

# Snapchat Necessities

**Advertiser Name:** No more than 25 characters

**Tagline:** No more than 34 characters

**Click Through URL**

**Call to Action**

Other Formats are available in snapchat. Please contact Zack for more information if you believe these formats do not suit your campaign.

## Supplying Information

Final Information should be supplied 3 days prior to the campaign live date

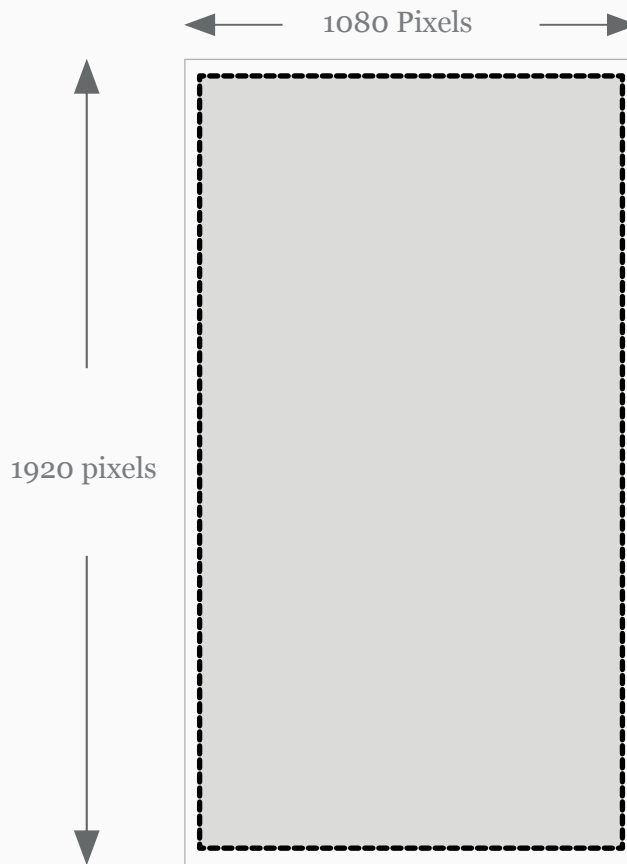
Please send information to  
[zack@springboardda.com](mailto:zack@springboardda.com)

## Digital Delivery

*For any artwork delivery questions or general queries, please contact:*

[zack@springboardda.com](mailto:zack@springboardda.com)

# Snapchat Story Image



## Artwork Specifications

**Resolution:**

1080 x 1920 pixels

**Supported Format:**

JPEG or PNG

**Note:**

If image is not 16 x 9 it will be cropped.

## Supplying Artwork

Final artwork should be supplied 3 days prior to the campaign live date

The artwork needs to be supplied with the correct file name (format/campaign name/campaign date)

Please send artwork to [zack@springboardda.com](mailto:zack@springboardda.com)

Files larger than 10mb should be sent through an online transfer service such as [wettransfer.com](http://wettransfer.com)

## Compliance & Approvals

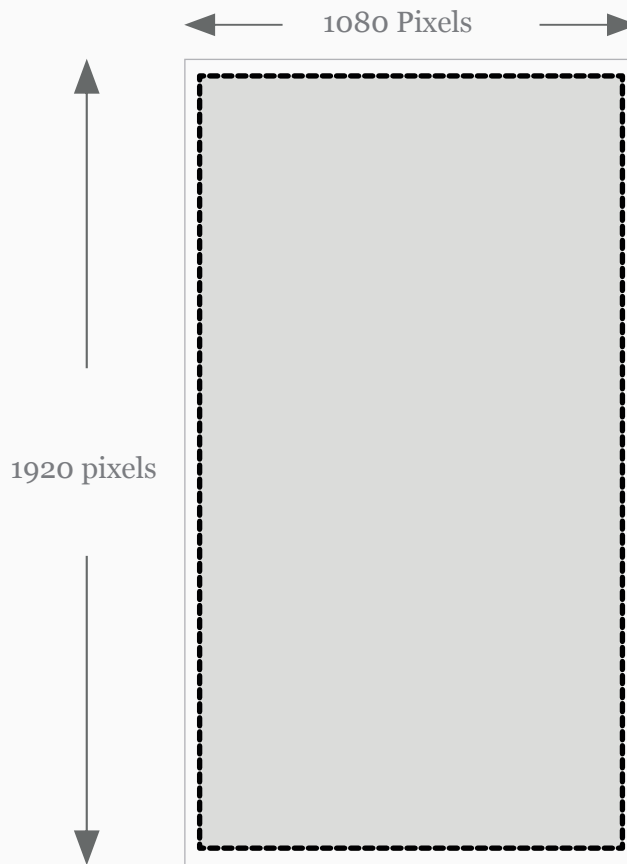
All artwork is subject to approval

## Digital Delivery

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[zack@springboardda.com](mailto:zack@springboardda.com)

# Snapchat Story Video



## Artwork Specifications

**Resolution:**

1080 x 1920 pixels

**Video Length:**

3 - 180 Seconds

**Supported Format:**

MOV or MP4

**Note:**

If image is not 16 x 9 it will be cropped.

## Supplying Artwork

Final artwork should be supplied 3 days prior to the campaign live date

The artwork needs to be supplied with the correct file name (format/campaign name/campaign date)

Please send artwork to [zack@springboardda.com](mailto:zack@springboardda.com)

Files larger than 10mb should be sent through an online transfer service such as [wettransfer.com](http://wettransfer.com)

## Compliance & Approvals

All artwork is subject to approval

## Digital Delivery

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