# **Ad Asset Specification Sheet**

#### General Information

Advertiser	
Campaign Name	
Launch Date	
Platform	
Ad Format	

#### Ad Asset Details

Asset Type	Dimension / Ratio	File Size (Max)	File Format	Additional Notes

### Copy & Tagging

Headline	
Description	
Call-to-Action	
URL / Landing Page	
UTM / Tracking	

## Notes & Requirements

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