

Native stream guidelines

Use this as a guide and checklist to ensure your assets provide the best user experience for your audience.

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Contents

Topics	Page
1. Best practices	Page 3
2. Standard image	Page 5
3. Video	Page 10

Best practices

Native stream best practices

Opt for bright, eye-catching images

- Avoid black and white images, as they will tend to blend in with the other elements of the galleries around them.
- Images should lean towards simplicity over fine, small details.
- The resolution of the image is important. Low quality images will appear blurry and adversely affect the impact of the ad.

Logo size

- If logo is added into the image, it may not exceed 48x48 pixels (or 2,304 pixels if the logo is an irregular shape).
- Images zoomed in on Logos are not allowed.

Limit copy

- We highly recommend that **no ad copy or text appear in the image**. Text can be reserved for other elements in the ad execution (title, description, etc.) that accompany the image.
- Images may not contain more than 30% text.
- Text size must be between 30-45 pts.

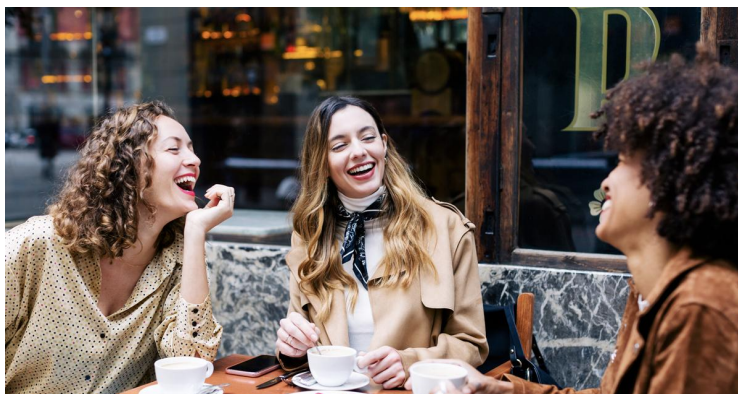
yahoo!

Standard image

Standard image

It is recommended that all relevant content and messaging be designed within the safe area of the unit to maximize user visibility. The non-safe area should not contain any text, brand logos, etc as it could get cropped on certain devices.

- Ad title (headline) up to 50 characters max
- Ad description up to 150 characters max
- Company name max. 35 characters
- Large image JPG/PNG: 1200x627 (1.91:1 ratio) 2MB
- Basic image JPG/PNG: 627x627 (1:1 ratio) 2MB
- Thumbnail image JPG/PNG 180x180 (1:1 ratio) 2MB
- Safezone specs 900x471 (1.91:1 ratio) and 471x471 (1:1 ratio)



What's in a native ad?

Yahoo HP

The screenshot shows the Yahoo homepage with a search bar at the top and a navigation menu. The main content area features several articles and a weather widget. A native advertisement is highlighted with purple lines and labels:

- COMPANY NAME:** Fashionista
- AD TITLE/HEADLINE:** Fall fashion must haves are here
- AD DESCRIPTION:** Fall has us ready for brisk weather with the season's latest styles from head to toe.
- 1200X627 LARGE IMAGE:** A large image showing three women sitting at a table, looking at fashion items.

Other content on the page includes:

- Weather:** Lakewood, Today (78°-63°), Fri (80°-65°), Sat (80°-65°), Sun (79°-65°).
- Scoreboard:** Arizona (0), San Francisco (3), Brooklyn (5:30 PM PDT), Milwaukee, Tampa Bay (5:00 PM PDT), NY Islanders.
- Horoscope:** Gemini, June 17 - Gemini - Your advice may go unheeded today, so it would be best to reserve it for another time.
- Articles:**
 - Lifestyle:** Ways to stay cool during this weekend's heat wave. Have fun in the sun all day long with these unique water activities.
 - Lifestyle:** 10 healthy lunch recipes you can make in 15 minutes or less. Save money on takeout by following these easy steps. We've included a shopping list and recipes.
 - Finance:** Want to retire early? Check out these ways to save that actually work. Saving money isn't easy but by following these expert tips you can expect to retire a few years earlier than you normally would.
 - Health:** How to get the kids excited about eating healthy.
 - Health:** Knowing which diet is right for you can be difficult, let us help you.

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What's in a native ad?

Yahoo
Finance

yahoo!


yahoo! finance

Search for news, symbols or companies

Sign in

Mail

Ad Fashionista



Fall fashion must haves are here

Fall has us ready for brisk weather with the season's latest styles from head to toe.


COMPANY NAME

AD TITLE/HEADLINE

AD DESCRIPTION

1200X627 LARGE IMAGE


Business MarketWatch • 7 hours ago



The Fed should raise rates to 5% to quench overheating economy, Taylor rule says

STANFORD, Calif. (Project Syndicate)—Over the past few months, there has been a growing chorus of economic observers voicing concerns about the increase of inflation in the United States.


Business Benzinga • yesterday



What Will 1 Bitcoin Be Worth In 10 Years?

If you've heard anything about Bitcoin, it's likely been about its price skyrocketing or plummeting. But, for those who are looking to invest long term, there's a different question...


Business SmartAsset • 2 days ago



401(k) Plan Participants Say They Need to Save This Much to Retire

If \$1 million was once the consensus target for retirement savings in the U.S., that appears to be changing. A recent Schwab Retirement Plan Services survey found that 401(k) plan participants are now saving more than ever.

Business Morningstar Research • 2 hours ago



Analyst Report: Broadridge Financial Solutions, Inc.

Broadridge, which was spun off from ADP in 2007, is a leading provider of investor communications and technology-driven solutions to banks, broker/dealers, asset managers,...

Cryptocurrencies >

Symbol	Last Price	Change	% Change
BTC-USD	44,019.22	-1,786.52	-3.90%
Bitcoin USD			
ETH-USD	3,005.08	-179.04	-5.62%
Ethereum USD			
BNB-USD	378.98	-13.09	-3.34%
BinanceCoin USD			
USDT-U...	1.0007	+0.0003	+0.0257%
Tether USD			
ADA-USD	1.7277	-0.0543	-3.0497%
Cardano USD			

Trending Tickers >

Symbol	Last Price	Change	% Change
DIS	179.29	+1.20	+0.67%
The Walt Disney Company			
WISH	9.41	-0.42	-4.27%
ContextLogic Inc.			
ABNB	151.15	+2.99	+2.02%
Airbnb, Inc.			
SOFI	17.46	+0.56	+3.31%
SoFi Technologies, Inc.			
PLTR	24.89	+2.54	+11.36%
Palantir Technologies Inc.			

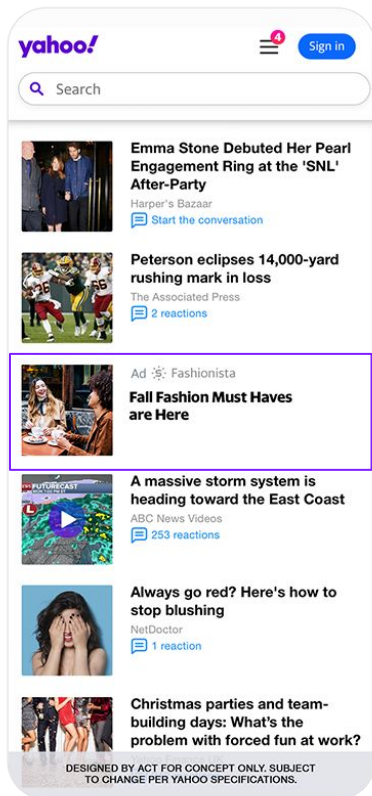
Stocks: Most Actives >

Symbol	Last Price	Change	% Change
PLTR	24.89	+2.54	+11.36%
Palantir Technologies Inc.			
CLOV	9.01	+0.88	+10.82%
Clover Health Investments, Corp.			
MU	70.25	-4.78	-6.37%
MicroStrategy Inc.			
AMC	33.07	+1.52	+4.82%

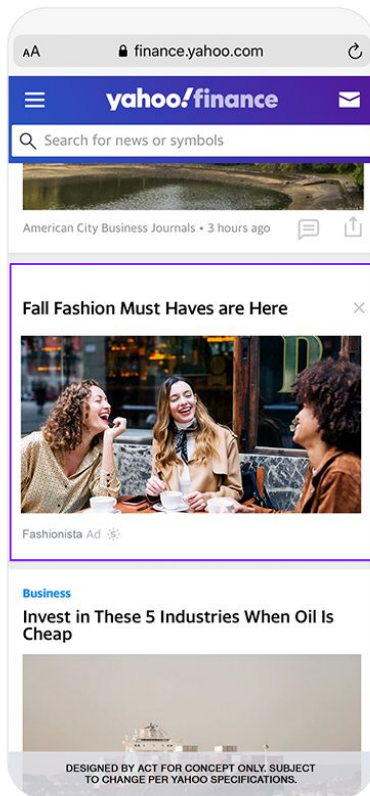
DESIGNED BY ACT FOR CONCEPT ONLY. SUBJECT TO CHANGE PER YAHOO SPECIFICATIONS.

Mobile examples

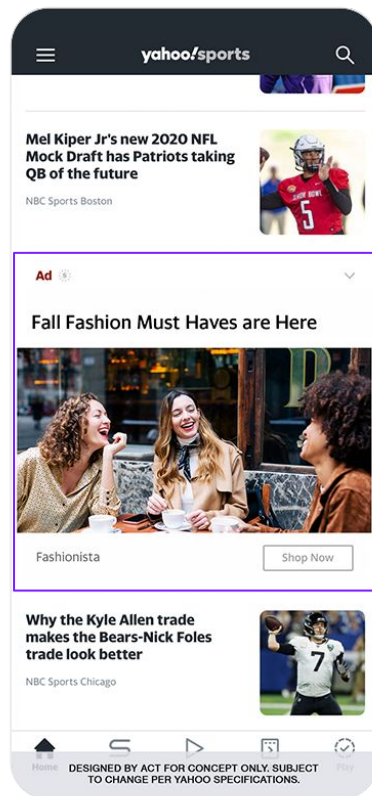
Yahoo News mobile web



Yahoo Finance mobile web



Yahoo Sports In App



Ad copy may be truncated across desktop, mobile and tablet devices.

Video

yahoo!

Video

- Ad title (headline) up to 50 characters max
- Ad description up to 150 characters max
- Company name max. 35 characters
- Horizontal Video MP4/M4V/MOV: 640x360 (16:9 ratio) 1 GB
- 30 seconds max animation time. 5 seconds min animation time.
- Audio is muted by default
- Audio is permitted by user interaction with the ad
- Closed captioning available
- Avoid heavy text in the lower 1/5th of the video