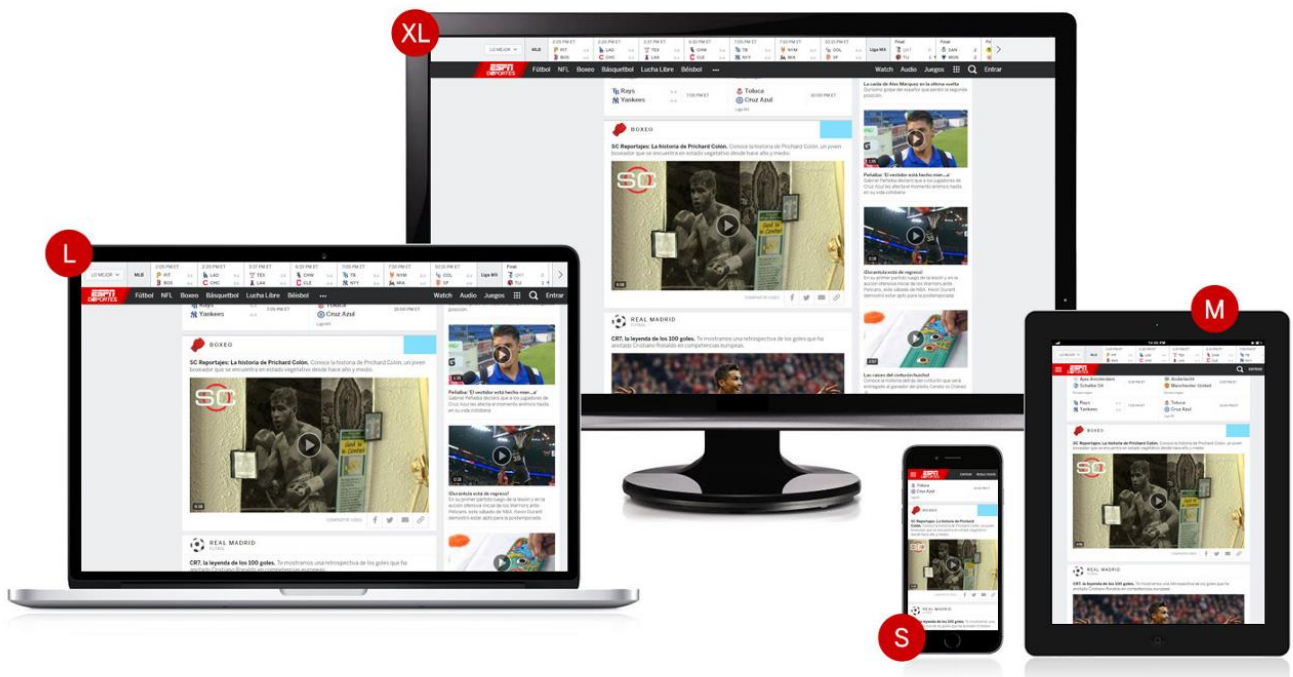


SPONSORED EDITORIAL MODULE

Overview

The Sponsored Editorial Module is a Premium advertising unit that places the advertiser's logo near specific sponsored content.

- It highlights special sponsorships directly within the news feed.
- It runs across all four placements, covering both desktop and mobile users.



Availability

Premium Formats

SPONSORED EDITORIAL MODULE

Technical SPECS

PROFILE	XL	L	M	S
MAX SUPPORTED DIMENSIONS	112x62 (Standard) 224x124 (2x Density)*	112x62 (Standard) 224x124 (2x Density)*	112x62 (Standard) 224x124 (2x Density)*	112x62 (Standard) 224x124 (2x Density)*
VIDEO	Not Accepted	Not Accepted	Not Accepted	Not Accepted
FILE TYPE	PNG, JPG, Static GIF	PNG, JPG, Static GIF	PNG, JPG, Static GIF	PNG, JPG, Static GIF
THIRD- PARTY SERVING	No	No	No	No
THIRD – PARTY TRACKING	Yes	Yes	Yes	Yes

*Double-density creative content is recommended for all mobile creatives to ensure image clarity on high-resolution screens.

HTML5 Requirements

- HTML5 is not accepted. Only static images are allowed.

SPONSORED EDITORIAL MODULE

Guidelines

Design	- The text “Presented by” must be included. Example:  - For Sponsored Editorial Modules created internally, a large high-definition logo/creative asset must be provided as a layered .eps, .psd, or .ai file of 5MB or less. - A single file with the creative content for logo placement may be submitted, as the sizes are consistent across all screen sizes. Please note that logo placement may vary depending on screen size and page layout.
Animation / Ad Behavior Guidelines	Animations are not allowed in this unit. Only static images are accepted.
Delivery Limits	There are no delivery limits.
Third Party Tags	The Sponsored Editorial Module must be served internally; it cannot be served by an external vendor.
Delivery Deadline	Testing and approval require 5 business days.
Video	Videos are not allowed in this unit.
HTTPS Compatibility	- All creative content, including third-party tags and third-party tracking tags, must use a secure protocol (HTTPS). - Any creative content that is not secure will be returned for revision.