AD SPECS

Every static ad request produces the same deliverable set: **15 sizes → 20 deliverables**, because the five display sizes each ship twice.

THE ONE THING TO GET RIGHT

The five display sizes ship in **two versions**: a Google Ads version with **no CTA button**, and an other-DSP version **with** one. Same artwork, and the CTA is the only difference. Google rejects fake-UI CTA buttons, so the filename is the safeguard.

WHAT GOES WHERE

BUYING TYPE	SIZES	CTA BUTTON	DISCLAIMER
Paid Social	1080×1080 · 1080×1350 · 1080×1920 · 1920×1080	**Yes, button**	CFTC disclaimer (verbatim, below)
Display · Google Ads	300×250 · 728×90 · 300×600 · 320×50 · 970×250	**No button**, text CTA only	"Limited time offer. Terms & Conditions apply."
Display · Other DSPs	The same five sizes	**Yes, button**	"Limited time offer. Terms & Conditions apply."
Affiliate	420×180 · 600×300 · 600×200 · 900×200 · 1440×90 · 480×90	**Yes, button**	"Limited time offer. Terms & Conditions apply."

CTA is set by **where the ad runs**, not by its size. Non-static surfaces (CTV, OOH with a CTA, short-form audio, sponsored partnerships) carry the CFTC disclaimer. Confirm with Legal before treating any of those as T&C-only.

CFTC DISCLAIMER · USE VERBATIM

*New user bonus paid out over three installments. Trading sports event contracts involves substantial risk of loss and is not appropriate for all investors. Past results are not necessarily indicative of future results. You should consider whether trading is appropriate for you in light of your financial circumstances. ProphetX is a CFTC-regulated designated contract market. Full risk disclosure available at prophetx.co/risk.

BUILD FIVE MASTERS derive the rest

MASTER	RATIO	DERIVES INTO
1080×1920	9:16	1080×1350 · 1080×1080 · 300×600
1920×1080	16:9	600×300 · 420×180
300×250	1.2:1	Own artwork
970×250	3.88:1	600×200 · 900×200
Strip template	wide	728×90 · 320×50 · 480×90 · 1440×90

SAFE ZONES 1080×1920 only

BAND	PIXELS	RULE
Top	250px (~13%)	Nothing readable (header UI).
Live area	y 250–1470 (~64%)	All copy, logo, CTA; disclaimer at bottom.
Bottom	450px (~23%)	Nothing readable (caption UI).
Right edge	35px; 100px below y ~1160	Clear of Reels buttons.

Every other size is full frame. Background art may run full-bleed; nothing that has to be **read** enters the bands. One file serves Stories and Reels, so each band uses the larger clearance.

FILE NAMING

`{theme}_{channel}_{size}_{cta}_{version}`

VARIABLE	VALUES	NOTES
theme	`bonuscash` `nfl-open`	Campaign or offer theme
channel	`social` `google` `dsp` `affiliate`	Where it runs
size	`300x250` `1080x1920`	Width by height
cta	`cta` `no-cta`	`no-cta` only on Google display
version	`v1` `v2`	Iteration

Example: `bonuscash_google_300x250_no-cta_v1` · `bonuscash_dsp_300x250_cta_v1`