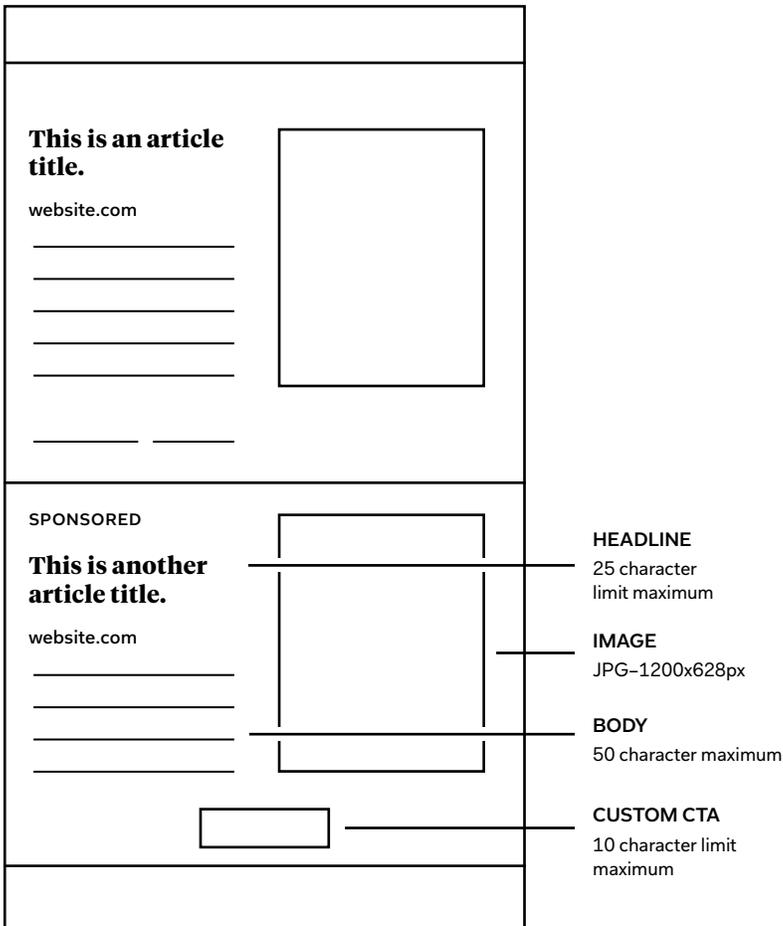


FLIPBOARD PROGRAMMATIC CONSTRUCTED NATIVE



ABOUT

Native content born to be shared.

Constructed Native is an ad unit that seamlessly displays brand content with the same form and functionality as the world-class editorial content on Flipboard.

UNIT DELIVERABLES

Required Assets:

Headline of 25 characters or less

Body copy of 50 characters or less

Custom call-to-action (CTA button will be blue; not customizable)

File format: JPEG

Image recommended size: 1200x628

Aspect (image) ratio: 1.91:1

Image file size: 200k (maximum)

FILE SPECIFICATIONS

File Format:

.JPEG

File Size:

200k maximum

Headline:

25 characters or less

Body Copy:

50 characters or less

CTA:

Custom call-to-action

Image Size:

1200x628

(recommended)

Image Aspect Ratio:

1.91:1