

Adknowledge is the top social applications advertising network in the world. We connect advertisers to consumers on more than 4,000 applications within the Facebook, MySpace, Bebo, Hi5 and Friendster social networks. Adknowledge Social provides brands and performance advertisers with access to 10 billion impressions per month on the internet's most popular destinations.

## CAMPAIGN BEST PRACTICES

### Socialize Creatives

#### Do's:

- Speak the social language
- Fun and engaging to the user:  
"Pimp Your Profile", "Party Time!"
- Immediate gratification:  
"You Have 1 Travel Request", "You Have 1 Credit Card"
- Challenge the user:  
"Challenge Your Friend to a Duel", "Think You're Smart?"

#### Don'ts:

- Be too wordy
- Put prices on ads

### Landing Page Implementation

Short lead generation

(multistep processes quickly abandoned by users)

Quicker the user can fill out information, the better

(no delays or load times)

#### Brief Information Required:

- Just e-mail
- Just name and e-mail
- Just name and phone number
- Just name and address

*Consider creating custom landing pages inside the social network or custom landing pages directed to those users.*

## SOCIAL AD SPECIFICATIONS

### Pricing

- CPC
- CPM

### Targeting

- Age
- Gender
- Geography (Country, State/Territory, Region, City)

### Display Ads

#### Standard Sizes:

- 728 x 90 (Leaderboard)
- 468 x 60 (Full Banner)
- 300 x 250 (Medium Rectangle)
- 120 x 600 (Skyscraper)

#### Other Sizes:

- 125 x 125, 600 x 600, 645 x 60

#### Acceptable Formats:

- SWF, GIF, PNG, JPG

#### Maximum File Size:

- 90 kb

### Text Ads

#### Maximum Title Length:

- 25 Characters

#### Maximum Description Length:

- 70 Characters

#### Opportunity To Include Logo:

- 50 x 50

