

# NATIVE ARTICLE

## MATERIALS REQUIRED

The screenshot shows a native advertising article on the 'bake' website. The article is titled 'Nine stellar LinkedIn post ideas for B2B brands'. It features a large main image with a LinkedIn logo, several smaller images of food products like cookies and flour, and a video thumbnail at the bottom.

**Logo:** up to 250 pixels wide

**Article headline:** Up to 55 characters (including spaces)

**Main image:** 1200x800 pixels

**Article copy:** 1,000 words maximum

**Up to 4 photos/charts within article**  
(vertical or horizontal);  
72 ppi, 635 pixels wide  
*Include directions as to where each photo/chart should appear within the article*

**Optional:** Hyperlinked text

**Website ads:**  
**LEADERBOARD**  
728x90 pixels - desktop  
(File size: 200 KB max)  
320x50 pixels - mobile  
(File size: 200 KB max)

**MEDIUM RECTANGLE**  
300x250 pixels  
(File size: 200 KB max)

**Teaser text:** Up to 175 characters (including spaces). Note: this will appear on the newsletter.

**Optional Video:** YouTube or Vimeo URL in the article will display as an embedded video.

**Include an image credit for all supplied photos/charts:** © Company Name/Photographer Name / © Stock Resource Name/Photographer Name