

M. SHANKEN COMMUNICATIONS

NATIVE SOCIAL MARKETING



SPECS

IMAGE

Recommended image size:

1,200 x 628 pixels

Ensures your image always looks high quality.

Your image should include minimal text.

Image ratio: 1.9:1**Text:** 50-150 characters**Link/URL**

VIDEO

Aspect Ratio Supported: 16:9**Video:** H.264 video compression**Format:** MP4, MOV, MPEG, WMV, AVI**Audio:** Stereo AAC, 128kbps+ preferred**File Size:** up to 4GB max**Text:** 50-150 characters**Link/URL**

CONTENT GUIDELINES

1. Use this as an opportunity to take the reader on a journey. Give them information about your brand - share with them its history, its personality etc.
2. Give readers an incentive to comment, click, like and share your ad! Having a clear call to action encourages the results you crave.
3. Wine advertisers: Feel free to mention your brand's Wine Spectator rating, but please don't trick people into thinking your ad is editorial.
4. Ensure your images and videos are high-quality and that the copy is free of errors.

FREQUENTLY ASKED QUESTIONS

1. Who sees these ads? Is it just Whisky Advocate, Cigar Aficionado, and Wine Spectator followers?

We develop customized audiences based on our proprietary lists, consumer interests and your brand's objectives. The ad is seen by our readers and others who exhibit a likelihood of being interested in your brand's message.

2. Where will my ad show up?

Your post will be featured in the feed of people who fall in our custom audiences. The post will come from the trusted authority of Cigar Aficionado, Wine Spectator, or Whisky Advocate.

3. Will the images and video that I already have work for this?

Evaluate your creative according to the listed Content Guidelines and ensure all materials meet the technical specifications listed above.

4. What if I don't have any images but still want to advertise on Facebook?

Shanken Creative Group will work with you to write copy, produce videos and shoot photos for your campaign for an additional fee. You can view our work at mshankencreative.com.

5. Can I have text in my image?

It's best to keep your text in the headline and the body of your post. Images with little to no text tend to perform best.

More questions? Just ask, we are here to help.

E: socialmedia@mshanken.com