

tumblr.

Ad Specs



AdOps@tumblr.com

Submission Process

Sponsored Posts and Trending Blogs

After executing your IO Agreement, Ad Ops will help plan your campaign schedule.

5 DAYS BEFORE RUN

You'll receive an upcoming placement reminder. We can work with you if you need to reschedule, but we can't guarantee availability.

3 DAYS BEFORE RUN

Submit creative for QA testing and acceptable content approval. See our [Acceptable Advertising Policy](#) and [Community Guidelines](#) for reference.

- Sponsored Posts: Images, animations, videos, etc. with caption (if applicable).
- Trending blogs: Blog description and featured post recommendations.
- Sponsored Posts on Yahoo: Request any changes to the default title or placement expansion behaviors.

1 DAY BEFORE RUN

- Sponsored Posts: Create and publish the post, then email the permalink to Ad Ops
- Trending blogs: Submit updated creative, if necessary.
- Ad Ops will provide renderings for Yahoo placements if applicable.

DAY OF RUN

Promotions begin at 12AM Eastern Time, day of run. We will send screenshots by the next business day. Two Days for Yahoo placements.

Creative Guidelines

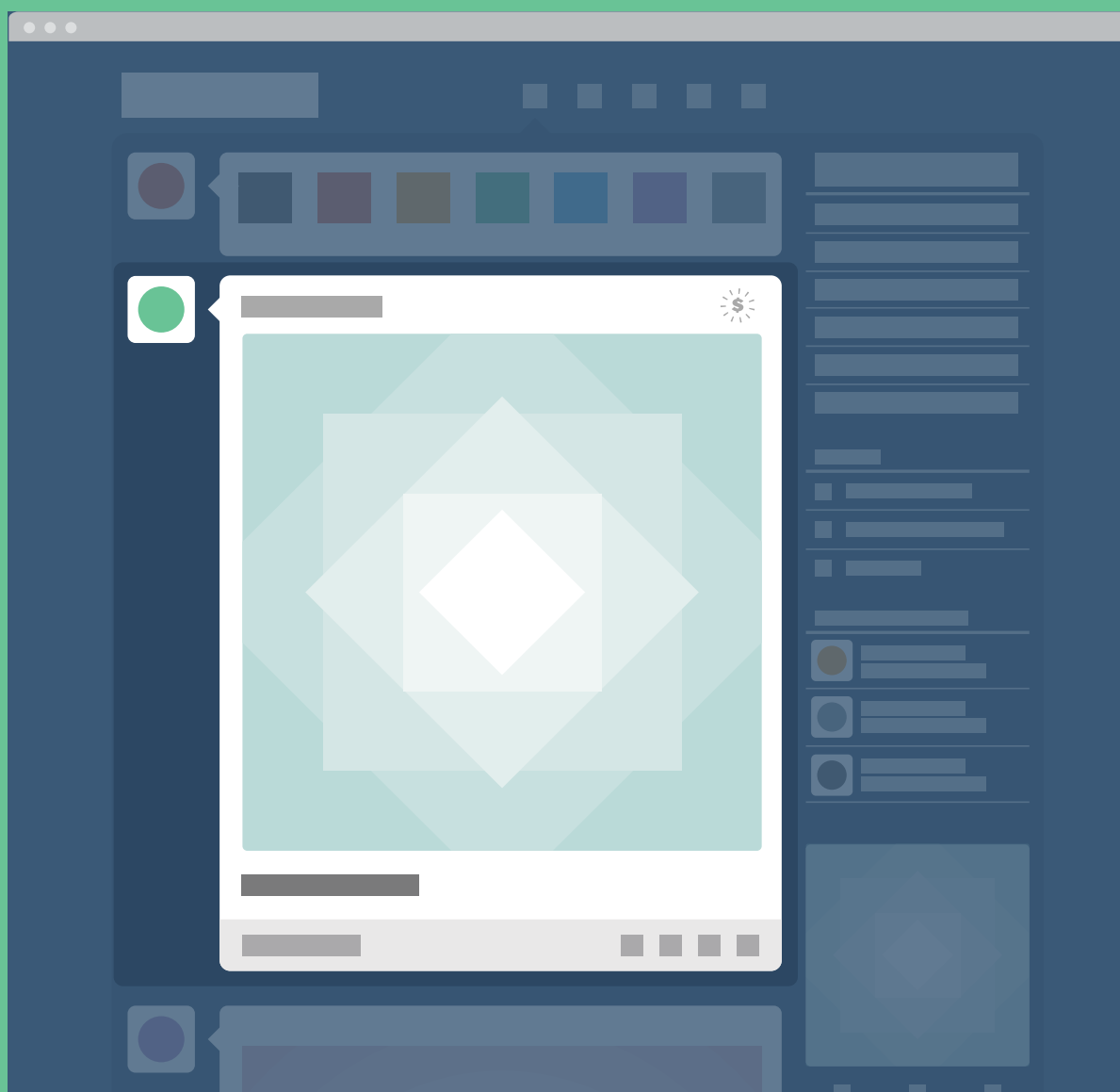
DO

- **Use engaging creative.** Photos and animated GIFs are much more fun than text.
- **Use the appropriate post type.** Create video posts for videos; photo posts for photos, photo sets and GIFs; audio posts for audio, etc.
- **Create original content.** Sponsored Posts must be original creations made by you; reblogs from another source cannot be sponsored.
- **Check your anchor text.** Be sure hyperlinks are contained in the text itself.
- **Add click-through links.** Supported on single-image photo posts.
- **Choose a different post for each same-day placement.** You can reuse posts on different days, but each placement on a single day should have a different post.

DON'T

- **Fish for notes.** Asking users to reblog or like a post (in either the creative or the caption) is against our community guidelines, which means it's also against our advertising guidelines.
- **Offend or repulse.** Explicit nudity, offensive and/or inflammatory imagery, depictions of human or animal torture—none of this is okay. Read our [Acceptable Advertising Policy](#) and [Community Guidelines](#) for more details.
- **Use third-party tracking pixels.** Use Tumblr Analytics instead to monitor your ad.
- **Promote other services.** Please keep the logos of other sites and services off of promoted content.
- **Use [Read More] breaks.** They're not supported in the mobile app.

Sponsored Posts on Tumblr Web & Mobile



Static image specs —

File type: JPG or PNG

Max size: 10 MB

Dimensions: 500 x 750px max

Animated GIF specs —

Max size: 1.75 MB

Dimensions: 500 x 750px max

Video specs —

File type: MOV, MP4, or embed code from: YouTube, Vimeo, Vine

Max size: 5 min per day, 100 MB per file

Dimensions: 500 x 750px max

Audio specs —

File type: MP3 or embed

Max size: 10 MB

RESTRICTIONS

- New creative must be rotated in every seven days the campaign runs.
- A Sponsored Post cannot exceed the viewing height of a normal laptop screen or two iPhone screens.
- GIF and photosets cannot exceed 3x3.
- GIFs should be easy on the eyes. Rapidly-flashing animations can be off-putting and problematic for certain medical conditions.

TIPS

- Run 2 - 3 ads at all times so they can be properly optimized for engagement.
- Choose fun, dynamic content because our ad server optimizes the placement based on engagement.
- Animated GIFs and photosets grab users' attention and tell a better story.
- GIFs don't have any looping restrictions, so go nuts.
- You'll get more real estate with vertically-oriented images, but don't exceed maximum height restrictions.

Tumblr Sponsored Posts on Yahoo Web & Mobile



General unit specs —

Title: First 50 chars of post caption

Body: First 147 chars following “Title” link break

Source: Tumblr URL

Click-through: Defaults to Tumblr post permalink

Static image specs —

File type: JPG or PNG

Max size: 2 MB

Dimensions: 500 x 750px max

Animated GIF specs —

Max size: 1.75 MB

Dimensions: 500 x 750px max

Video specs —

File type: MOV, MP4, or embed code from: YouTube, Vimeo, Vine

Max size: 5 min per day, 100 MB per file

Dimensions: 500 x 750px max

RESTRICTIONS

- Single-image photo posts only, no sets.
- Rate limits: 2 Yahoo placements per campaign per day; 5 advertiser impressions per user per day across both platforms.
- GIFs should be easy on the eyes. Rapidly-flashing animations can be off-putting and problematic for certain medical conditions.

TIPS

- Tell Ad Ops if you want to change the Title or Caption of the Yahoo placement after posting; or if you want the post to expand on the page instead of redirect to your Tumblr permalink (default).
- Large, high-res images work best.
- Animated GIFs grab users’ attention and don’t have any looping restrictions, so go nuts.
- Video on Yahoo does not auto-play, starting the video sends user to the Tumblr permalink unless otherwise requested.
- Video should be interesting and reflect the brand, not just a 30 second commercial.

Radar



Static image specs —

File type: JPG or PNG

Max size: 10 MB

Dimensions: 500 x 750px max

Animated GIF specs —

Max size: 1.75 MB

Dimensions: 500 x 750px max

Note: Only the first image in a photo set will be displayed.

RESTRICTIONS

- GIFs should be easy on the eyes. Rapidly-flashing animations can be off-putting and problematic for certain medical conditions.
- Text in the creative must be legible at the resized dimensions (215px wide).

TIPS

- Choose creative that will look good when resized for the Radar unit (215px wide).
- GIFs don't have any looping restrictions, so go nuts.
- Keep a 2:3 (width:height) aspect ratio. You'll get more real estate with vertically-oriented images.
- Put tune-in messaging in the caption to improve engagement.

Trending Blogs



Creative specs —

Blog title: To add, go to settings and click Edit Appearance.

Blog description: 75 chars max (incl. spaces).

Dimensions:

Post Thumbnails: 175 x 175px

Header image: 1200 x 675px

The Trending Blog unit features three post thumbnails and a header image.

Post Thumbnails

Ad Ops will select three posts to feature in the Trending Blog unit that show your brand in the best possible light. We are open to recommendations but reserve final approval.

The thumbnail of the post will be generated from the 175px square at the center of the image (first image in photosets). Make sure to keep important visuals within that square. And yes, GIFs will animate.

Header Image

The header image can be added/updated in settings.

On Desktop: Click the gear icon at the top of the dashboard to access your settings, then select your blog from the menu on the right. You'll see the Edit Appearance button at the top. Click it.

On iOS: Tap the user menu (icon of a person) then tap the user icon next to the blog you want to work on. 'Tap Edit appearance' on the action sheet.

On Android: Press Edit while viewing your blog.

Acceptable Ad Policy

ACCEPTABLE CONTENT

Tumblr is visited by millions of people around the world, each with his or her own culture, background, and point of view concerning appropriate content. While we strive to promote a free and open discussion online, content that falls into the following categories won't be approved to run as Sponsored Posts.

- Sexually-explicit or NSFW content.
- Content related to death.
- Offensive slang or religious alignments.
- Content related to drugs or alcohol.
- Depictions of human or animal torture or mutilation.

All Sponsored Posts are subject to Tumblr's approval. For more information about acceptable content, please read our [Community Guidelines](#) and [contest rules](#).

When running a campaign on Yahoo, ad content must also comply with Yahoo's [Unacceptable and Restricted Content policy](#).

CONTENT OWNERSHIP

You are responsible for the content you post on Tumblr, whether used in paid advertising or not, and should secure the appropriate licenses and clearances (e.g., copyright licenses, rights of publicity clearances for celebrities, trademark licenses, etc). Note also that you have all of the same legal responsibilities inherent in other paid advertising channels (rights clearances, endorsements, etc.) for Sponsored Posts.

PHARMACEUTICAL ADVERTISING POLICY

Pharmaceutical advertisers must obtain advance approval for any creative to run as a Sponsored Post. We hold our users in the highest regard, and reserve the right to disapprove of any content that may conflict with this sensitivity.