

Facebook Exchange (FBX) Ad Specs

RIGHT HAND SIDE ADS (RHS)

Image: 600 x 315
Title: 25 characters
Body: 90 characters
URL: Required and must be the same for both the image and text

NEWS FEED ADS

- ① **Image:** 600 x 315 pixels
- ② **Message:** 500 characters
- ③ **Title:** 55 characters max
- ④ **Domain:** 50 characters
- ⑤ **Body:** 145 characters max
- ⑥ **URL:** Required
Please provide either a click tracker or landing page URL
- ⑦ **Required:** Your Facebook Page ID

Format: GIF, JPG, PNG

Third Party Ad Serving: DART or Atlas;
1x1 Impression Tracker; 1x1 Click Tracker

ADDITIONAL GUIDELINES

- FBX Landing Pages cannot contain videos
- Title text cannot contain newline characters (RHS and NF)
- Additional limits for all text fields:
 - All character limits include spaces and punctuation
 - No word can have more than 20 characters
 - Text cannot start with punctuation
 - Text cannot consist entirely of capital letters
 - Text cannot include the following characters: \ ^ ~ _ = { } [] | < > Superscript and subscript characters with the exception of TM and SM
- Dstillery recommends that clients submit an image that is 600x315 if they are buying FBX (regardless if it's RHS or NF).
- FBX will render the image to fit accordingly depending on where the ad will be placed.
- RHS ads will be rendered as 254x133 on Facebook.
 - All images sent from clients should still be 600x315, as FB will resize the image to their standards
- Facebook has reduced the maximum number of ads on FBX RHS from 6 to 3. (These changes will begin on June 2 and will become effective for all FB users on August 1)
- Both RHS and NF images in your ads can include text that meets our general Advertising Guidelines, but may not include more than 20% text in the image.
- News Feed Ad message can be up to 500 characters, but the first 55 will be shown within the ad with a "continue reading" option

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Ad Examples

600 x 315 RHS AD

600 x 315 NEWS FEED AD

1

2 **Dstillery**
Dstillery is the first company to look at the complete consumer journey — both digital and physical — to build custom audiences and activate across any device.
For over five years, we've been in the business of helping brands connect to the right consumers: whoever they may be, wherever they may go, however they're connecting online. At the core of this is CrossWalk: multi-device intelligence for optimal multi-platform delivery.

3 **Scientifically find customers that care about you.**
The most effective tools are the scientifically proven ones. They're digital, they're mobile, and they're evolving everyday. We're at the forefront of advertising technology. See how we can help.

4 <http://www.dstillery.com>

5 Like • Comment • Share • Sponsored

m6d is now Dstillery
dstillery.com
Find customers scientifically proven to care about your brand.

Please provide 600x315 images for both RHS and Newsfeed and Facebook will resize the ads depending on placement.

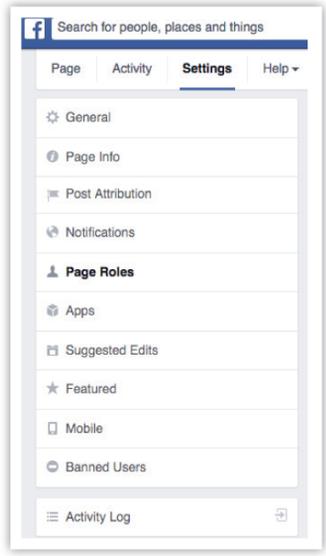
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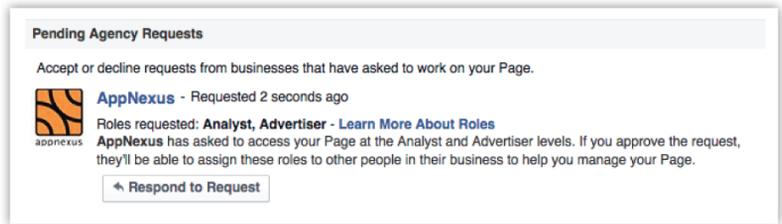
How to Grant Page Roll Access to AppNexus for Newsfeed Ads

Step 1

From your brand's Facebook page, navigate to settings > page roles



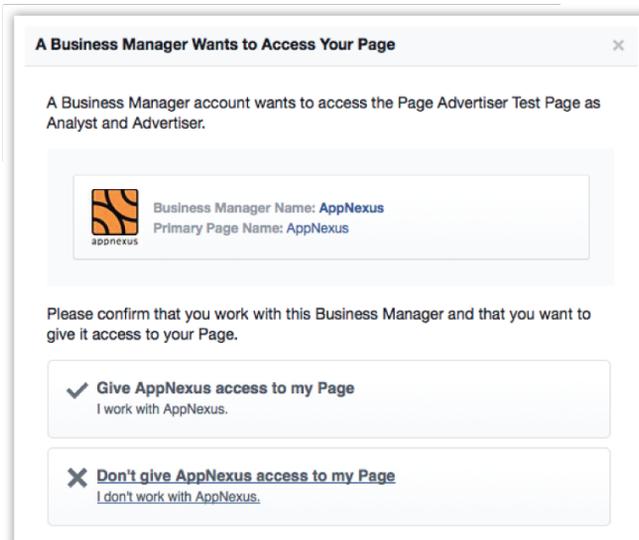
The advertiser should see a pending request from the AppNexus Business Manager for access to the Analyst and Advertiser page roles like this:



Step 2

Respond to the request

The advertiser should then click on Respond to Request, which will open this dialog:



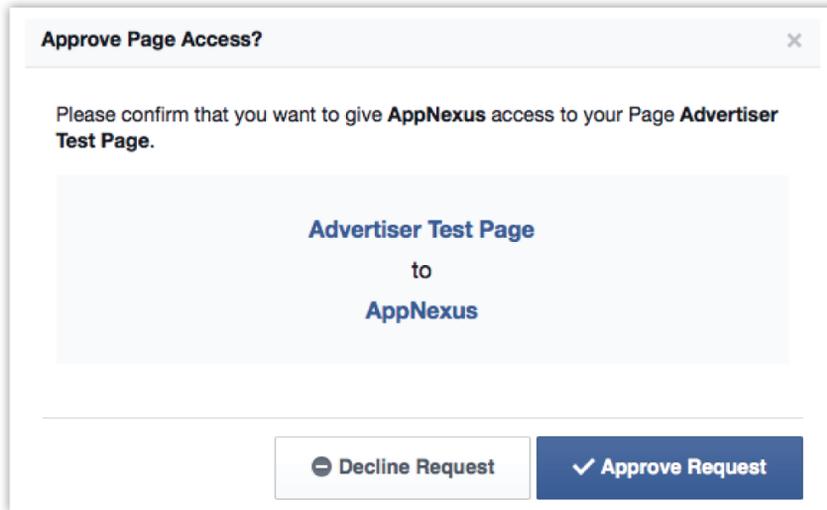
Display Ad Specs

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Step 3

Confirmation

The advertiser should then click on Give AppNexus access to my Page, which will open this confirmation:



Step 4

Save changes

After clicking Approve Request, the advertiser must save the changes that have been made. The advertiser may be prompted to re-enter their Facebook password.

Click "Save" to apply your changes



After access has been granted, AppNexus will be listed amongst the various admins and employees of the advertiser that have been given a page role.

