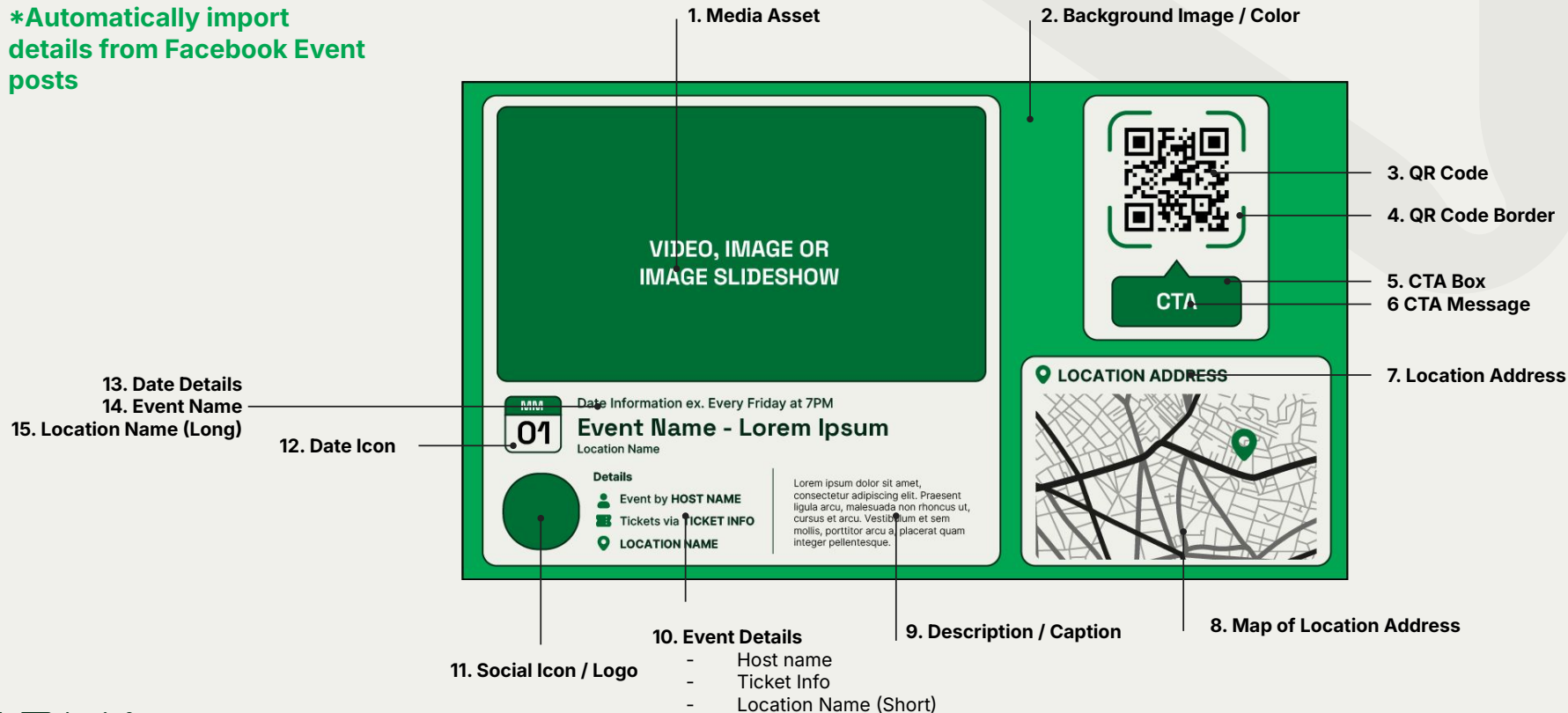


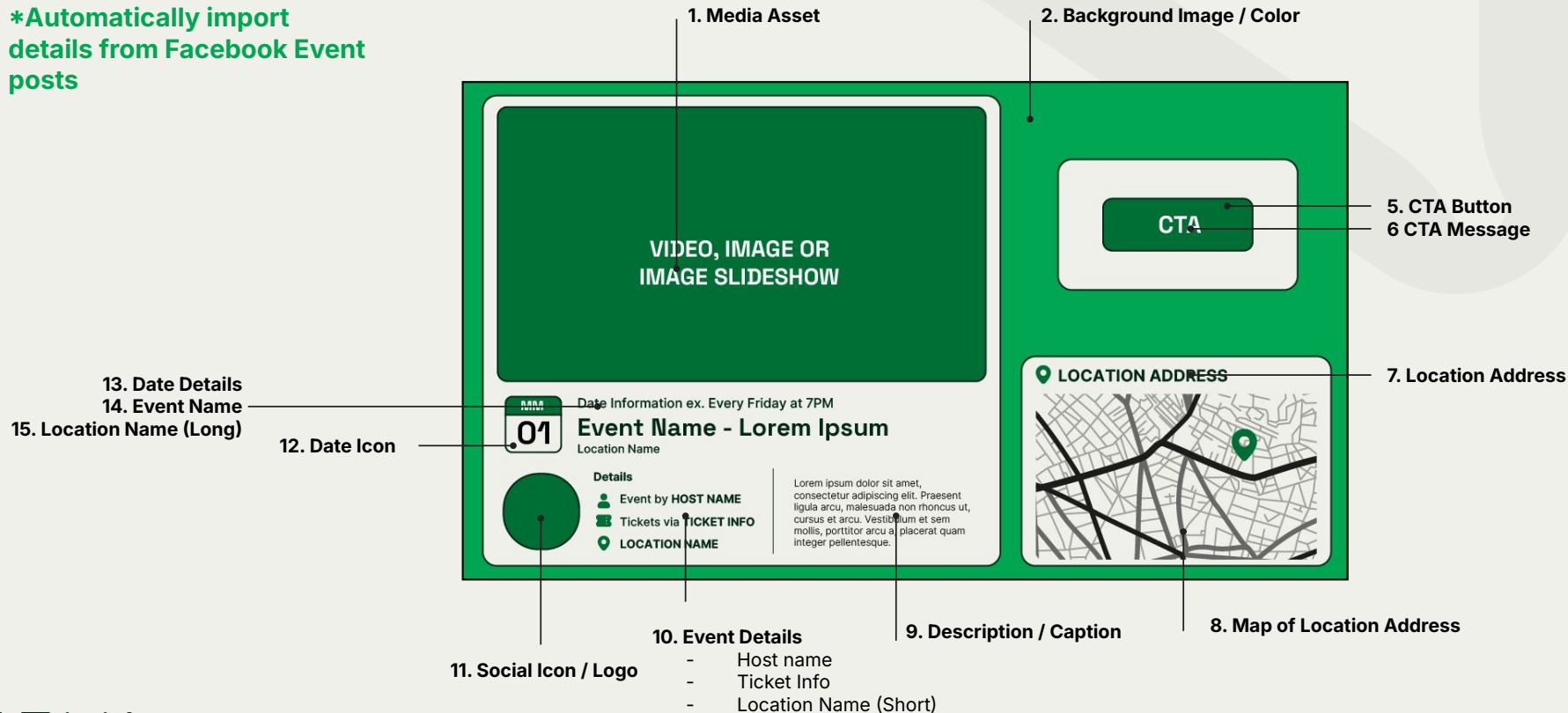
Anatomy - CTV

*Automatically import details from Facebook Event posts



Anatomy - OLV

*Automatically import details from Facebook Event posts



Specs

* Does not auto-import from social
(Needs to be provided/uploaded separately)

1. MEDIA ASSET

Required - Can auto-import from social
Video: .MP4, .MOV, Min 720p - Any aspect ratio

Image: 9:16 or 16:9 preferred - min. 1920 W or H

Image Slideshow: Max 1 image per 5 seconds of video duration (Ex 30 seconds: 6 images)

2. BACKGROUND IMAGE / COLOR

Required - 3 Options:

- **Background image** (Recommended):
Min 1920 × 1080px PNG, JPG.
- **Gradient:** Two hex code colors
- **Flat color:** One hex code color

3. QR CODE* (CTV)

Optional for CTV:

- Provided by Nova Studio:
Required: Destination URL
Scan-to call or scan-to-email or
scan-for-directions available
- OR Upload/provide custom QR Code
- OR Flowcode integration

4. QR CODE BORDER* (CTV)

Gradient: Two hex code colors
Flat color: One hex code color

5. CTA BOX (CTV) / BUTTON (OLV)*

Gradient: Two hex code colors
Flat color: One hex code color

6. CTA MESSAGE*

Optional - Manual addition
Ideal length: 2-4 words

7. LOCATION ADDRESS

Event location shown on map
Required: Venue Address

8. MAP OF LOCATION

Optional - Can auto-import from
Facebook event social post
Required: Venue Address
Optional: Zoom in effect

9. DESCRIPTION / CAPTION

Optional - Can auto-import from social posts
Max 150 characters. (Approx 2 sentences)

10. EVENT DETAILS

Optional - Can auto-import from Facebook
event social post

Event by _____ (Host name)
Tickets via _____ Ticket info
_____ Location Name (Short)

11. SOCIAL ICON / LOGO

Required - Social Icon can auto-import from social
Min. 200×200px 1:1 .JPG or .PNG

12. DATE ICON

Required Can auto-import from Facebook
event social post
Event date DD/MM
OR
Start Date & End Date DD/MM - DD/MM



13. DATE DETAILS

Can auto-import from Facebook event social post
Appears in red above event name. Provide details
about the timing/ date of the event
Ex. **Every Saturday of April**
Max. 50 characters

Event Format - Specs

* Does not auto-import from social
(Needs to be provided/uploaded separately)

14. EVENT NAME

Required - Can auto-import from Facebook event
social post
Max. 50 Characters

15. LOCATION NAME (LONG)

Required - Can auto-import from Facebook event
social post
Max. 50 Characters

Event Format - Extra Assets

Recommended assets that do not auto-import from Facebook event posts

Background Image: Min 1920 × 1080px PNG, JPG

CTA Message: 2-4 Words (Max. 6 words)

QR Code: Destination URL **OR** Phone # **OR** E-mail Address **OR** Map Address

*** Required**

Note: Text length recommendations are based off of default font style and size.

Always use the instant preview to review any changes.

Example



AUG

30

Live Concert

Lee Brice

Round up your crew, bring your boots, and get ready to sing every word. This is a show you'll be talking about all summer.

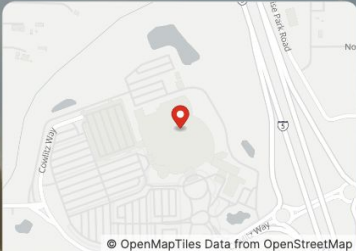


Details

- Event By **ilani and Lee Brice**
- Tickets Via **Ticketmaster**
-  **ilani Casino**



GET YOUR
TICKET TODAY!



© OpenMapTiles Data from OpenStreetMap

 **Ilani Casino**
1 Cowlitz Wy, Rid...