



MEASUREMENT & CREATIVE GUIDELINES



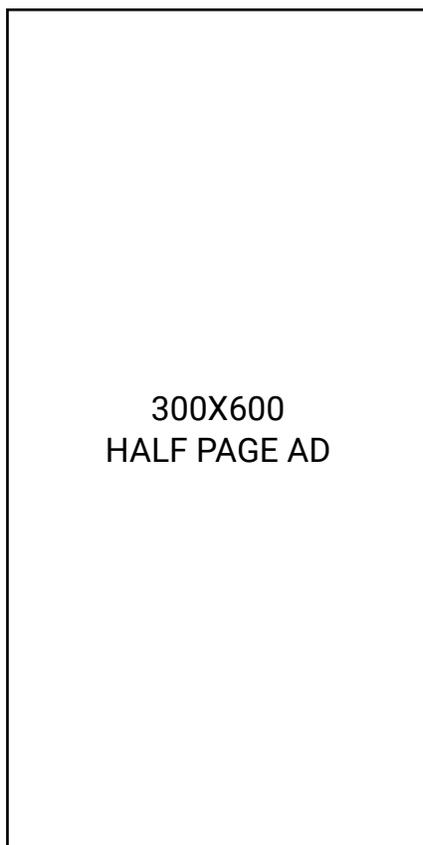
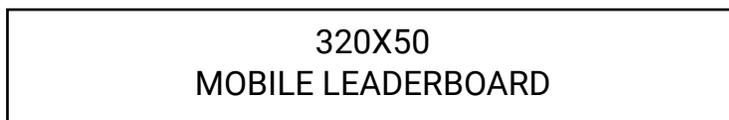
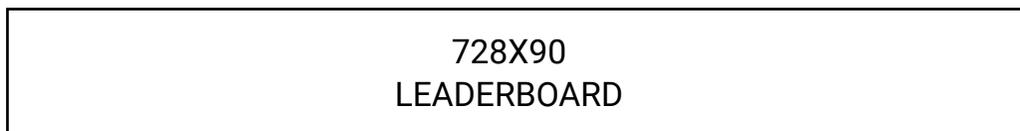
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RETARGETING ASSET GUIDELINES

DISPLAY & MOBILE REQUIREMENTS

RECOMMENDED BANNER SIZES:



DISPLAY REQUIREMENTS

File Size: 150KB or smaller (for both first and third-party creatives)

File Types: GIF, JPEG, PNG, HTML or JavaScript ad tags (from supported third-party servers), HTML5 (through supported third-party servers)

Animation Limit: Maximum of 15 seconds of looping

MOBILE REQUIREMENTS

File Size: 40K - 1MB (depending on supply vendor)

File Types: JPEG, PNG, GIF

Animation Limit: Maximum of 15 seconds of looping

*Other size options available.

OFFLINE-TO-ONLINE ATTRIBUTION

PROPERTY PIXEL PROCESS

Placing a pixel

The Wrapify pixel utilizes a simple solution that focuses on getting the data needed to provide insights with as minimal impact as possible. There are two methods to utilizing Property Pixels:

Image Pixel

The most used option, the image pixel initiates a single HTTP request that is triggered on Pageview. While being robust and gathering everything needed from the site, it still consistently loads in under 400ms which is on par with Doubleclick and LinkedIn pixels.

Partners who utilize Tag Managers such as Floodlight or Google Tag Manager find this solution to be the best as it allows for a non-technical individual to place the tag and add additional data to the tag without having to edit the site directly.

Example Pixel

```
<!-- Claritas Conversion Pixel; Goal ID: 'order' -->  
<img src=http://trkn.us/pixel/  
c?ppt=999&g=order&ord=[timestamp]" height="1" width="1"  
border="0" />
```

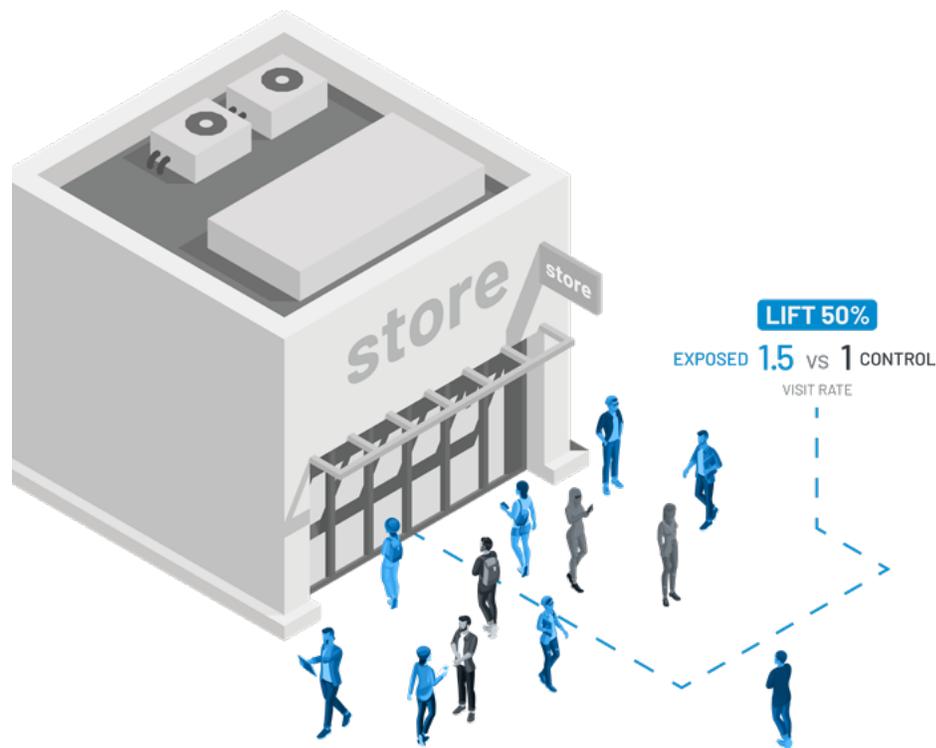
Placement

Load directly into your tag manager of choice
Replace [timestamp] with cachebuster macro

*Javascript tags are also available.

FOOT-TRAFFIC ATTRIBUTION

Wrapify will use approved campaign geofence to locate your brand's retail locations for measurement of foot-traffic study.



3RD PARTY TRACKING SUPPORT

Using External Third-Party Measurement Providers

The Trade Desk and Wrapify strongly believe in offering a marketplace of measurement partners and giving our clients the flexibility to work with the vendor of their choosing. Even if we don't have a direct integration with your preferred measurement provider, we are still able to support appending their tags to any creatives running through our platform.

The big difference in using an external third-party partner is simply that the results will live outside of The Trade Desk platform. Once you append their tracking tags, you can work directly with your external measurement partner to obtain your results.

comscore

IAS Integral
Ad Science

MOAT

DV
DoubleVerify

nielsen
.....

PEER39

AUDIO CREATIVE SPECIFICATIONS

Audio creatives are stored by The Trade Desk in a VAST tag or DAAST tag. When uploaded as first-party creatives to the Creatives Library, supported audio file formats are converted to VAST/DAAST automatically.

Supported audio file formats for first-party file upload include:

MP3

M4A

WAV

We also support directly uploading third-party audio as a VAST or DAAST tag. For the majority of cases, recommended specifications (including bit rates and file types) remain the same between first-party and third-party audio. Any differences will be noted below.

The Trade Desk's Recommended Specs	
Suggested Bitrate	160 KBPS
Spot Lengths	15s, 30s
Companion Banner File Types	JPEG, PNG
Preferred Third-Party File Types	MP3, OGG

VIDEO CREATIVE SPECIFICATIONS - FIRST PARTY

The Trade Desk's Recommended Specs - First Party			
File Types	MP4, FLV, WEBM, MOV, MPG, MPEG		
File Size (Recommended Max)	200 MB		
Length	<p>Greater than or equal to 5 seconds</p> <p>Less than or equal to 300 seconds (i.e., 5 minutes)*</p> <p>Bid requests usually fall into standard buckets (5 seconds, 15 seconds, 30 seconds, 60 seconds, etc.) of max duration (min duration may also be received), and it's possible for any video length to be sent to fulfill the request, as long as it falls below that max duration (and above the min duration, if provided). In other words, a 25-second ad could be sent to fulfill a request with a max duration of 30 seconds, or a 6-second ad could be sent for 15 seconds.</p> <p>The player will adapt to a shorter video length than the max duration, so there will be no dead space between the end of the ad and the beginning of the publisher's video content.</p> <p>*These same restrictions apply to third-party creatives.</p>		
Ad Formats	Aspect Ratio	Recommended Size	Minimum Size
	16:9 (Recommended)	1920x1080	640x360
	4:3	640x480	480x360
Bitrate (Recommended)	>= 2500 kbps Lower quality than 2500 kbps supported, but not advised due to limited demand.		
Companion Banners	File Types	Ad Formats	
	JPG, GIF, PNG	300x250 728x90 320x50 160x600 300x600 300x50 320x480 468x60 970x250	

Third Party Tracking

When you upload your hosted video creative, you will have the option to add third-party tracking pixels to track various events that occur when an impression is served. It's recommended to not place more than 8 pixels on a single creative, to decrease the likelihood of errors occurring.

The following event types are available: Start, Midpoint, First Quartile, Third Quartile, Complete, Impression, Click.

VIDEO CREATIVE SPECIFICATIONS - THIRD PARTY

The Trade Desk supports the following VAST specifications: VAST 2.0, VAST 2.0 with VPAID 1.0 Flash, VAST 2.0 with VPAID 2.0 JS, and VAST 3.0.

The Trade Desk supports the following media types: **MP4, FLV**, MPG, WEBM, OGG, HLS, 3GP, **VPAID 1.0, VPAID 2.0 Flash**, VPAID 2.0 JS

The Trade Desk requires at least one of the above bolded media types in third-party VAST.

When uploading third-party VAST, we recommend including MP4, WEBM, and FLV media assets, in addition to any needed VPAID asset. This provides access to the greatest video inventory scale, as publishers and video players in different environments (desktop, mobile web, and in-app) require specific video media types to render the video ad.

If your third-party VAST only contains a VPAID 1.0 media asset, note that scale will be limited to bid requests that support VPAID 1.0. Currently, mobile web and in-app environments do not support VPAID 1.0 flash assets, so reach would be limited to desktop video inventory.

This table summarizes supported media types across various inventory types:

Inventory Type	MP4 Media Asset	VPAID 1.0	VPAID 2.0 Flash	VPAID 2.0 JS
Desktop Video	✓	✓*	✓*	✓*
Mobile Web Video	✓	X	X	✓*
In-App Video	✓	X	X	Limited Inventory

* VPAID support varies by publisher (site) and sell-side platform (SSP). Not all video bid requests support VPAID assets.

The Trade Desk supports the ability to track video viewability on third-party video creatives through Moat, IAS, and DoubleVerify. With integrated reporting enabled, you will not need to add a VPAID asset or have your VAST wrapped by the third-party viewability vendor.

CONNECTED TV (CTV) SPECIFICATIONS

Include a creative from each spec type to reach the most Connected TV inventory. For best results, work with publishers directly to understand media file requirements.

Mezzanine

File type	mp4
Resolution	1920 x 1080
Bitrate range	15,000 kbps to 30,000 kbps
Max. file size	10 GB
Frame rate (FPS)	23.98, 25, or 29.97
Audio sample rate	48 kHz

Note: Constant frame rate required. No telecine, interlacing or duplicate frames. Hulu-hosted videos must have a minimum bitrate of 15,025 kbps.

High

File type	mp4
Resolution	1920 x 1080
Bitrate range	4,000 kbps to 6,500 kbps
Max. file size	N/A
Frame rate (FPS)	29.97
Audio sample rate	48 kHz

Medium

File type	mp4
Resolution	1280 x 720
Bitrate range	1,200 kbps to 3,500 kbps
Max. file size	N/A
Frame rate (FPS)	29.97
Audio sample rate	48 kHz

Low

File type	mp4
Resolution	1280 x 720
Bitrate range	500 kbps to 1,200 kbps
Max. file size	N/A
Frame rate (FPS)	23.98 or 29.97
Audio sample rate	48 kHz

Note: Constant frame rate required. No telecine, interlacing or duplicate frames.

Go-Live Check

If your CTV ad group includes at least one private contract, we will complete an additional creative check when you enable your ad group (the ad group “goes live”). This check will verify that the ad group’s creative format meets the private contract publisher’s requirements.

Nielsen DAR reporting

If you enable Nielsen DAR reporting through The Trade Desk platform (only available when targeting Roku devices), information about your campaign will automatically be sent to Nielsen. Your Nielsen DAR report will be generated in the platform once it is ready. But, if you would like to use external Nielsen DAR reporting, there are a few extra steps you will need to take.

If you would like to use external Nielsen DAR reporting, rather than the reporting available through The Trade Desk platform, you will need to manually add a third-party impression pixel to each of your CTV creatives. This will ensure that the information gathered during your campaign will be sent to Nielsen and entered by them into your report.

3RD PARTY AUDIENCE SEGMENTATION

The Trade Desk supports 3rd party audience segmentation and dayparting. The following are the top 11 categories of segmentation. Your audience list can be further segmented within these 3rd party categories.

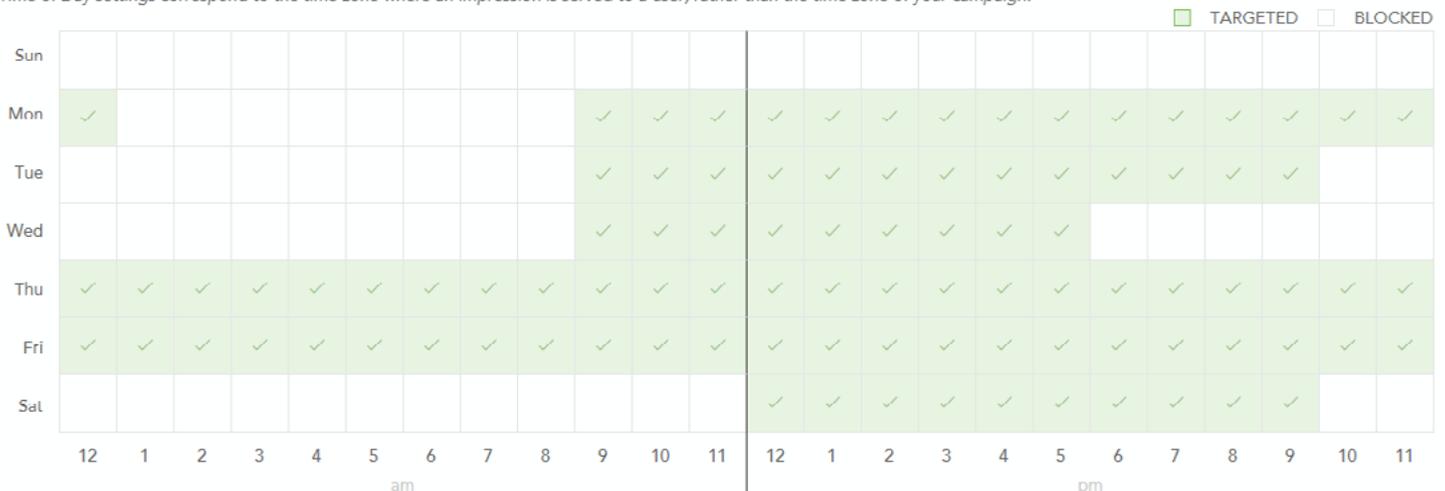
Business & Industry	Clustered Audiences	Demographic
In-Market	Interest	Lifestyle
Mobile audiences	Online activity	Past purchases
TV audiences	Holiday & Seasonal	

DAYPARTING

You may also select the time of day (dayparting) that your advertisement is viewed by your audience.

Time of Day edit

Time of Day settings correspond to the time zone where an impression is served to a user, rather than the time zone of your campaign.



*Above is an example of a dayparting schedule.

WRAP TYPES

Wrapify has more than 50 years of collective experience designing, printing and installing wrapped vehicles. We transform your brand creative into an eye-catching vehicle wrap. Our product line consists of the 360, 270, 180 wrap options, with the additional choice of adding on rear window (RW) and long (L) coverage. The following describes the vinyl coverage per wrap type:

360 Includes ad space on all body panels, aside from the roof, providing the fullest vehicle coverage available.



270 Includes ad space on the doors, plus the rear quarter panels and rear bumper/trunk/hatch.



180 Includes ad space on both the driver & passenger front and rear doors.



180L Long extension from rear quarter panels to front fenders.



RW Rear window add-on



VEHICLE MAKES / MODELS

The design of the creative does not need to take into consideration vehicle colors, makes, or models as all vehicles will vary.

Wrapify will ensure the creative is consistent on vehicles across all makes and models. To achieve a unified look, Wrapify reserves the ability to make adjustments as needed to accommodate specific vehicles.

*CAR PARTS NOT WRAPPED: Mirrors, Hubcaps, Grills, Metal or Plastic Strips, License Plates, Driver and Passenger windows

ART REQUIREMENTS & PROCESS

REQUIREMENTS

Below are assets needed for print production:

Vector Artwork

- Layered vector art file (.ai, .pdf, .eps)

Vectors within .psd files are not ideal for print production

Fonts

- Vector outlined fonts (.ai, .pdf)

If fonts are not vectored, provide all font files necessary based on style guide (OTF, TTF).

Fonts in .psd files are not ideal for print production

Photographs / Images

- Hi-res images (.jpg, .png, .tiff) - 300 dpi
- Transparent images (hi-res PNG)

Images should be crisp at 52" high on full scale. Background patterns that are image based (not vectored), should be saved at 300dpi and as a hi-res TIFF file.

Existing Creative

All creative elements are to be provided separately or as a layered file so each element can be modified for production as needed.

Colors

- CMYK color codes
- Transparency percentages

Colors are reproduced with CMYK process printing. If only RGB colors are provided, Wrapify will make every effort to color match as closely as possible.

BRAND GUIDELINES

Please provide a brand style guide if available.

THE PROCESS

Clients or the Wrapify design team will create a design mockup based on a car template. Clients do not need to layout panels for print production. Wrapify will setup all cars for print based on the approved mockup. Wrapify produces each car panel according to the assets received from the client.

CLIENT ART CREATION

(Client Creates Mockup)

1. Client designs mockup based on Wrapify's provided .ai template
2. Client provides Wrapify with all print ready assets (see "Requirements")
3. Art Department reviews design and assets to ensure layout is appropriate for production
4. Art Department creates and sends final proof to client
5. Final approval is given by client before production begins

WRAPIFY ART CREATION

(Wrapify Design Team Creates Mockup)

One layout designed for approval (up to three revisions)

1. Wrapify assesses client marketing goals based on client's Creative Brief
2. Client provides Wrapify with all print ready assets (see "Requirements")
3. Wrapify team creates a mockup based on design brief and client provided assets
4. Art Department creates and sends final proof to client
5. Final approval is given by client before production begins

TIMELINES



360+RW

4 Weeks Average For 25 Cars/1 Market

Week 1: Assets provided and design created

Week 2: Creative approved and finalized

Week 3: Creative produced and printed

Week 4: Creative delivered and installed



270+RW

4 Weeks Average For 25 Cars/1 Market

Week 1: Assets provided and design created

Week 2: Creative approved and finalized

Week 3: Creative produced and printed

Week 4: Creative delivered and installed



180+RW

2 Weeks Average For 25 Cars/1 Market

Week 1: Assets provided, design created, approved and finalized

Week 2: Creative produced, printed, delivered and installed



180L+RW

2 Weeks Average For 25 Cars/1 Market

Week 1: Assets provided, design created, approved and finalized

Week 2: Creative produced, printed, delivered and installed



DESIGN CONSIDERATIONS

Effective out-of-home designs capture the essence of a message. Simplicity is fundamental for good out-of-home design as viewers have between three and eight seconds to register the message.

OUT-OF-HOME DESIGN

Follow these guidelines for strong creative:

HIGH CONTRAST & BOLD COLORS

Use contrast and bold colors for visibility.

SIMPLIFY EVERYTHING

Focus on one key idea or message.

VIEW YOUR CREATIVE

View creative for 5 seconds from 10 feet away to simulate driving past the wrap. Make sure the message and information is legible.

COPY

Use short words for faster comprehension (3-5 words in a tagline). Integral copy should be large and legible.

BRAND / IDENTITY / MESSAGE

Information and images should be clear.

- **SIDES**
Best served for main messaging and branding.
- **HATCH**
- **BACK BUMPER**
- **TRUNK BOTTOM**
Best to reinforce short messaging (3-5 words).
- **HOOD**
Best served to reinforce branding.

- **TRUNK TOP**

Reinforce background or pattern. No critical elements on Trunk Top.

- **REAR WINDOW**

Best served to reinforce branding. Rear windows do not lend well to body copy due to the holes within the material.

- **FRONT BUMPER**

Reinforce background or pattern. No critical elements on Front Bumper.

VEHICLE DESIGN

HOW VEHICLE DESIGNS WORK

When producing vehicle designs, print panels are tiled to line up during application. Keep in mind the side views connect to both front and back panels. It is best to incorporate solid colors or patterns that do not need to align across panels. This will prevent awkward registration during application.

ELEMENT PLACEMENT

Be mindful of element placement so car parts do not interfere with the messaging or integral parts of images. Take notice of door handles, wheel wells, door lines and mirrors.

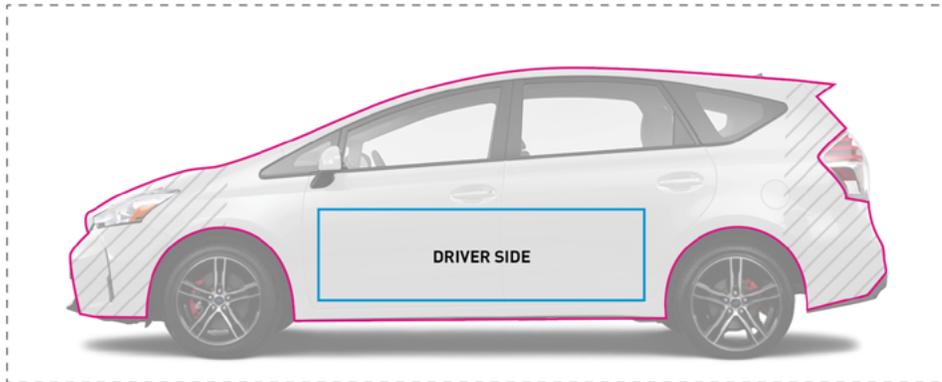
GRADIENTS AND PATTERNS

Design horizontal gradients vs. vertical gradients because color shifts in vertical gradients may look choppy during panel alignment. Horizontal gradients (with solid colors on the front and backs of vehicles) ensure smoother transitions between panels.

SPECS - 360 +RW

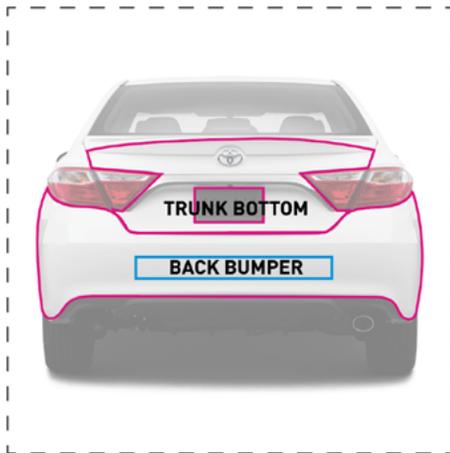
NOTE: Wrapify converts the design for all vehicle types.

This is not a template! Please download the template by clicking [HERE](#).



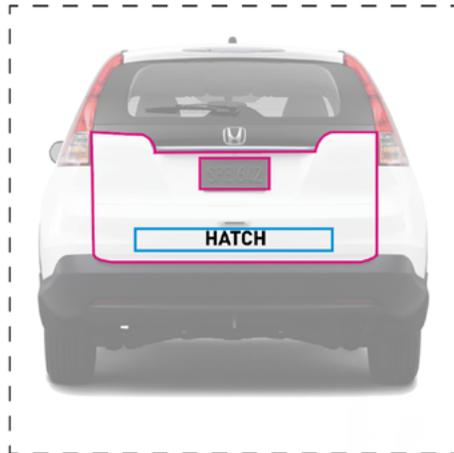
SIDES - MESSAGING & BRANDING

- Logo, identity, tagline
- A call to action (3-5 words)
- URL, app store icons, social media
- Graphic element - phone app, product, or company mascots



HATCH - MESSAGING
BACK BUMPER - MESSAGING
TRUNK BOTTOM - MESSAGING

- URL, app icons, tagline, social media



HOOD - BRANDING

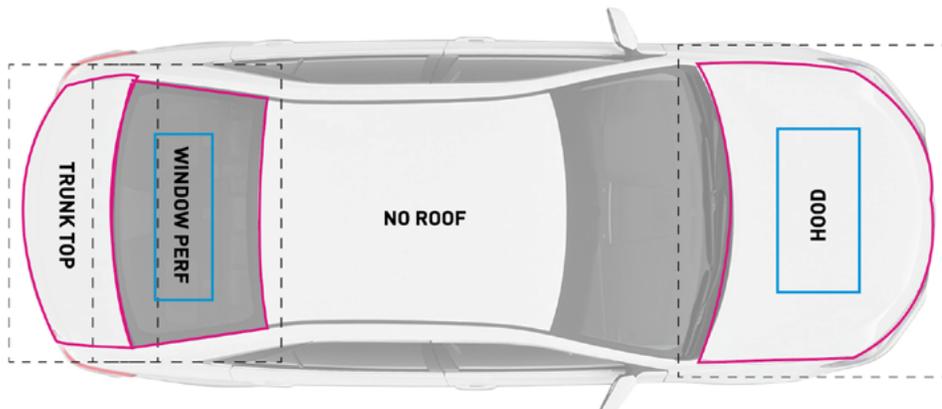
- Logo, identity, icons

WINDOW PERF - BRANDING

- Logo, identity (NO SMALL COPY)

TRUNK TOP - PATTERNS & COLOR FIELDS

- Background or pattern

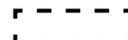


FRONT BUMPER - PATTERNS & COLOR FIELDS

- Background or pattern



 SAFE AREA / CRITICAL ELEMENTS

 PRINT BLEED AREA

 LIVE PRINT PANEL AREA

 TRANSITION AREA (Area must be solid color or pattern to ensure smooth transition between panels)

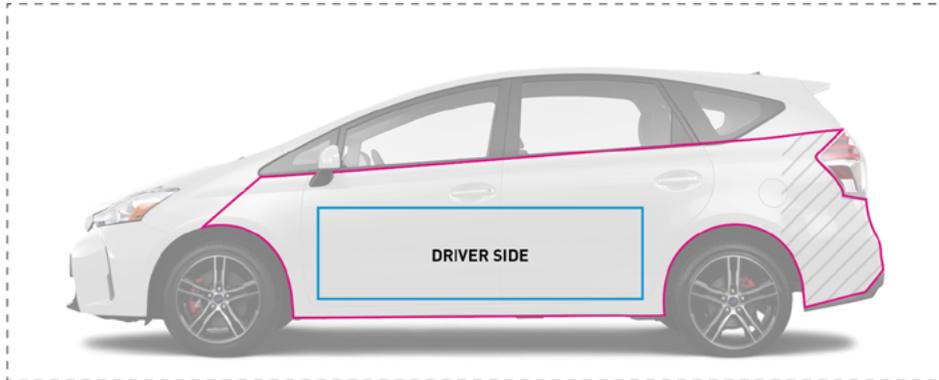
DESIGN EXAMPLES - 360 + RW



SPECS - 270 + RW

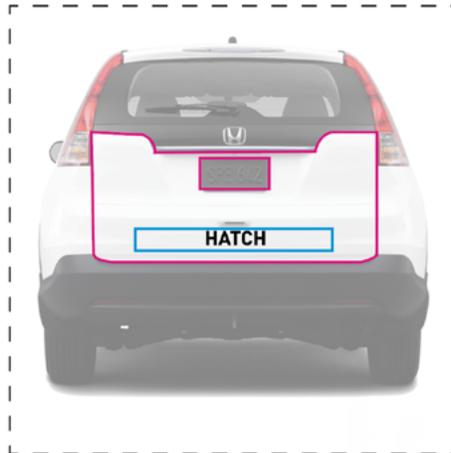
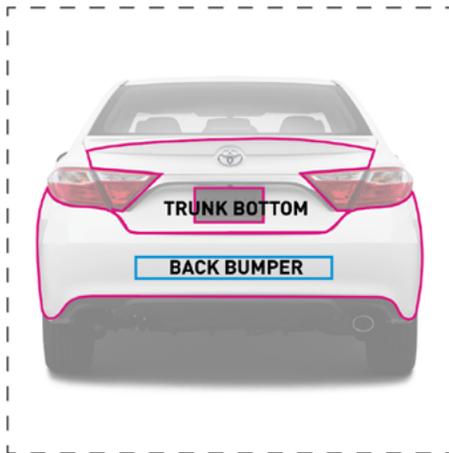
NOTE: Wrapify converts the design for all vehicle types.

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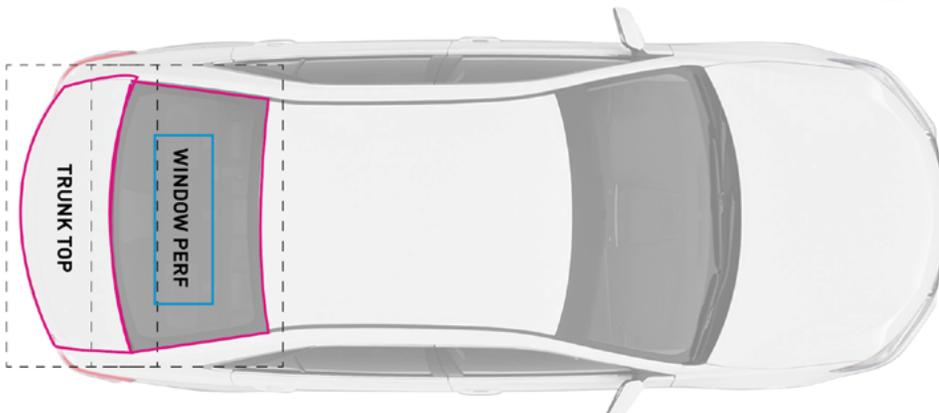
SIDES - MESSAGING & BRANDING

- Logo, identity, tagline
- A call to action (3-5 words)
- URL, app store icons, social media
- Graphic element - phone app, product, or company mascots



**HATCH - MESSAGING
BACK BUMPER - MESSAGING
TRUNK BOTTOM - MESSAGING**

- URL, app icons, tagline, social media



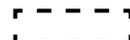
WINDOW PERF - BRANDING

- Logo, identity (NO SMALL COPY)

TRUNK TOP - PATTERNS & COLOR FIELDS

- Background or pattern

 SAFE AREA / CRITICAL ELEMENTS

 PRINT BLEED AREA

 LIVE PRINT PANEL AREA

 TRANSITION AREA (Area must be solid color or pattern to ensure smooth transition between panels)

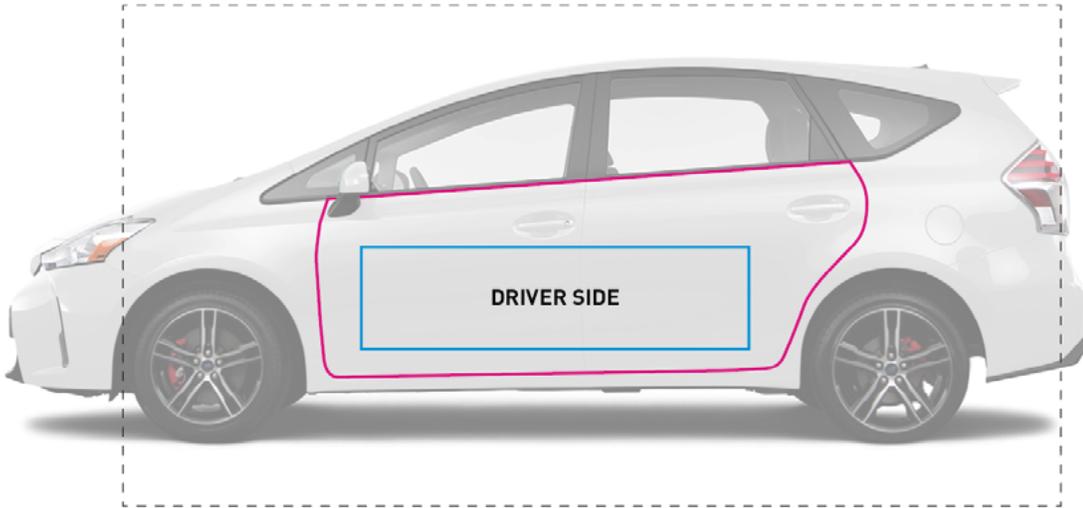
DESIGN EXAMPLES - 270 + RW



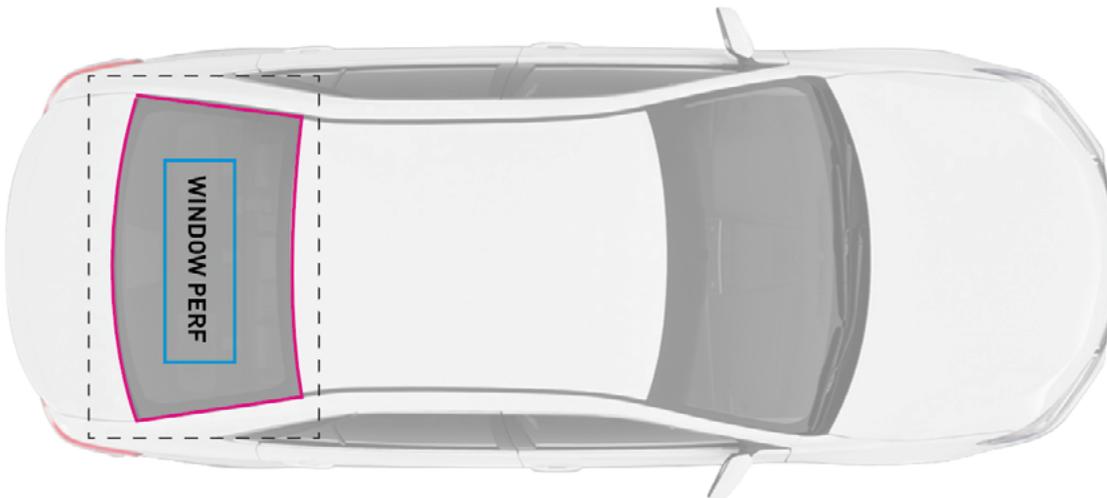
SPECS - 180 + RW

NOTE: Wrapify converts the design for all vehicle types.

This is not a template! Please download the template by clicking [HERE](#).



- SIDES - MESSAGING & BRANDING**
- Logo, identity, tagline
 - A call to action (3-5 words)
 - URL, app store icons, social media
 - Graphic element - phone app, product, or company mascots



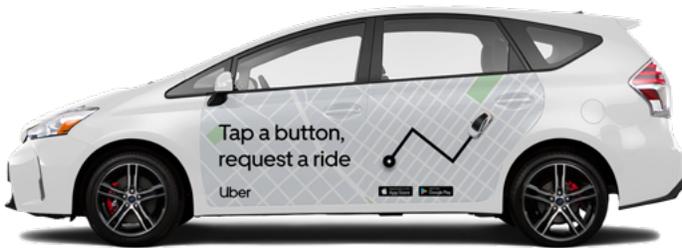
- WINDOW PERF - BRANDING**
- Logo, identity (NO SMALL COPY)

 SAFE AREA / CRITICAL ELEMENTS

 LIVE PRINT PANEL AREA

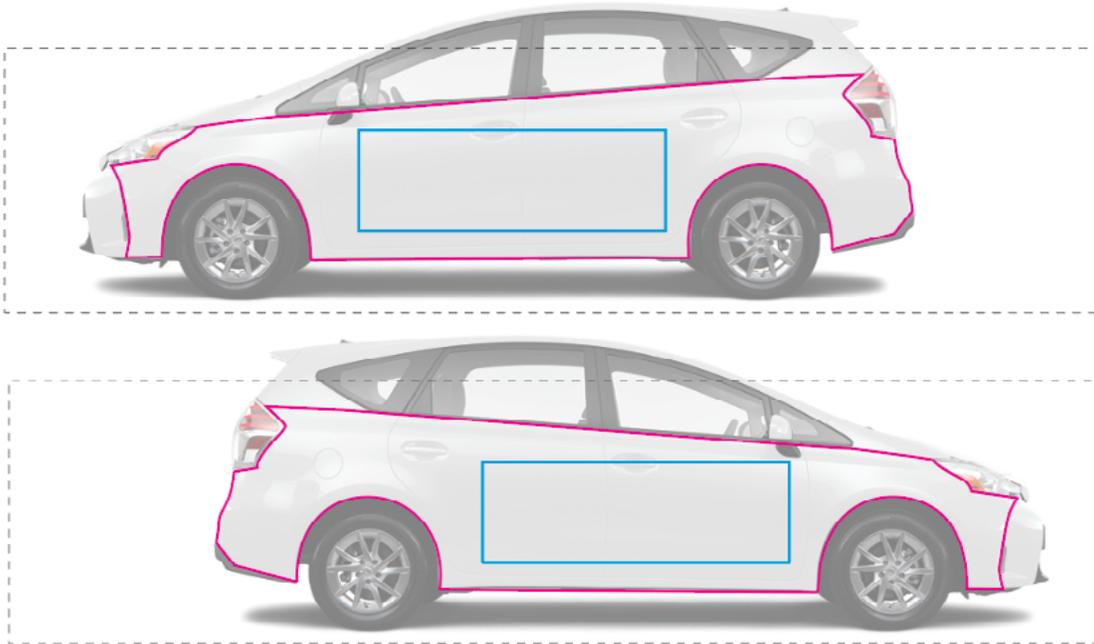
 PRINT BLEED AREA

DESIGN EXAMPLES - 180 + RW



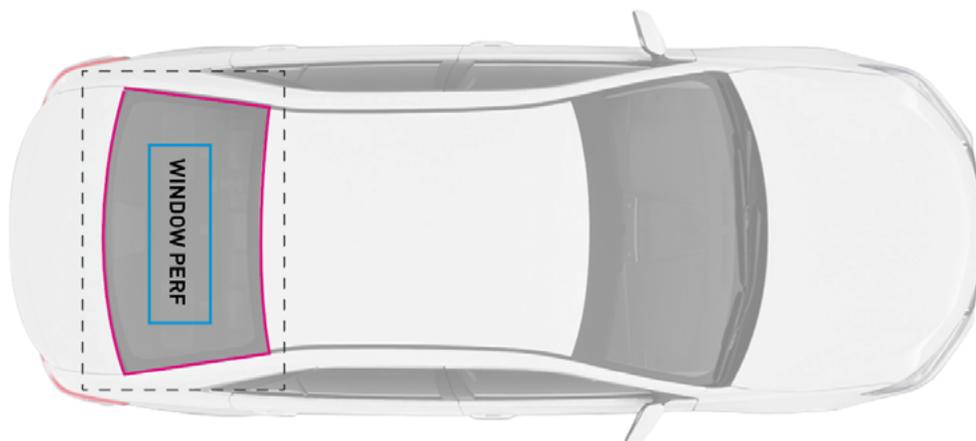
SPECS - 180L + RW

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- SIDES - MESSAGING & BRANDING**
- Logo, identity, tagline
 - A call to action (3-5 words)
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- WINDOW PERF - BRANDING**
- Logo, identity (NO SMALL COPY)

 SAFE AREA / CRITICAL ELEMENTS

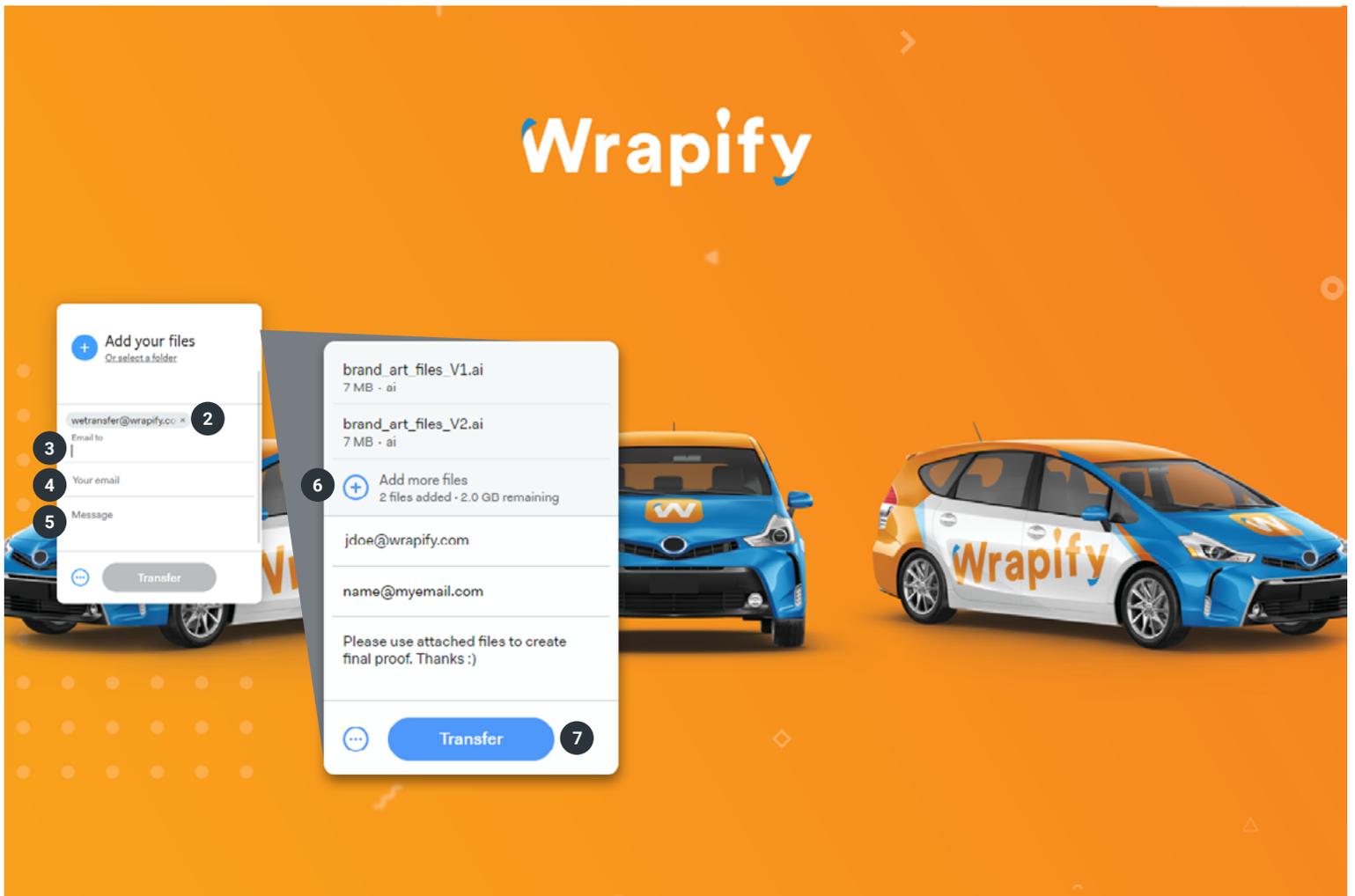
 LIVE PRINT PANEL AREA

 PRINT BLEED AREA

DESIGN EXAMPLES - 180L + RW



FILE TRANSFERS



WE TRANSFER INSTRUCTIONS

1. Go to <https://wrapify.wetransfer.com>
2. Click on "wetransfer@wrapify.com" and press the small "x" to clear the field
3. Enter your Account Executive's email address in the "Email to" box
4. Enter your email address in the "Your email" box
5. Add any useful messages to your Wrapify team
6. Drag and drop your files on the page. You will see them in the white area as they upload
7. Hit the "Transfer button". You will get a "done" message when finished