





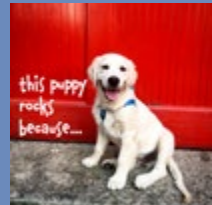


IMAGERY

cheat sheet



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STORYLIFT

SOCIAL CHANNEL	AD TYPE/SIZE	RESOLUTION	TEXT	COLOR, COMPOSITION, CONTRAST	ORIENTATION
	<p>Click to website/ 1,200 pixels x 628 pixels</p> <p>Page likes ad/ 1,200 pixels x 444 pixels</p> <p>Lead generation ad/ 1,200 pixels x 628 pixels</p>	A pixelated picture is a surefire way to turn away viewers. Pick a clear image for the best results.	A few words on an ad is fine, but don't overdo it. And leave the sales copy for the landing page, please.	<p>Check off these 3 c's and you'll have a winning image for sure!</p> <p><i>Researchers found that colored visuals increase people's willingness to read a piece of content by 80%¹</i></p>	Landscape or Vertical
	<p>Website card 800pixels x 320 pixels</p> <p>Lead generation card 800pixels x 200 pixels</p> <p>Single tweet Minimum 600 pixels x 335 pixels; no larger than 1200 x 675 pixels</p>	USE THIS:	DO:		Landscape or Vertical
	735 pixels x 1102 pixels	NOT THIS:	DON'T:		Square is best, but Landscape or Vertical work as well
	1080 pixels x 1080 pixels			<p>Source: ¹ http://www.office.xerox.com/latest/COFCS-02UA.PDF</p>	Vertical
		