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## PREMIUM ADS

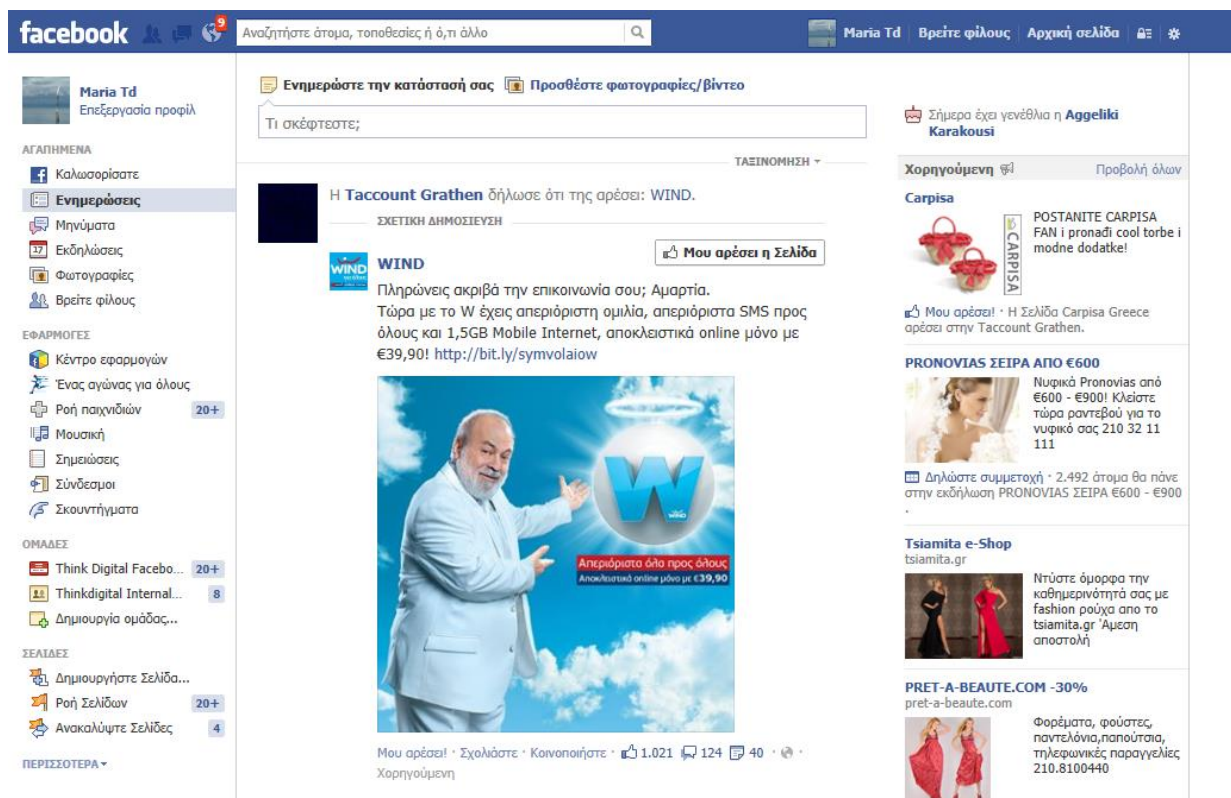
AD SPACES  
TECHNICAL SPECIFICATIONS



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## News Feed Reach Block



The screenshot displays a Facebook News Feed interface. On the left is the user's profile sidebar for 'Maria Td'. The main feed area shows a sponsored post from 'WIND' by Taccount Grathen. The post includes a video thumbnail of a man in a white suit, a large blue 'W' logo, and promotional text about unlimited services for €39.90. Below the video, it shows engagement metrics: 1,021 likes and 124 comments. To the right of the main post, there is a vertical column of smaller sponsored ads from various brands like Aggeliki Karakousi, Carpisa, Pronovias, Tsiamita e-Shop, and Pret-a-beaute.com.

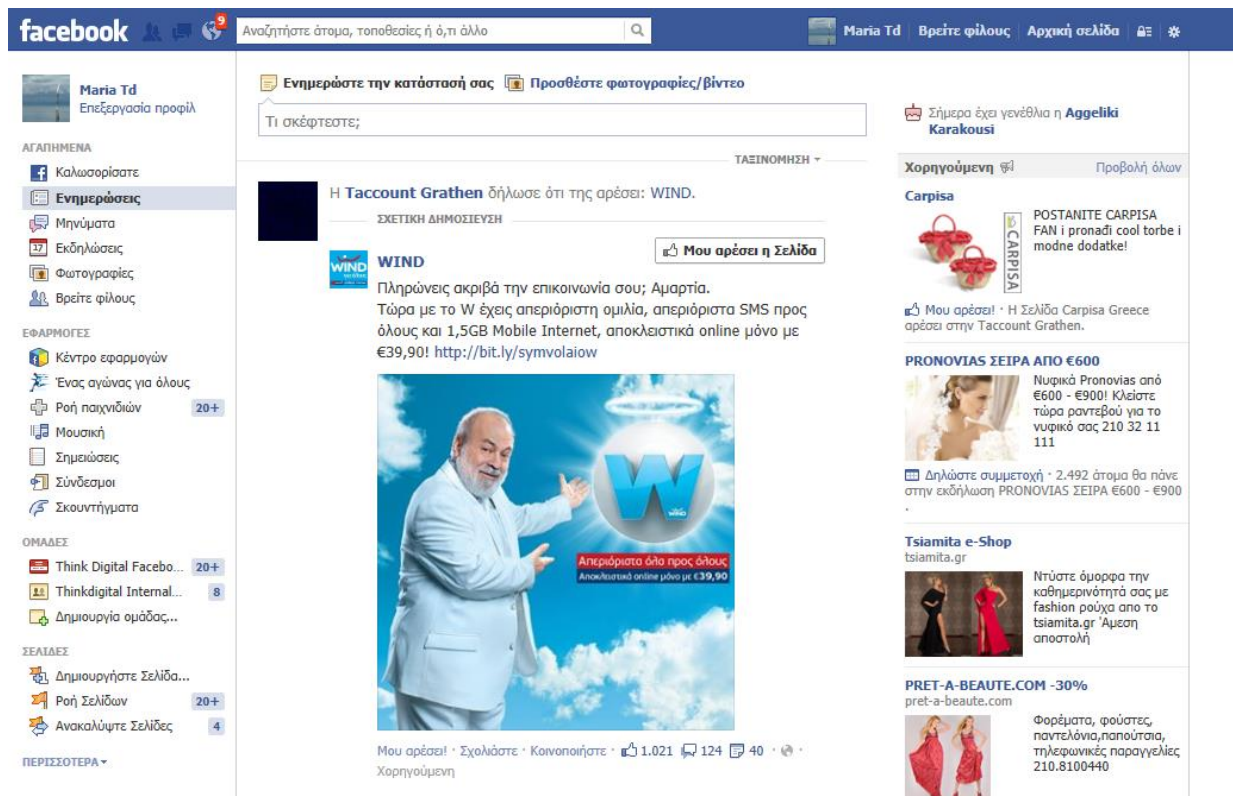
### How it works

- ✓ A news feed reachblock can be any type of Page Post ads, targeted to news feed mobile, news feed desktop or both news feed desktop and mobile.
- ✓ The page post must be scheduled to go live with the Reachblock to make sure the post has no organic distribution since posts are boosted to news feed only once
- ✓ The page post cannot be a hidden post
- ✓ It is an efficient way to serve impressions to all the users within your target group every 24 hours. In other words, you can reach every day almost every user of your target audience !

### Reach Block Requirements:

- Reachblock cannot stop and cannot change.
- It must be sent **5 working days** before start date

## Target Block All Newsfeed



The screenshot shows a Facebook news feed interface. On the left is a sidebar with navigation options like 'ΑΓΑΠΗΜΕΝΑ', 'Ενημερώσεις', 'Μηνύματα', etc. The main feed area shows a post from 'Taccount Grathen' about WIND mobile services. The ad is a 'Page Post' type, featuring a man in a white suit pointing at a large 'W' logo. The text on the ad says 'Απεριόριστα όλα προς όλους' and 'Αποκλειστικά online μόνο με €39,90'. Below the ad, there are engagement metrics like 'Μου αρέσει!', 'Σχολιάστε', and 'Κοινοποιήστε'. To the right of the main feed, there are more sponsored ads for 'Aggeliki Karakousi', 'Carpisa', 'PRONOVAS ΣΕΙΡΑ ΑΠΟ €600', 'Tsiamita e-Shop', and 'PRET-A-BEAUTE.COM -30%'.

### How it works

- ✓ A 72 hours ( 3 days) span ad shown on news feed.
- ✓ A news feed target block can be any type of Page Post ads, and is shown on news feed mobile and news feed desktop.
- ✓ The page post must be scheduled to go live with the Target Block (**Scheduled Post**) to avoid organic cannibalization of the paid reach.
- ✓ The page post cannot be a hidden post or a live post, and must be **public**, not targeting users by age, geo location or language
- ✓ Only one creative per campaign can be used because the frequency cap is 1 per day( 1 for both placements: Desktop and Mobile)

### Target Block Requirements:

- Once a Target Block is active it can't be paused and the creative can't be changed
- After being approved to go live the page post can't be edited or deleted
- The post that is used for the Target Block cannot be promoted across any other campaigns in self-service, LOX or Reach Block
- It must be sent **5 working days** before start date

## Premium Page Post

 Update status  Add Photos/Video

What's on your mind?

SORT ▾

**WIND F2G**

Ο μύθος του Ορφέα και της Ευρυδίκης ξανα-ζωντανεύει σ' ένα σύγχρονο έργο που μιλάει με χιούμορ και ευαισθησία για την παντοτινή αγάπη! Μπες στο F2G Out ([http://bit.ly/new\\_F2GOUT](http://bit.ly/new_F2GOUT)) και κέρδισε 1 4πλη πρόσκληση για να απολαύσεις την παράσταση "Ευρυδίκη" της ανερχόμενης Αμερικανίδας συγγραφέα Sarah Ruhl, στο Θέατρο "Πορεία".



Like · Comment · Share ·  41  1 ·  · Sponsored

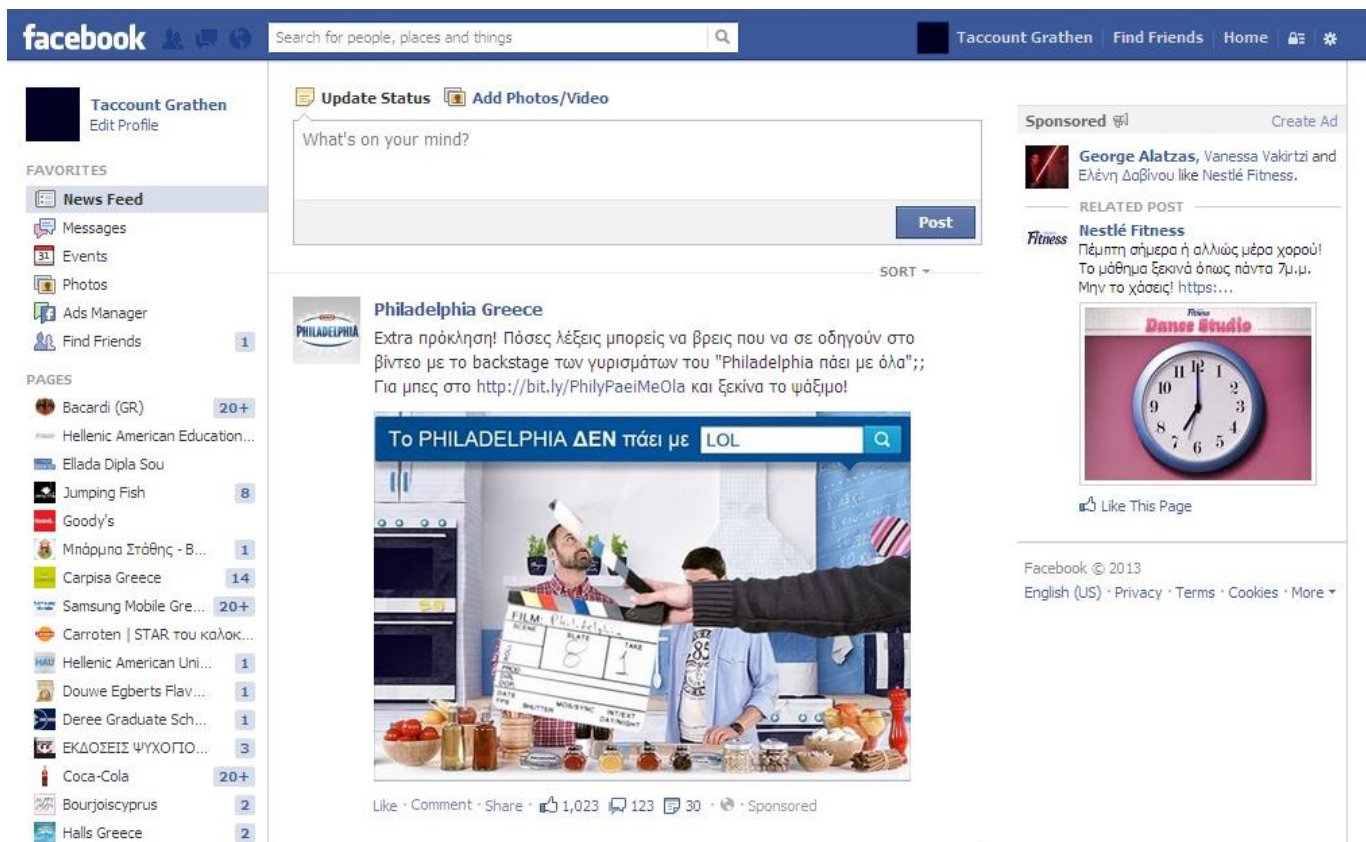
### How it works

- ✓ A Premium Page Post can be any type of Page Post ads( see below for Page Post specs)
- ✓ It is an efficient way to serve booked impressions to users, reaching them either from the news feed and the homepage RHS (right hand side)

### Premium Page Post Requirements:

- Premium Page Posts Must be according to specs
- It must be sent **5 working days** before start date

## RHS Reach Block



The screenshot shows a Facebook profile for 'Taccount Grathen'. The left sidebar contains 'FAVORITES' (News Feed, Messages, Events, Photos, Ads Manager, Find Friends) and 'PAGES' (Bacardi, Hellenic American Education, Ellada Dipla Sou, Jumping Fish, Goody's, Μινόμνο Στόλης, Carpisa Greece, Samsung Mobile Gre..., Carroten | STAR του κολοκ..., Hellenic American Uni..., Douwe Egberts Flav..., Deree Graduate Sch..., ΕΚΔΟΣΕΙΣ ΨΥΧΟΓΙΟ..., Coca-Cola, Bourjoiscyprus, Halls Greece). The main content area shows a status update field and a sponsored post from 'Philadelphia Greece'. The post features a video thumbnail of a man in a kitchen holding a clapperboard, with the text 'To PHILADELPHIA ΔΕΝ πάει με LOL'. The post has 1,023 likes, 123 comments, and 30 shares. The right sidebar shows a 'Sponsored' section with a 'Create Ad' button, a 'RELATED POST' for 'Nestlé Fitness', and a 'Dance Studio' advertisement featuring a clock.

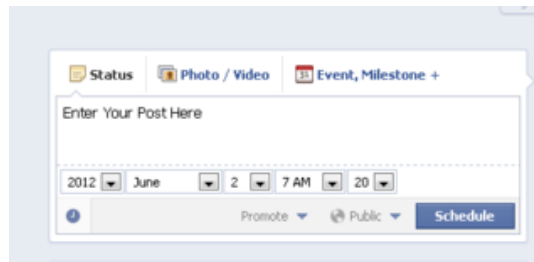
### How it works

- ✓ A reachblock can be any type of Page Post ads, targeted to desktop Right Hand Side
- ✓ It is an efficient way to serve impressions to all the users within your target group every 24 hours. In other words, you can reach every day almost every user of your target audience !
- ✓ The page post must be scheduled to go live with the Reachblock to make sure the post has no organic distribution since posts are boosted to news feed only once
- ✓ The page post cannot be a hidden post
- ✓ Once a user sees the Engagement ad 3 times (the frequency cap), it will be displayed to him again only if the estimated impressions goal is not reached. In such case, the user may see the ad up to 2 additional times.

### Reach Block Requirements:

- Reachblock cannot stop and cannot change.
- It must be sent **5 working days** before start date
- Maximum 3 creatives are allowed

## How to make a scheduled post



1. Go to your Facebook Page
2. Type in your post as you normally would
3. Before you hit "Post", click on the small clock at the bottom of the posting box
4. Add the year, month, day, hour and minute you want to schedule your post for
5. Click Schedule



## Page Post Video Ad

### Desktop News Feed


**Jasper's Market**

Looking for new recipe ideas? Watch our new video on how to make the best use of our fresh produce, meats, and other essential ingredients!



Like · Comment · Share ·  72  13  7 ·  Sponsored

- Text: 500 characters, remainder truncated
- Video:
  - Aspect ratio: Up to 1:1 at tallest (**16:9 suggested**)
  - 400x225px minimum (**1200x675 suggested**)
  - Max video size, Length: 1GB, 20 min

### Mobile News Feed


**Jasper's Market**
  
 Sponsored

Looking for new recipe ideas? Watch our new video on how to make the best use of our fresh produce, meats, and o... [See more](#)



72 likes · 13 comments · 7 shares

 Like
  Comment
  Share

- Text: 110 characters, remainder truncated.
- Video:
  - Aspect ratio: up to 1:1 at tallest (**16:9 suggested**)
  - 560px width minimum (**1200x675 suggested**)
  - Max video size, Length: 1GB, 20 min



## RHS of Homepage

### Jasper's Market

Looking for new recipe ideas? Watch our new video on how to make the best use of our fresh...



72 13 7

- Text: 90 characters, remainder truncated.
- Video:
  - Aspect ratio: up to 1:1 at tallest (**16:9 suggested**)
  - 128px width minimum (**1200x675 suggested**)
  - Max video size, Length: 1GB, 20 min

- **Important Note:** Alternate video image sizes will be reformatted to fit these dimensions keeping their initial aspect ratio. These dimensions are minimum, and represent the dimensions that the video will be displayed, please use a video with the suggested dimensions.

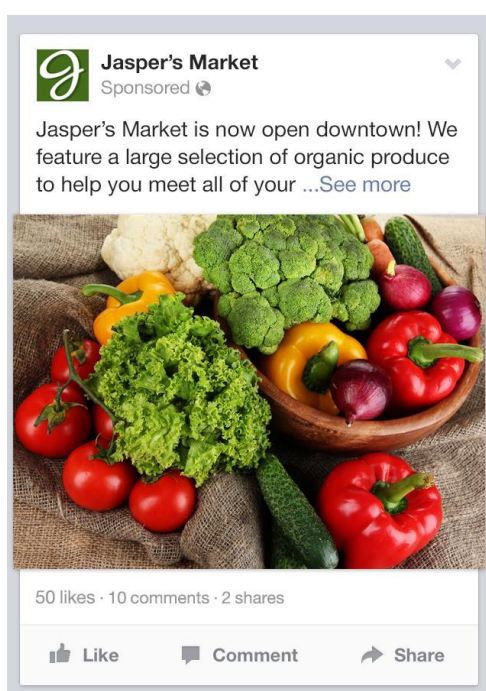
## Page Post Photo Ad

### Desktop News Feed



- Text: 500 characters, remainder truncated
- Image:
  - Aspect ratio: up to 1:1 at tallest ( **4:3 recommended** )
  - 400x300 minimum ( **1200x900 recommended** )

### Mobile News Feed



- Text: 110 characters, remainder truncated.
- Image:
  - Aspect ratio: Up to 1:1 at tallest ( **4:3 recommended** )
  - 618x618px minimum ( **1200x900 recommended** )

## RHS of homepage

### Jasper's Market

Jasper's Market is now open downtown!

We feature a large selection of organic produce to...



👍 50 💬 10 📄 2

- Text: 90 characters, remainder truncated.
- Image:
  - Aspect ratio: up to 1:1 at tallest (**4:3 suggested**)
  - 120x120 minimum (**1200x900 recommended**)

## Important information

- A photo post is defined by the inclusion of a photograph that could be produced by a camera. Differentiate photo posts from picture posts (which could be drawn) and image posts (which could be photoshopped or otherwise created). If a "photo" could stand alone and perform as an IAB banner ad on any other site, it is not considered a photo and will not be accepted from Facebook.
- **Please see section Ad policy** (pg.19) for extra information on facebook's photo policy

## Page Post Link Ad

### Desktop News Feed



**Jasper's Market**  
It's fig season! Not sure what to do with figs? Here's a delicious dessert recipe. Stop by Jasper's to get all of your ingredients.




**Fig Tart with Almonds and Sugar**  
jaspersmarket.com


The simplicity of this tart perfectly accents ripe figs. If you don't have enough time to make a handmade crust, pick up one of Jasper's pre-made pie crusts.

Like · Comment · Share ·  72  13  7 ·  · Sponsored


- Text: 500 characters, remainder truncated.
- Link attachment is shown:
  - Text format:
    - 1-2 lines for the title (depending on the length)
    - 1 line for the domain the link points to
    - 2-3 lines for the body text (depending on title length)
  - Image:
    - Image aspect ratio: 1.91:1
    - 400x209px minimum ( **1200x627px suggested** )

### Mobile News Feed






**Jasper's Market**  
Sponsored 

It's fig season! Not sure what to do with figs? Here's a great delicious recipe. Stop by Jasper's to get all of your ingredients.



**Fig Tart with Almonds and Sugar**  
The simplicity of this tart perfectly...  
jaspersmarket.com

72 likes · 13 comments · 7 shares

 Like  Comment  Share

- Text: up to 110 characters, remainder truncated.
- Link attachment is shown:
  - Text format:
    - 1-2 lines for the title (depending on the length)
    - 1 line for the domain the link points to
    - Up to 1 line for the body text (depending on title length)
  - Image:
    - Image aspect ratio: 1.91:1

- 560x292px minimum ( **1200x627px suggested** )

## RHS of homepage

### Fig Tart with Almonds and Sugar

jaspersmarket.com



It's fig season! Not sure what to do with figs? Here's a great dessert recipe. Stop by...

- Text: 90 characters, remainder truncated.
- Link attachment is shown:
  - Text:
    - 25 characters for title
    - 1line for domain link
  - Image:
    - Aspect ratio 1.39:1
    - 100x72px minimum

## Page Post Text Ad

### Desktop News Feed



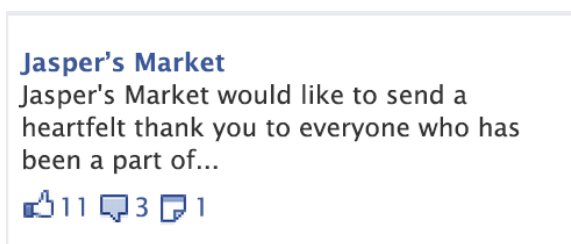
- Text: 500 characters, remainder truncated.

### Mobile News Feed



- Text: 500 characters, remainder truncated.

### RHS of homepage



- Text: 90 char remainder truncated



## Ad Policy: Editorial and Format Guidelines

### Grammar, spelling errors or punctuation

All ads must include grammatically correct sentences. This includes correct spelling, sentence structure and punctuation. Ads can't contain spelling mistakes, improper/unnecessary punctuation or incomplete sentences.

### Capitalization

All ads must have appropriate and grammatically correct capitalization. The title of your ad, as well as the first word in each sentence, must begin with a capital letter **but cannot be written in all capital letters**. The first letter of all proper nouns should be capitalized and acronyms may be capitalized. **Words may not be written in all capital letters** (unless they are known acronyms e.g. USA or NRA), and words that do not require capitalization should not be capitalized in any way (e.g. "FREE" should be "free").

### Spacing

All ads must have grammatically accurate single spacing. Ads may not use multiple spaces or punctuation that mimics line breaks for any reason.

### Symbols

All symbols, numbers and letters must adhere to their true meaning. Symbols may not be used to substitute for words or letters for emphasis or to reduce character count (e.g. "\$ave money" or "save \$\$"). Symbols may also not be used in place of proper punctuation (e.g. "Free-book-save today" should be "Free book. Save today.")

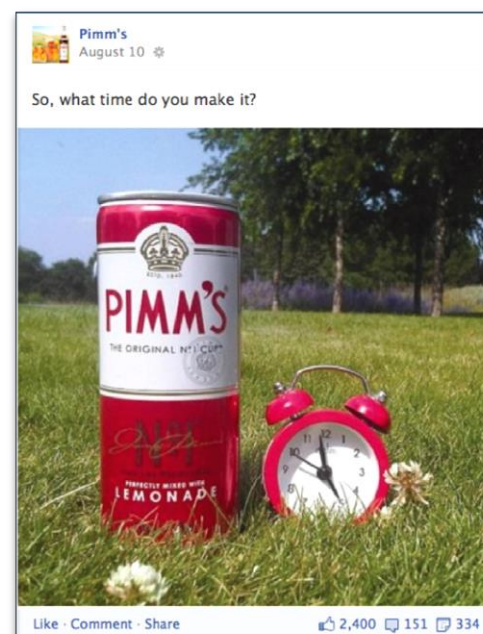
## Ad Policy: Images in News Feed

### General Best Practices

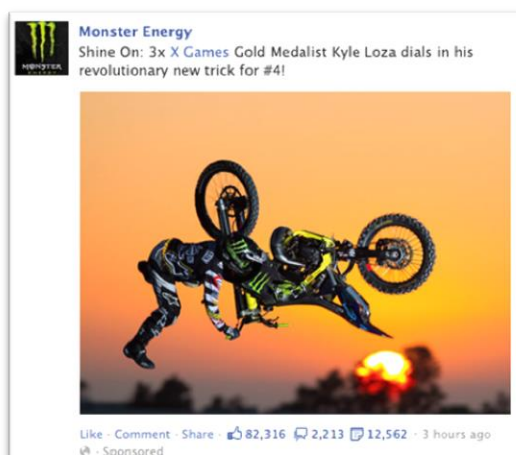
- **Photos should include real people and real things.** The most engaging content on Facebook is that to which most users can relate. User sentiment research has shown that the emotions triggered by images of real people, real situations, and real objects are more lasting and more compelling than those that include words or text.
- **Text or text overlay should be minimal (our policy allows for 20% of text overlay on an image).** Facebook users react negatively to content that they perceive as inauthentic or impersonal. Since text is rare in photos from friends, text in brand photos triggers negative emotions in users. Instead of introducing text in your images, choose photos that send a message or tell a story without needing any words. If words are necessary, make sure that you are being thoughtful about how your consumers might react. Note here that logos w/text count against the 20% of the total image

- **Brand logos, campaign slogans, and taglines should be used sparingly.** Since brand logos already appear as the profile logo on most pages, brand logos should not be the focal point of any photo post. Brand logos should be used sparingly, and only when deemed extremely relevant to the image itself. Likewise, campaign slogans and taglines can often be integrated much more seamlessly into ad copy than they can into photos. Consider including a photo of your product in action instead of overlaying your brand logo, campaign slogan, or tagline on an otherwise unrelated image. You **must not** use Facebook Brand assets
- **Keep it simple.** Users should be able to tell what your image represents without having to scan your photo for minor details or read fine print. The simpler the image, the clearer your brand message will be.
- **Focus on quality.** It's a simple thing, but make sure that your photo is of high enough resolution to represent your brand in a positive light. Basic screenshots are often low quality, can appear grainy, and may cheapen the effect of your post.
- **Let your photos tell a story.** Every brand is different so every brand has the ability to tell stories in a unique way. Some of our principles for storytelling include: Tell stories that are unique to your brand; Know your audience; Use photos that people will want to share; Evoke emotion; Highlight your product; Use rich images; Make it about your fans; Keep text with photos short and sweet; Solicit a lightweight response.

### Good Examples



### Simple, Engaging, Authentic



### Text Overlay: DOs and DON'Ts

#### DO:

- Avoid calls to action, price details and contact information
- Leverage text in creative ways to invoke emotion and grab attention
- Choose text that speaks in your brand's voice
- Place all details in the text above the image (dates, location, T&C, promo codes)
- Take a photo of the product being used in real life

#### DON'T:

- Substitute a real photo with a graphic or stock photo of your product
- Let text overpower the image; keep it short and sweet
- Include text that's too small for a user to read easily

### Compliance Tool for Text Overlay

Our new policy restricts text overlay to 20% of an image for ads in News Feed. With this policy, we hope to improve ad quality, eliminate the "gray areas" of prior policies and increase consistency in enforcement. To that end, we have created a grid-based tool that will be the standard for determining what percentage of an image contains text.

We're sharing screenshots of this tool with our trusted clients to improve transparency and predictability as to what images are appropriate for News Feed. Specifically, the tool is a 5x5 grid with a total of 25 boxes (see below). To meet the 20% test, text may appear in a maximum of five boxes ( $5/25 = 20\%$ ). If the image has text in six or more boxes, it is not eligible for an ad in News Feed.

You can find the tool [here](#).

Ad Image in Grid Tool



Ad Image with Text Boxes Highlighted



5 boxes = 20% text

### Guiding Principles of Enforcement

- **Side with clients when borderline.** When a small amount of text spills over into an adjacent box, we'll side with the client in not counting multiple grid boxes as having text overlay in borderline cases (i.e., the tips of the "C" and "A" in the example above).
- **But prevent loopholes.** If a client tries to exploit policy loopholes, we will enforce on the spirit of the policy. For example, if the client zooms in closely on a photo of a billboard or logo to create the same effect as text overlay, we will enforce the text as if it were overlaid on top of the image.

Please visit [Facebook Advertising Guidelines](#) online for the most updated details regarding creative content and behaviour.