

## Creative Naming Conventions

In the interests of reporting consistency, Facilitate Digital recommends applying creative naming conventions.

Note:

- ◆ **Maximum character limit of 20** (does not include file extension e.g.: .swf)

Creative Name	Ad Unit	Comments
World_468x60.swf	Banner	Publisher only needs to be specified within the file if there are specific publisher requirements
World_v1_468x60.swf	Banner	If creative file is amended, please update file name to distinguish from original
World_468x60.gif	Banner	As long as the file size meets publisher specs, the same GIF file may be assigned to all publishers
World_12k_468x60.gif		Specify file size if different weights are provided for different publishers
World_v1_textlink	Text-link	
World_v1_adv	Advertorial	
World_v1_email	Email	

Please contact your Media Agency for clarification on creative naming requirements.



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Facilitate Digital is the only global provider of purpose built single platform solutions across both marketing and business intelligence for the digital advertising industry. For more information on our products and services visit our website or contact one of our global offices.



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