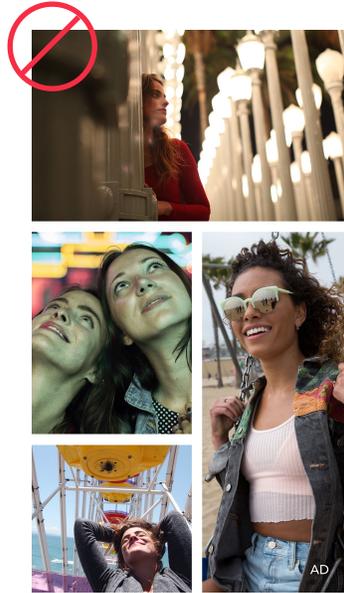
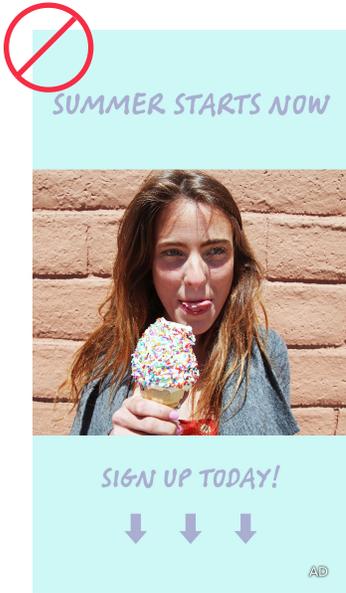
Note: Any materials received after creative due dates will put campaign at risk of launching on time. API timelines vary.

REQUIREMENTS

- Full screen & vertically formatted
- Features visual branding (i.e. logo or product placement with brand logo visible)
- Approved for viewing by a 13+ audience
- If featuring your Sponsored Creative Tool, the ad must include persistent branding and a graphic text overlay with actionable message, such as, "Unlock Lens" or a campaign tagline
- Advertiser-supplied Brand Name and Headline for Snap Ads running in Between User Stories and in Our Stories (see details on following page)

Creative Guidelines & Specs Cont.

RESTRICTIONS



Snap Ad Restrictions

How not to design your Snap Ads

- Letterboxing/borders of any kind inclusive of motion graphics borders (See top left image)
- Including arrows or caret graphics to encourage swipe up on Snap Ads with Attachments (See top left image)
- Static collages that fill the screen for the entirety of the ad (See top right image)
- Rectangular text boxes that overshadow more than 1/3rd of the screen throughout the entirety of the ad (See bottom left image)
- Having copy-heavy ads with text covering 1/3rd of the screen or more throughout the entirety of the ad (See bottom right image)
- Split screen where footage is duplicative
- Use or promotion of Snapcodes, Snapchat usernames (or accounts), Snap Inc. associated logos, social handles, or social platform logos
- Imitation of Snapchat native creative tools, UI features, or organic snaps (i.e. static doodles, stickers, Bitmoji, native text bar, etc.)
- Featuring a text graphic message to, "Swipe Up," "Screenshot" or "Share" a Snap Ad (Note: voiceover call to action is permitted)
- Brand URLs are accepted, so long as they are simple (i.e. brand.com/fun), do not feature "Snapchat" in the URL, and appear on screen for no longer than 3 seconds (note: URLs may appear for longer when legally required)

RECOMMENDATIONS:



1 Focus on one key hero message

2 Video creative should be simple and linear

3 Feature a strong and relevant call-to-action for Snap Ads with Attachments

4 Run short-form ads (i.e. :03-:05 in duration) to mirror the bite-sized nature of Snaps



Creative Guidelines & Specs Cont.

MINIMUM DELIVERABLES

Our Story Takeovers:

3 unique Snap Ads are required

Publisher Stories/Show Takeovers:

3-4 unique Snap Ads are required (varies, pending agreement with Publisher)

Our Story and/or Discover Audience campaigns:

Minimum of 1 unique Snap Ad per 3 million impressions is strongly suggested to avoid creative fatigue

Between User Stories campaigns:

Minimum of 1 unique Snap Ad per 15 million impressions is strongly suggested to avoid creative fatigue

Note: As a best practice, it is most important to vary the first :02 of each unique Snap Ad.

BRAND NAME + HEADLINE PLACEMENT

Required for Snap Ads in Between User Stories and Our Stories*

Brand Name:

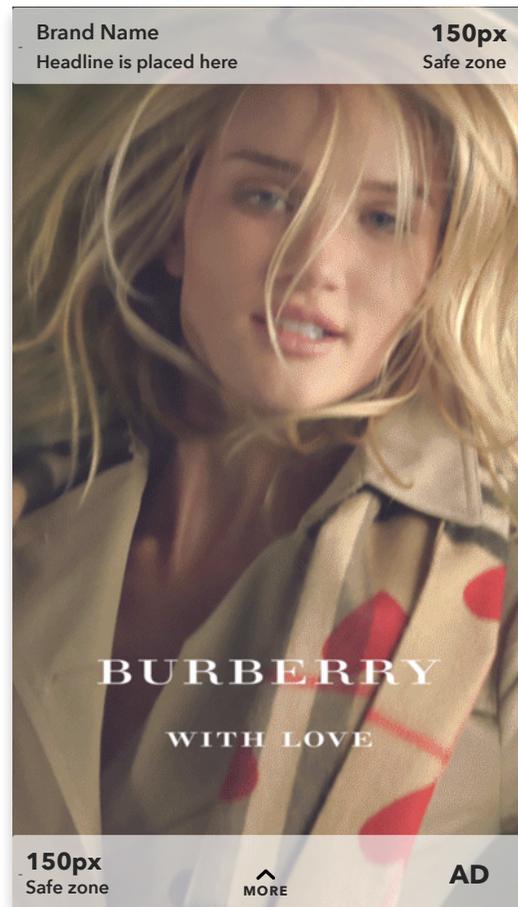
Up to 25 characters with spaces (i.e. company name, movie title, etc.)

Headline:

Up to 34 characters with spaces (i.e. product name, campaign slogan/tagline, tune-in date, etc.)

Note: Snapchat/social handles and/or URLs are not permitted to appear as Brand Name or Headline. Emoji are not supported in this placement.

**Snapchat applies Brand Name and Headline to upper left corner of creative. To prevent overlap, Snapchat strongly suggests keeping the top 150 px of the canvas clear of graphics or logos.*



Long-Form Video Attachment Specs

DELIVERABLE TIMELINE

✓ **Concepts/storyboards to be shared with Snapchat:**

Min. 10 business days prior to launch

✓ **1st round of creative delivered:**

5 business days prior to launch

✓ **Final materials due to Snapchat:**

3 business days prior to launch

Note: Any materials received after creative due dates will put campaign at risk of launching on time.



See Snaps Ads Creative Guidelines & Specs for Top Snap Specs.

SPECIFICATIONS

FILE FORMAT:

- .mp4 or .mov
- H.264 encoded
- 9:16 or 16:9 aspect ratio

AUDIO:

- 2 channels only
- PCM or AAC codec
- 192 minimum kbps
- 16 or 24 bit only
- 48 KHz sample rate

REQUIREMENTS:

- Minimum length: 15 sec (no max)
- Live and/or Motion Graphic video
- Maximum size: 1 GB

CREATIVE SUGGESTION:

- Top Snap should act as a teaser to what the longer-form video reveals

RESTRICTIONS:

- Use of Snap Inc. associated logos
- Imitation of Snapchat native creative tools or UI features
- Silent or still videos
- Square video

ADDITIONAL NOTES:

- Vertical video is preferred, but horizontal is permitted
- Snapchat adds a "WATCH" call-to-action and caret graphic at the bottom of the Top Snap (Snap Ad)
 - Text or logos should not run within 150px of the bottom of the Top Snap canvas in order to avoid any overlap with this call-to-action

18+ TARGETED CAMPAIGNS:

- Top Snap content must be appropriate for viewing by a 13+ aged audience

Web View Attachment Specs

DELIVERABLE TIMELINE

- | | | |
|---|--|---|
| <p>✓ Concepts/storyboards to be shared with Snapchat:</p> <p>Min. 10 business days prior to launch</p> | <p>✓ 1st round of Top Snap and URL delivered. CTA is selected. Snapchat tests URL:</p> <p>5 business days prior to launch</p> | <p>✓ Final materials due to Snapchat:</p> <p>3 business days prior to launch</p> |
|---|--|---|

Note: Any materials received after creative due dates will put campaign at risk of launching on time.



See Snaps Ads Creative Guidelines & Specs for Top Snap Specs.

SPECIFICATIONS

REQUIREMENTS:

- Provided destination URL must work in mobile Safari and mobile Chrome
- Destination URL must successfully pass <https://www.google.com/webmasters/tools/mobile-friendly/>
- Destination URL must load in less than 6 seconds here: <http://mobitest.akamai.com> (on any of the AT&T settings)*
- Total initial page load size cannot exceed 2 MB*. Loading a limited amount of additional assets asynchronously after the page is visible is permitted
- Vertically-orientated experiences (as the Web View does not rotate into landscape mode)

*Subject to change at Snapchat's discretion

RESTRICTIONS:

- Click-tags or auto-directing of destination URL to another domain
- URLs with auto-playing video or audio
- Facebook, Instagram, or Twitter URLs
- URLs that automatically ask for native device permissions (i.e. location), or access the phone's native functionality (i.e. the camera, photo gallery, or microphone)
- URLs that require Snapchatters to log into other social platforms
- URLs that ask for a Snapchatter's username

RESTRICTIONS CONT:

- URLs that automatically redirect to the App Store (including iTunes) or specific apps
- URLs that obscure content of the page to promote app installation
- Ads on the initial destination page
- Prestitial "loading" pages on initial destination
- Modifications to URL contents during the course of the campaign
- Prompting swiping behavior within the web experience, as this can cause Snapchatters to inadvertently swipe out of the page; Tapping is recommended instead
- Trapping swipe interactions on the website that prevent the user from exiting the ad
- URLs that automatically redirect to another URL that will be modified during the course of the campaign without being reviewed by Snapchat

TRACKING:

- All webpage tracking occurs on the site side by advertiser
- As Snapchat preloads the webpage, in order to ensure the most accurate page analytics (such as visitors, session time, etc.), all tracking on the destination URL should be fired **only after the page is visible**

- Advertisers may refer to this site for more information: https://developer.mozilla.org/en-US/docs/Web/API/Page_Visibility_API

Web View Attachment Specs

ADDITIONAL NOTES:

- AMP pages are supported
- Snapchat adds a call-to-action and caret graphic at the bottom of the Top Snap (Snap Ad)
 - *Text or logos should not run within 150px of the bottom of the Top Snap canvas in order to avoid any overlap with this call-to-action*
- Option for the web experience to be sharable
 - *Native sharing buttons will appear on the web page at the top center of the screen and lower right corner. Avoid placing logos or important text in these areas if overlap is a concern*
- Snapchat uses standard mobile web view user agent strings, such as the below examples. a ensure your website works correctly with both types of user strings
 - *iPhone: Mozilla/5.0 (iPhone; CPU iPhone OS 9_2_1 like Mac OS X) AppleWebKit/601.1.46 (KHTML, like Gecko) Mobile/13D15*
 - *Android: Mozilla/5.0 (Linux; Android 7.0; Nexus 6P Build/NRD90T; wv) AppleWebKit/537.36 (KHTML, like Gecko) Version/4.0 Chrome/53.0.2785.124 Mobile Safari/537.36*

ADVERTISERS MAY SELECT FROM THE FOLLOWING CALL-TO-ACTIONS

MORE	SIGN UP	BUY TICKETS
PLAY	SHOP NOW	SHOW TIMES
READ	ORDER NOW	GET NOW
SHOW	WATCH	LISTEN
VIEW	BOOK NOW	

App Install Attachment Specs

DELIVERABLE TIMELINE

- ✓ Snapchat coordinates with App Maker and Partner to ensure tracking is set up:

Min. 10 business days prior to launch

If the app had not integrated with the partner's SDK, this process can take more time.

- ✓ 1st round of Top Snap and URL delivered. CTA is selected. Snapchat tests URL:

5 business days prior to launch

- ✓ Final materials due to Snapchat:

3 business days prior to launch

Note: Any materials received after creative due dates will put campaign at risk of launching on time.



See Snaps Ads Creative Guidelines & Specs for Top Snap Specs.

SPECIFICATIONS

ARTICLE REQUIREMENTS:

- App ID and URLs for both Google Play and iTunes App Stores
- 200 x 200 px App Icon (jpeg or png)
- Confirmation of one of the following third-party attribution partner for mobile measurement:
 - Tune
 - Adjust
 - AppsFlyer
 - Kochava
 - Apsalar

ADDITIONAL NOTES:

- Snapchat adds a call-to-action and caret graphic at the bottom of the Top Snap (Snap Ad)
 - Text or logos should not run within 150px of the bottom of the Top Snap canvas in order to avoid any overlap with this call-to-action

CREATIVE SUGGESTION:

- Feature the App (i.e. person using it or the UX itself) within the Top Snap (Snap Ad) creative

ADVERTISERS MAY SELECT FROM THE FOLLOWING CALL-TO-ACTIONS

INSTALL NOW	SHOW	SHOP NOW
PLAY	VIEW	ORDER NOW
READ	SIGN UP	WATCH

Article Attachment Specs

Snap Ads Article is available in Discover only.

DELIVERABLE TIMELINE

✓ 1st Round of Top Snap and Article delivered:

Min. 10 business days prior to launch

✓ Final materials due to Snapchat:

5 business days prior to launch

Note: Any materials received after creative due dates will put campaign at risk of launching on time.



See Snaps Ads Creative Guidelines & Specs for Top Snap Specs.

ADDITIONAL TOP SNAP (SNAP AD) REQUIREMENTS

- Inclusion of headline to serve as lead-in to Article content
- "Presented by [brand]" or "Sponsored by [brand]" message to appear with headline

SPECIFICATIONS

ARTICLE REQUIREMENTS:

- Must start with a header that includes brand logo, as well as, "Presented by [brand]" or "Sponsored by [brand]" messaging
- At least 1 form of media (in-line video, image or .gif) is required to be included
- Individual text or media blocks may not exceed the size of the Snapchatter's screen (1080px x 1920px)

MEDIA TYPE SPECIFICATIONS:

Text and images

- Text elements must be provided in the form of images (delivered as .png or .gif files)
- All images will be automatically resized to fit the width of the Snapchatter's screen
- Note: If featuring black text on a white background, files should be provided as .gifs, as text will appear more crisp on mobile devices

Animated .Gifs:

- Each featured .gif must be 350 KB or under
- .gifs may not exceed 2 MB collectively

In-Line Video:

- .mp4 or .mov file
- H.264 encoded
- Max file size: 1GB

AUDIO:

- 2 channels only
- PCM or AAC codec
- 192 minimum kbps
- 16 or 24 bit only
- 48 KHz sample rate

RESTRICTIONS:

- Use of Snap Inc. associated logos or social handles
- Imitation of Snapchat native creative tools or UI features (i.e. doodles, native text bar, etc.)
- Use of editorial logos or signature editorial graphics (e.g., BuzzFeed, Sweet, etc.)

ADDITIONAL NOTES:

- Snapchat adds a "READ" call-to-action and caret graphic at the bottom of the Top Snap (Snap Ad)

- Text or logos should not run within 150px of the bottom of the Top Snap canvas in order to avoid any overlap with this call-to-action