

NATIVE ADVERTISING CHECKLIST & GUIDELINES > SPECIFICATIONS

WEB ADVERTISING CREATIVE

1. Native content page: creative should drive audience to customer website
 - a. Leaderboard: 728 W x 90 H or 970 W x 250 H or 970 W x 90 H
 - b. Billboard Leaderboard: 970 x 250px
 - c. Super Leaderboard: 970 x 90px
 - d. Leaderboard Mobile: 300 x 90px
 - e. Mobile leaderboard: 300 W x 90 H (*required in additon to any of the above*)
 - f. Big Box: 300 W x 250 H
 - c. Skyscraper: 160 W x 600 H
2. Run of site: creative should drive audience to native content page
 - a. Skyscraper: 160 W x 600 H

NATIVE CONTENT

1. TEXT (STORY)

- Roughly 400 to 600 words
- Neutral editorial style; not self-promotional
- Must be editorially self-contained, delivering a material reader benefit separate from any external resources (i.e. the function of the story cannot be solely to direct audience to a white paper, event, etc.)
- Canadian Underwriter has the right to reject content that, in its opinion, does not meet the above editorial standards

2. HEADLINE

- 60-90 characters long is ideal
- Should be suitable to all venues: native content page, home page, index pages, newsletter; Twitter, LinkedIn and Facebook posts
- Should give compelling reason to clickthrough, such as:
 - dramatic tension: “Why insurtech startups are overtaking Montreal”
 - a strong benefit (implied or stated): How to hire employees at half the cost
 - exclusivity: The 3 best moves marketers can make now
- Will automatically be accompanied by “Paid” icon

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3. PAGE HEADER

- 490 W x 275 H
- Should include customer branding (e.g. logo)
- Should not duplicate headline of native content piece
- Can support headline with additional information or serve as brand creative driving audience to customer website

SOCIAL MEDIA POSTS

1. ANCHOR IMAGE

- 490 W x 275 H
- Must not include customer branding (e.g. logo, product)
- Is free of text overlays
- Ideally, is thematically related to the content (e.g. illustrates the story tension or reader benefit)
- One anchor image per program or program stage

2. POST TEXT

- Should fit within space constraints of Twitter, Facebook and LinkedIn; 140 characters max. remains ideal
- Be sure to include a shortened link directly to the native content page
- Hashtags are encouraged but optional
- If written in the first person, post should be appended with “via @yourname” or “from YourName”
- All posts will be marked as (PAID) or #PAID
- Posts can vary from day to day but not from platform to platform; e.g. if your program includes six posting days on each of three social media platforms, you can supply up to six unique posts – not 18.
- Because any given post will be used on Twitter, Facebook and LinkedIn, a post’s structure and tone should suit all three platforms