

Last update: 14/05/2015



AD SPACES
TECHNICAL SPECIFICATIONS



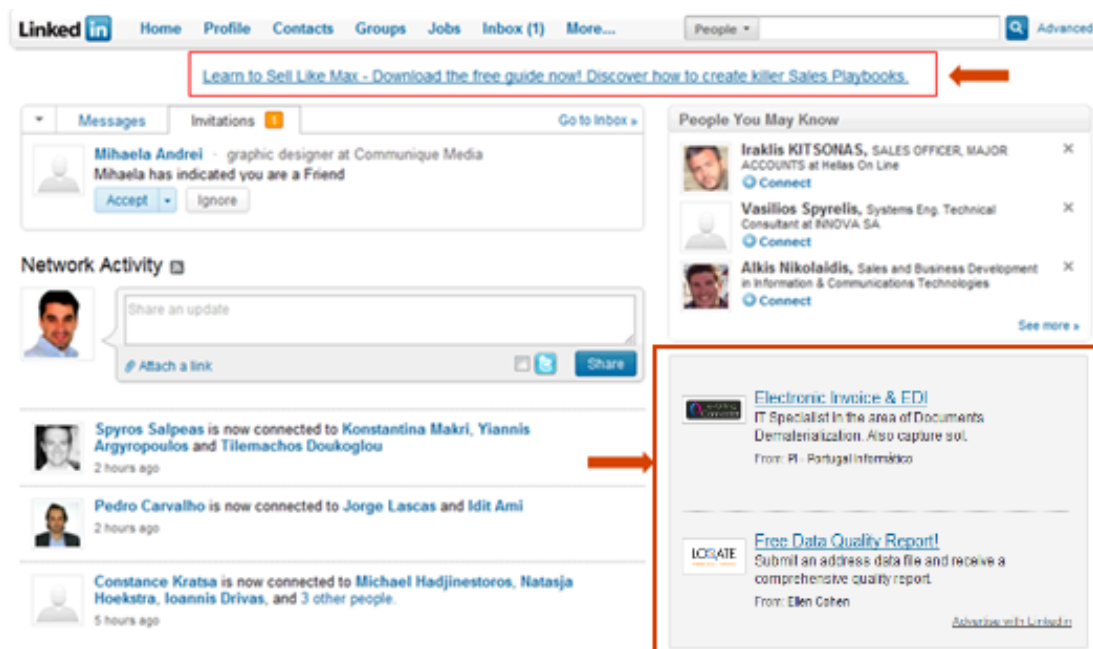
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LinkedIn Ads

LinkedIn Ads advertisements will be shown to LinkedIn members on the LinkedIn.com website and the LinkedIn Audience Network. Your advertisements may show in any of the ad placements on the site, including the medium rectangle advertisement on LinkedIn profile pages and the LinkedIn home page.

CPC advertisements may also be shown in locations such as the text link advertisement at the top of the LinkedIn.com home page. Images and logos in the advertisement may be omitted from that ad placement.



LinkedIn Ads - Creative Specifications

Example ad:

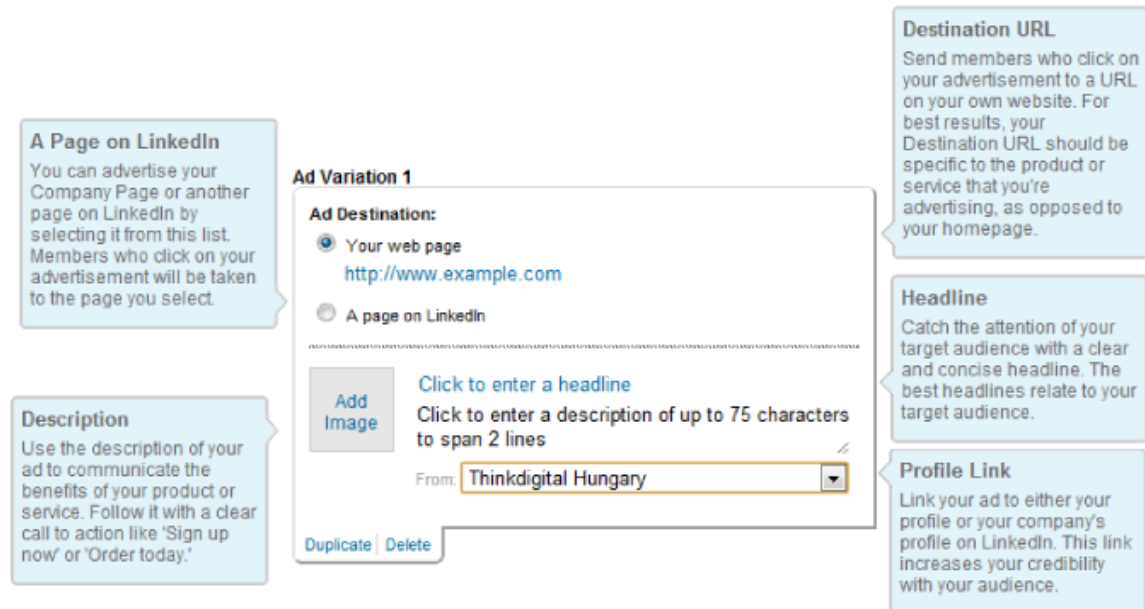


Big Savings for SME's

Save 5% on Canada Post shipping and more. It's free, sign up today.

From: Canada Post

Ad consists of these elements:



A Page on LinkedIn
You can advertise your Company Page or another page on LinkedIn by selecting it from this list. Members who click on your advertisement will be taken to the page you select.

Destination URL
Send members who click on your advertisement to a URL on your own website. For best results, your Destination URL should be specific to the product or service that you're advertising, as opposed to your homepage.

Headline
Catch the attention of your target audience with a clear and concise headline. The best headlines relate to your target audience.

Profile Link
Link your ad to either your profile or your company's profile on LinkedIn. This link increases your credibility with your audience.

Description
Use the description of your ad to communicate the benefits of your product or service. Follow it with a clear call to action like 'Sign up now' or 'Order today.'

Ad Variation 1

Ad Destination:

- ☒ Your web page
<http://www.example.com>
- ☐ A page on LinkedIn

Add Image

Click to enter a headline

Click to enter a description of up to 75 characters to span 2 lines

From: Thinkdigital Hungary

Duplicate | Delete

- **Headline** (up to 25 characters of text)
- **Description** (up to 75 characters of text, to span 2 lines)
- **From:** (your name or your company Profile Link)
- **Image (Optional)** (max 50x50 pixel image, PNG, JPEG or GIF, max size 2 MB)
- **Ad Destination** (website people visit once they click on your ad)

Important notice :

- Only ads written in **English** are allowed
- The landing page must be in **English**

LinkedIn ads will appear on prominent pages on the LinkedIn.com website. Up to 3 ads are shown in each ad placement on the website. The number of times your ad will be displayed depends on a variety of factors including your budget, bid, and your ad's click-through rate (CTR).

Here are some of the pages where your ad may be shown:

- **Profile Page** (when users view the profile of other LinkedIn members)
- **Home Page** (the page that users see when they log in to LinkedIn)
- **Inbox** (the page where users see messages and invitations to connect)
- **Search Results Page** (the page that results when you search for a member by name)
- **Groups** (on pages in LinkedIn Groups)

Sponsored Updates – Creative specifications

Sponsored Updates can be shown in any position in the feed. They don't have a fixed location (e.g. top spot). The Quality and Relevance of the content, inform where your content will appear. Links in Sponsored Update can drive traffic wherever you'd like including your content portals, relevant news or articles, YouTube or SlideShare channels, Whitepapers and event registration forms.

Sponsored updates feature the same rich media capabilities as Company Updates, including images, videos, presentations, PDFs and Word docs.

Sponsored Updates let you define your audience using criteria such as location, company size, industry, job function, seniority, age and gender.

Important information: in order to make the sponsored update we need to have admin access. Please refer to your account manager for our account details



Body text: 600 characters (the first 300 characters are displayed on desktop, 160 on tablet and 35 on mobile unless the member clicks "more"

Web link image thumbnail: 180x110 pixels

Image thumbnail: JPG, GIF, PNG; 350x265 pixels max

Videos: YouTube links play inline at 700x700 pixels

Presentations: PDF, PPT, PPTX, PPSX, POT, POTX; 100 MB max

Documents: PDF, DOC, DOCX, RTF(MSOffice), Apple iWork Pages; 100MB max

Available actions: click, like, comment, share, follow

LinkedIn Advertising Guidelines

Ad Policy: Editorial Guidelines

Accuracy: Do not deceive or lie in your ad

- Your product or service must accurately match the text of your ad - don't lie.
- Do not make deceptive or inaccurate claims about competitive products or services.
- Do not advertise prices or offers that are inaccurate - any advertised discount, offer, or price must be easily discoverable from the Destination URL of your ad.
- Do not imply affiliation with LinkedIn (or any other unaffiliated products or services).

Ad Text: Do not use non-standard spelling, grammar, capitalization, punctuation, or repetition in your ad

- Do not use excessive capitalization in your ad. With the exception of valid acronyms, words should never be fully capitalized in your ad.
- Do not use excessive or inappropriate punctuation in your ad. Do not repeat punctuation and do not use more than a single exclamation point in your ad.
- Do not use any symbols (i.e. *, @) in a manner that differs from its standard meaning. Do not use a symbol in replacement of a letter ('cl!ck').
- Do not repeat words or phrases in your ad.
- Please use correct spelling and grammar in the text of your ad.

Language: Do not use inappropriate or unacceptable language in your ad

- English is currently the only supported language for advertisements.
- Do not use inappropriate or unprofessional language in your ad.
- Do not use language that could be considered offensive by any viewer of your ad.
- LinkedIn is the sole judge of the appropriateness of any words or phrases in your advertisement.

Link Behavior: Do not deceive, confuse, or otherwise degrade the experience of members who click on your ad

- The domain of your Display URL must match the domain of your Destination URL.
- All members must be sent to the same destination URL and landing page from a click on your ad
- Do not send members to a landing page that generates a pop-up
- The landing page must allow users to use the browser's 'Back' button and return to the page that the ad was displayed on

Trademarks: Do not use trademarks that you are not permitted to use

- Your ad must not include any text that may be deemed as infringing upon the trademarks of other parties unless express permission has been granted by the trademark owner
- Trademark owners can send concerns about the use of their trademarks to LinkedIn Customer Service. Any ad found to be infringing on the trademark of a complainant will be removed from LinkedIn.

Content: LinkedIn Ads does not allow advertising related to any of the following:

- Illegal products or services of any kind
- Alcoholic beverages
- Tobacco products or cigarettes
- Drugs, illegal substances, and any related products or services
- Prescription pharmaceuticals
- Weapons, firearms, ammunition, fireworks, or any other violent products or services
- Sexual or adult content
- Dating sites
- Ringtones
- Illegal downloads of software, media, or other copyrighted content
- Online gambling
- Hate or violent text advocating against any individual, group, or organization
- Bulk marketing products
- Multi-level Marketing programs, scams, or pyramid schemes
- Inflammatory religious content
- Inflammatory political content

LinkedIn: Do not use LinkedIn in your ad

- Do not refer to LinkedIn (the corporation, brand, or site) in your ad

Affiliate Advertising: No affiliate advertising through LinkedIn Ads

- Affiliate ads and related programs are not allowed to advertise using LinkedIn Ads

Data Collection: Do not use an ad to facilitate collection of a member's data, including:

- Demographic or usage data
- Usernames or passwords from the member for use on LinkedIn or any other site
- Phishing or other scamming tactics to collect sensitive personal information or money

Please visit [LinkedIn Advertising Guidelines](#) online for the most updated details regarding creative content and behaviour. For more information, it is also recommended to visit [Frequently Asked Questions \(FAQs\)](#) and http://partner.linkedin.com/ads/faqs/?utm_source=li&utm_medium=el&utm_campaign=gate-c.