

Likewise Media Kit

2025



ABOUT

Likewise is a Bill Gates backed company solving the challenge of content discovery.

Millions of users trust Likewise to help them find TV shows, movies, books and podcasts they'll love.

FEATURED ON:



WSJ

RollingStone



Forbes

GeekWire

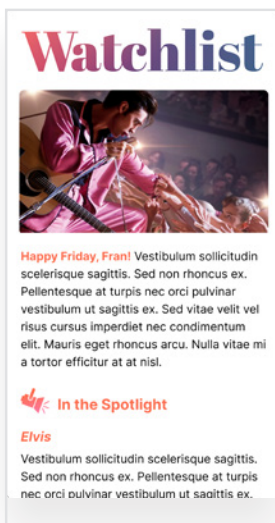


REFINERY29

c|net

BY THE NUMBERS

EMAIL



6+

email newsletters
hitting inboxes daily

5K

email newsletters
hitting boxes daily

8.4M

email subscriptions

APP



6M+

downloads

4.7

average star rating

WEB

2M

monthly visits



PERSONAL AGENT



50K

Pix queries
generated
monthly

DEMOGRAPHICS

70%

Female

80%

Gen Z &
Millennial

\$125K

Average Household
Income

TARGETING TACTICS

We have 85+ proprietary data points per user

What TV & Movie genres interest you?

Romance Comedy Crime

Music Family Friendly Sports

Drama Survival Reality

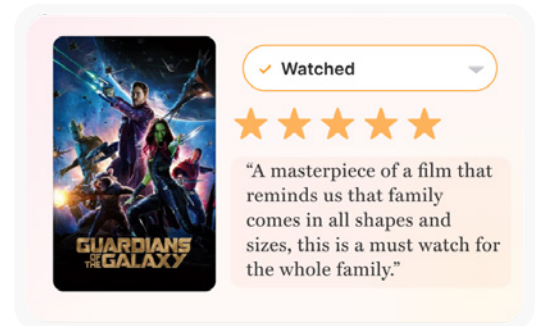
Thriller Western Suspense

Action & Adventure Fantasy



Users tell us about themselves and their preferences

Save the things they are interested in



Log, rate and review what they've watched, read or listened to

EXAMPLE TARGETING

Demographics	Ex: women 24 – 54
Location	Ex: major metropolitan DMAs
Fans of talent	Ex: fans of Cameron Brink, fans of Padma Lakshmi`
Interests	Ex: education, self improvement, finance
Fans of specific films, books, or podcasts	Ex: <i>Financial Feminist</i> with Tori Dunlap, <i>Rich Dad Poor Dad</i>



Advertising Opportunities

Reach your ideal audience with high-impact advertising opportunities across Likewise's entertainment discovery ecosystem.

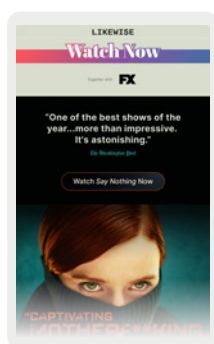
NEWSLETTER TAKEOVERS

Partner Newsletter

Branded Newsletter

Watch Now

Read Now



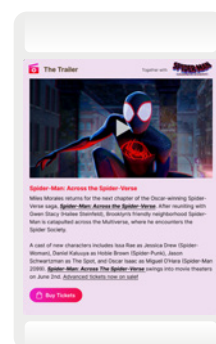
NEWSLETTER EDITORIAL INTEGRATIONS

Editorial Integrations

Trailer of the Day

Image Ad

Sponsored title



MOBILE APP

First Impression Takeover

Home Feed Ads

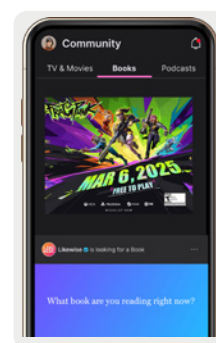
Push Notifications



DIGITAL DISPLAY

Web Display

App Display



NEWSLETTER TAKEOVER

Partner Newsletter

A Partner Newsletter is a pop up newsletter built collaboratively with an advertising partner to align with the content themes and the audience that best meet their marketing objectives.

Partner Newsletters are sent in addition to our regularly scheduled Newsletters.

How It's Built

All custom newsletter placements are written, designed and built by our in-house content team. Our advertising partners review, provide feedback on and approve all newsletter assets before they deploy.

Client Assets Required

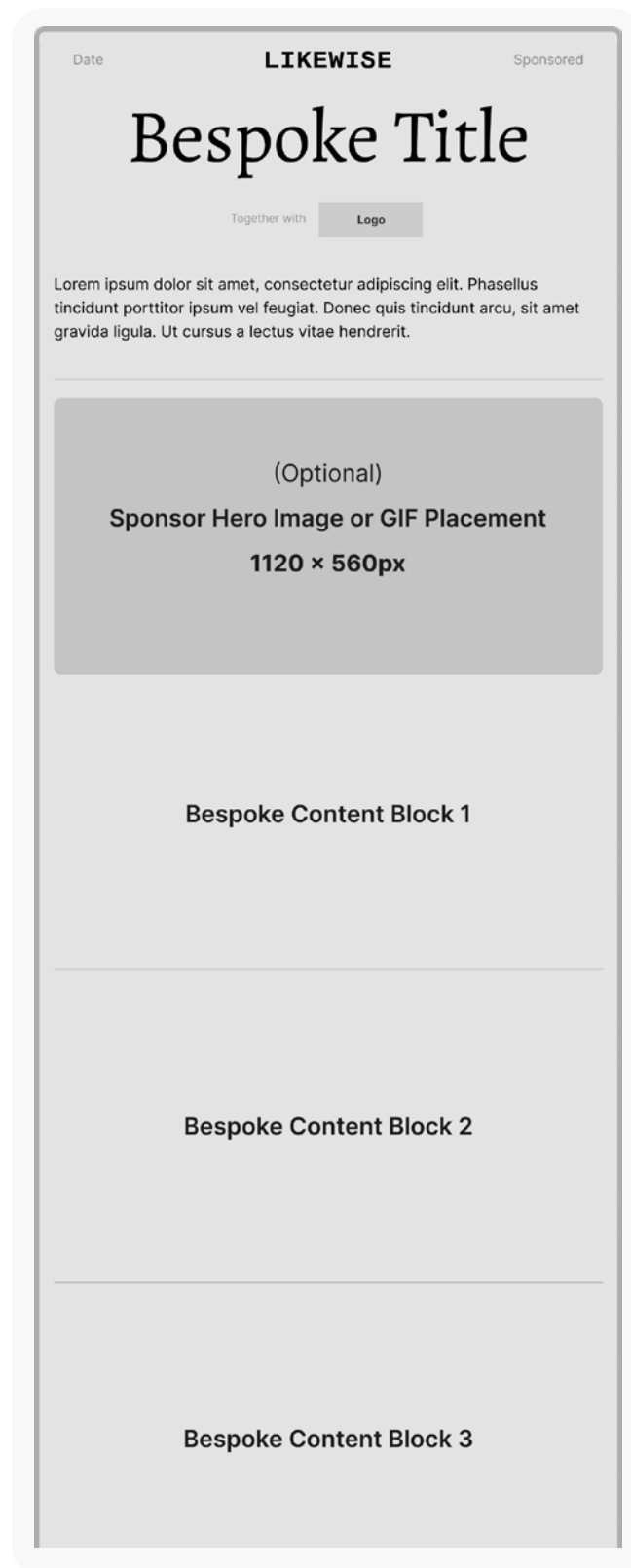
- Hi-res Logo
- Hi-res Hero Imagery or Video
- Key Messaging / CTAs
- Click-Thru URL

Tags Accepted

- 1x1 Pixel Impression Trackers
- Click Trackers

Asset Specs

Item	Description
Logo	SVG (recommended), .PNG <5 MB with longest dimension at least 500px
Hero image	1120x560px .PNG or .JPG, < 500 KB
Hero video	560x280px Animated .GIF, :06 seconds or less, < 500 KB



NEWSLETTER TAKEOVER

Partner Newsletter Examples

LIKEWISE

Partner Email

TravelList

Together with

SG

singapore

Passion Made Possible

Hey, Sarah! You don't need to break the bank to have a "Crazy Rich Asians" experience in Singapore. Whether your dream vacation means a foodie paradise, Instagram-worthy nature spaces, or immersing yourself in a vibrant culture, Singapore has it all! Plus, with the convenience of fellow English-speaking locals and safe and hassle-free public transportation, getting around Singapore is a breeze. Keep scrolling for the ultimate travel itinerary:

The List

Wanderlust Activated: The Best Movies Filmed in Singapore

View list

Affordable Michelin Star Restaurants

See list >

For many, eating at a Michelin-star restaurant feels like a pipe dream. In Singapore, you can experience some of the world's best plates—from sustainable fine dining to award-winning street food. [See the full list!](#)

World Class Attractions

LIKEWISE

GROWTH LIST

Spring Cleaning

with

Betterment

Happy spring, Avery! As the days get longer and the air gets warmer, it's the perfect time for a fresh start—both in your home and your finances. In today's edition of Watchlist, we're highlighting the best inspo to spark joy in your home this year!

Financial Wellness

Betterment is an automated investing app with expert-built portfolios that puts your money to work. Betterment's automated tech makes it easy and simple to get in the market, and stay in the market, without checking your phone every day. [Visit Betterment.com](#) to start planning for your financial future today.

Betterment

SPECIAL OFFER

Start investing and get up to

\$1,000

(Yes, really!)

ACTIVATE OFFER

Spring Into Action: Spring Cleaning Inspo Streaming Now

Tidying Up with Marie Kondo

Does your space spark joy? Marie Kondo's method helps you declutter and organize with purpose so your home—and your mind—can feel refreshed this spring.

Where to watch

Get Organized

THE HOME EDIT

From chaotic closets to messy kitchens, Clea and Joanna from *The Home Edit* show how a little color-coding and creativity can turn any space into a beautifully organized oasis.

Where to watch

The Minimalists: Less Is Now

Minimalism is a lifestyle choice that can help you declutter your life and focus on what truly matters.

NEWSLETTER TAKEOVER

Branded Newsletter Takeover

A 100% SOV Takeover of a Likewise Newsletter aligns your brand with the entertainment content your audience loves. Available for any of our regularly scheduled editorial newsletters; Watchlist, Booklist (+Audiobook List, eBook Deals), Podlist & Gamelist.

How It's Built

All custom newsletter placements are written, designed and built by our in-house content team. Our advertising partners review, provide feedback on and approve all newsletter assets before they deploy.

Client Assets Required

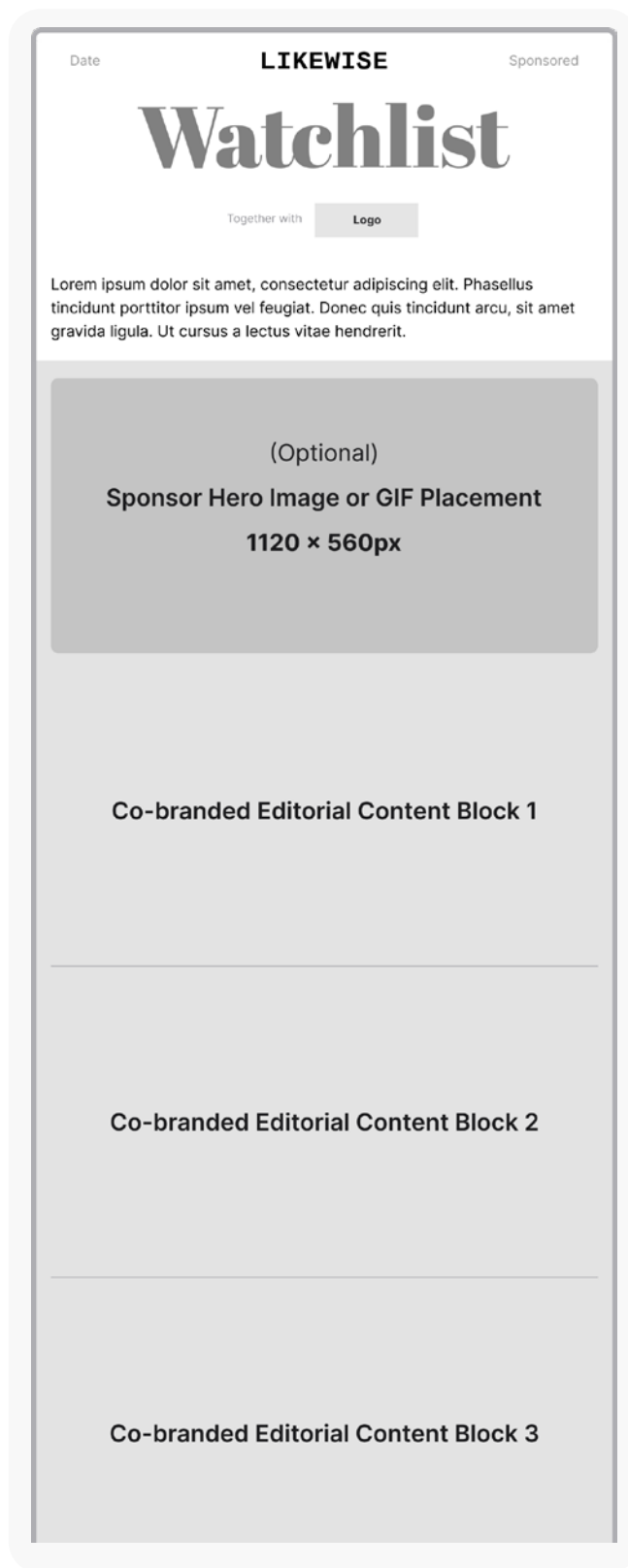
- Hi-res Logo
- Hi-res Hero Imagery or Video
- Key Messaging / CTAs
- Click-Thru URL

Tags Accepted

- 1x1 Pixel Impression Trackers
- Click Trackers

Asset Specs

Item	Description
Logo	SVG (recommended), .PNG <5 MB with longest dimension at least 500px
Hero image	1120x560px .PNG or .JPG, < 500 KB
Hero video	560x280px Animated .GIF, :06 seconds or less, < 500 KB



NEWSLETTER TAKEOVER

Branded Newsletter Takeover Examples

LIKEWISE


Partner Email

Watchlist

Together with alloy

Hey, Cindy! Menopause may be inevitable, but suffering through it isn't. All it takes to get started is to [fill out a medical intake form](#), and a doctor will come up with a personalized treatment plan based on your medical history and symptoms. You'll have unlimited messaging with your doctor, and your treatments are shipped directly to your door. [Relief is on the way.](#)

Find the menopause relief that's right for you




START YOUR TREATMENT PLAN →

The List

Hidden Gems of Sexual Rediscovery

GLORIA BELL




Gloria Bell

Julianne Moore plays a vibrant 58-year-old woman rediscovering love and life on her terms while dancing through LA's nightlife.

[Add to watchlist](#)

Good Luck to You, Leo Grande

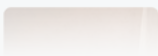


Good Luck to You, Leo Grande

Emma Thompson plays a retired teacher seeking to explore her sexuality with the help of a young sex worker to break free from years of unfulfilled desires.

[Add to watchlist](#)

Mrs. Fletcher



Mrs. Fletcher

Empty nester and divorcee Eva Fletcher

LIKEWISE


Partner Email

Watchlist

Together with FOCUS FEATURES

Valentine's Day is right around the corner, Sofi! Whether your vibe going into the season of chocolates and flowers is "love is dead" or "my funny valentine," we've curated the ultimate Valentine's Day watchlist! Hint: you'll want to [get tickets](#) to Kathryn Newton and Cole Sprouse's new coming-of-RAGE love story ASAP- it's the perfect blend for rom-com and horror fans alike!

In the Spotlight

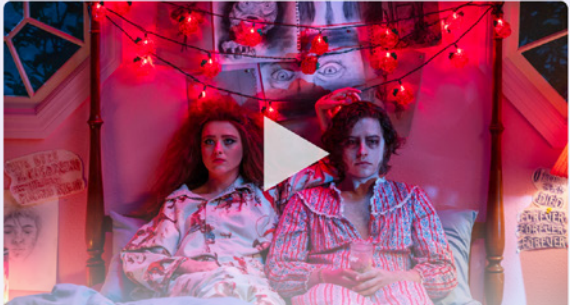


Lisa Frankenstein

The Story:
It's a love story for the ages from director **Zelda Williams** and acclaimed screenwriter **Diablo Cody** (*Juno*, *Jennifer's Body*) about a misunderstood teenager (**Kathryn Newton**) and her high-school crush, who happens to be a handsome Victorian corpse (**Cole Sprouse**). After a set of playfully horrific circumstances bring him back to life, the two embark on a murderous journey to find love, happiness...and a few missing body parts along the way.

The Elevator Pitch: 80s campy nostalgia meets coming-of-RAGE horror romance

The Trailer:



[Play Trailer](#)

Where to Watch: Only in theaters this Friday!

NEWSLETTER TAKEOVER

Watch Now Advertorial

Ideal for entertainment brands, the Likewise “Watch Now” newsletter advertorial drives immediate action through focused tune-in messaging. Additionally, the newsletter contains a hero image from the title, as well as cross-outlet review quotes.

How It’s Built

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Client Assets Required

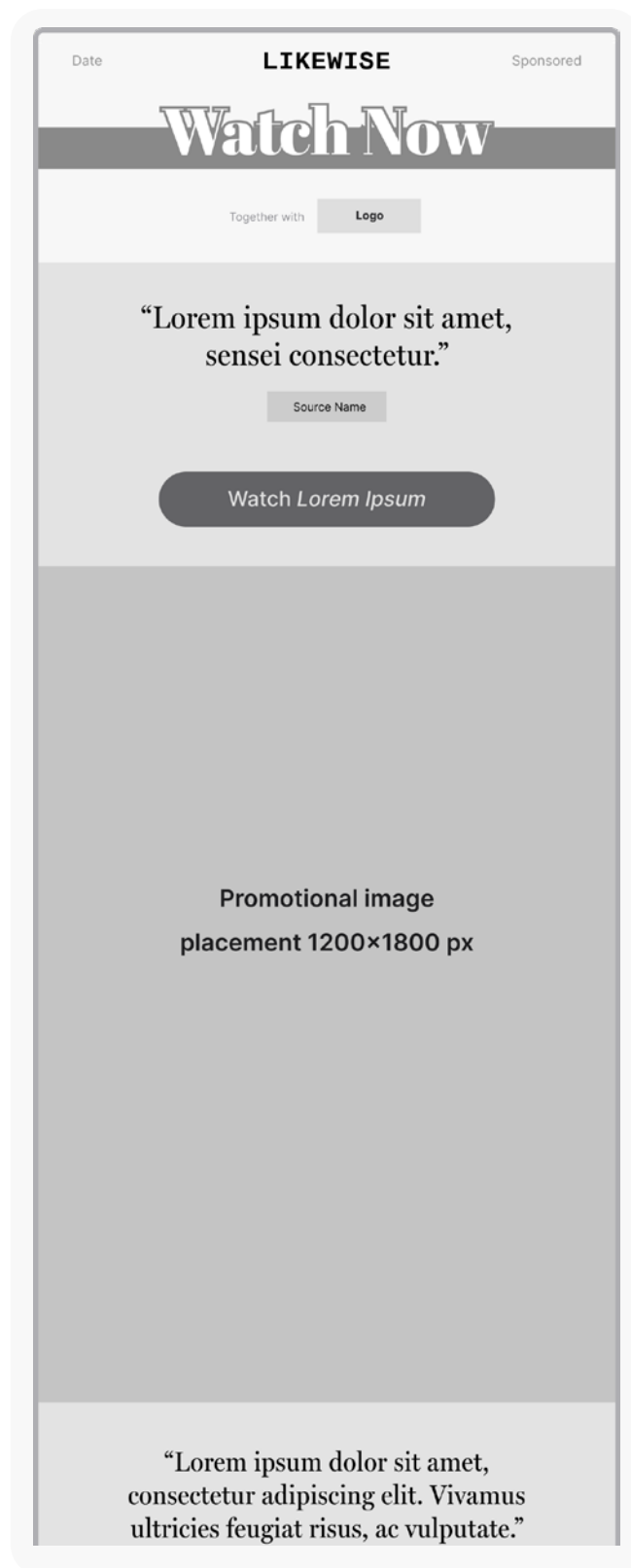
- Hi-res Partner Logo
- Hi-res Title Treatment (title logo)
- Hi-res Title Promotional Image (poster art)
- 4-6 industry reviews (or Likewise can source)
- Tune-In Messaging
- Click-Thru URL

Tags Accepted

- 1×1 Pixel Impression Trackers
- Click Trackers

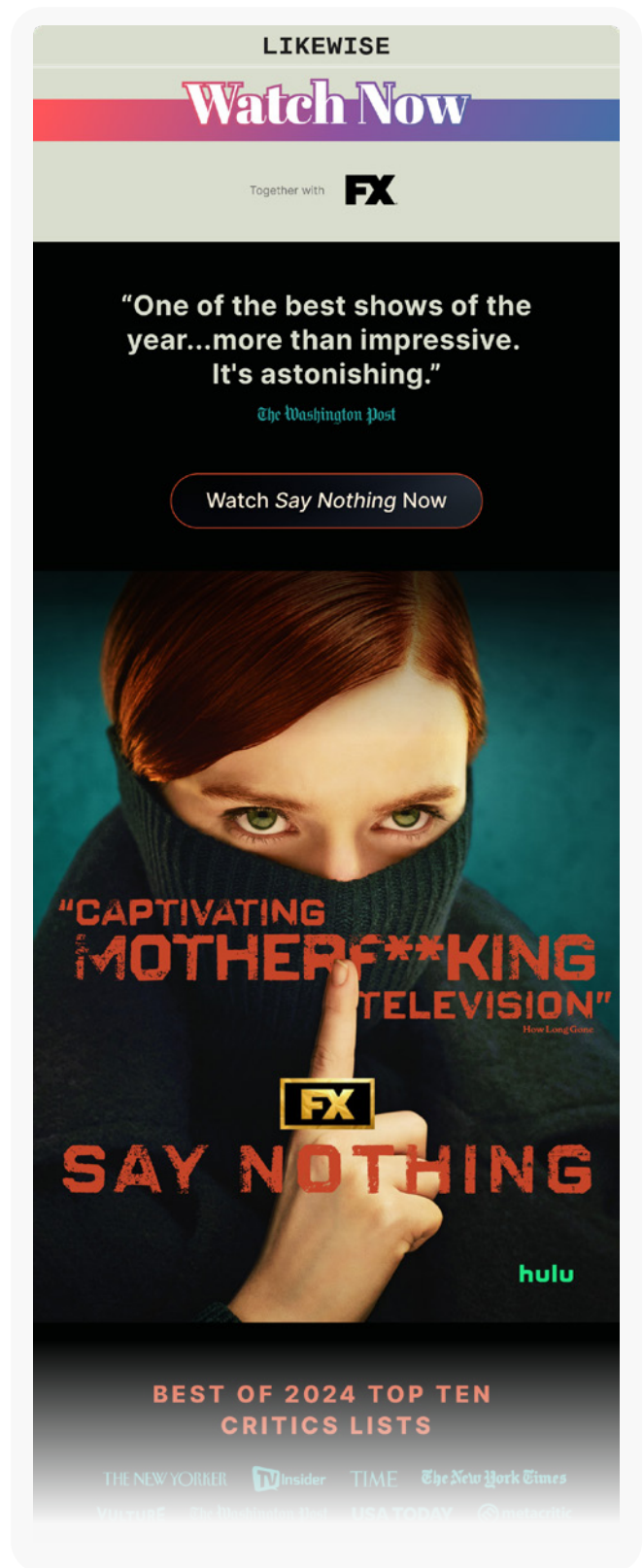
Asset Specs

Item	Description
Logo	SVG (recommended), .PNG <5 MB with longest dimension at least 500px
Title Treatment (logo)	SVG (recommended), .PNG <5 MB with longest dimension at least 500px
Promotional image (poster)	1200×1800px .PNG or .JPG, < 10 MB



NEWSLETTER TAKEOVER

Watch Now Advertorial Examples



NEWSLETTER TAKEOVER

Read Now E-Blast

Read Now is a custom-built e-blast optimized to drive users to a read a specific book title. The content is 100% oriented around the title, and custom designed to maximize impact and CTA engagement.

How It's Built

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Client Assets Required

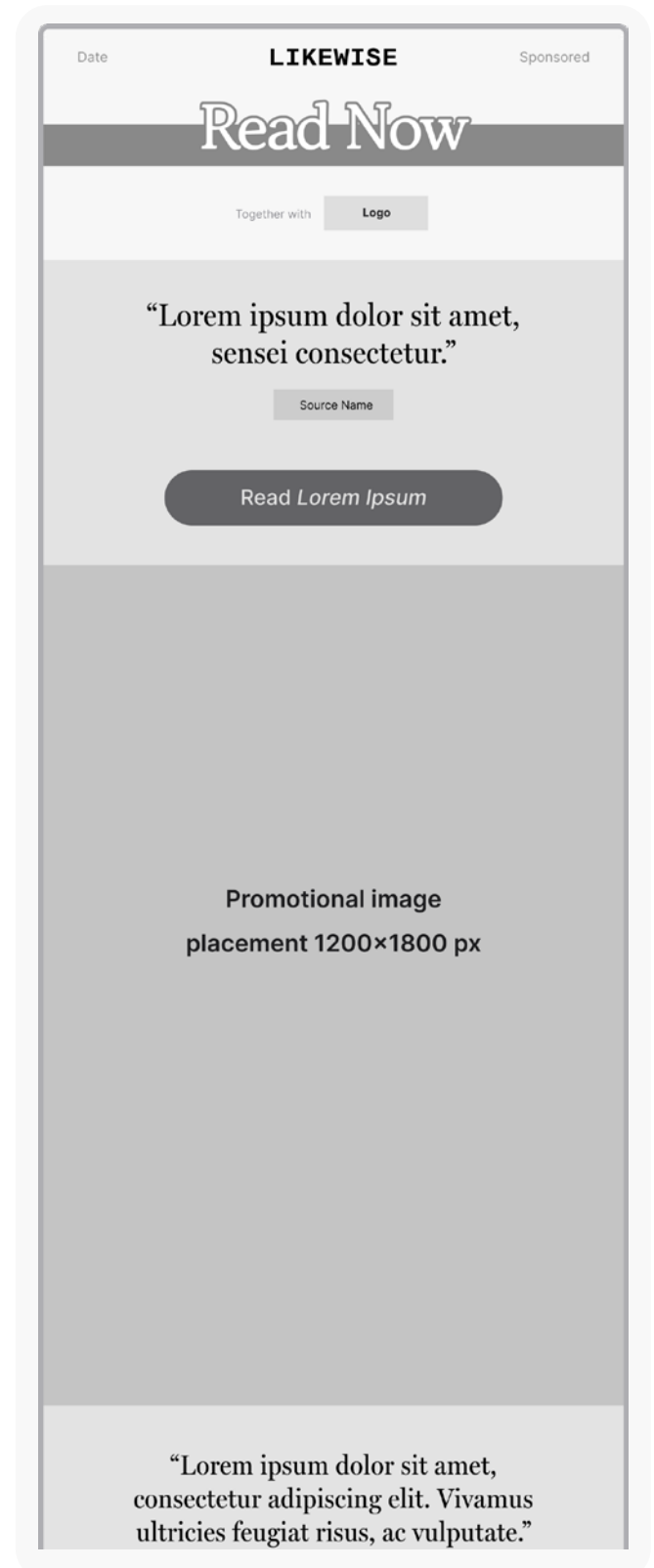
- Hi-res Partner Logo
- Hi-res Title Treatment (title logo)
- Hi-res Title Promotional Image (book art)
- 4-6 industry reviews (or Likewise can source)
- CTA Messaging
- Click-Thru URL

Tags Accepted

- 1x1 Pixel Impression Trackers
- Click Trackers

Asset Specs

Item	Description
Logo	SVG (recommended), PNG <5 MB with longest dimension at least 500px
Title Treatment (logo)	SVG (recommended), PNG <5 MB with longest dimension at least 500px
Promotional image (book art)	1200x1800px .PNG or .JPG, < 10 MB





NEWSLETTER EDITORIAL INTEGRATIONS

Editorial Integrations

Custom built, co-branded editorial integration within an existing Likewise newsletter, such as Watchlist, Booklist, Podlist or Trendlist.

There are two available co-branded integration placements in our editorial newsletters - Position A, which appears above the fold, and Position B, which appears below the fold.

How It's Built

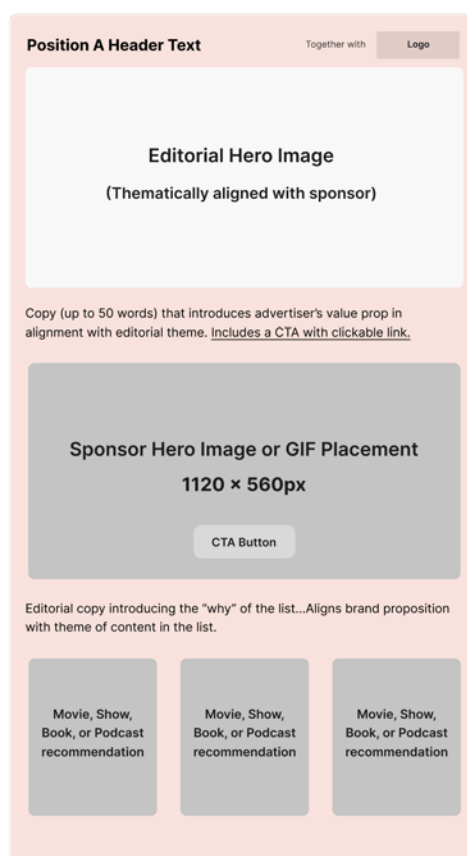
All custom newsletter placements are written, designed and built by our in-house content team. Our advertising partners review, provide feedback on and approve all newsletter assets before they deploy.

Client Assets Required

- Hi-res Logo
- Hi-res Hero Imagery or Video
- Key Messaging / CTAs
- Click-Thru URL

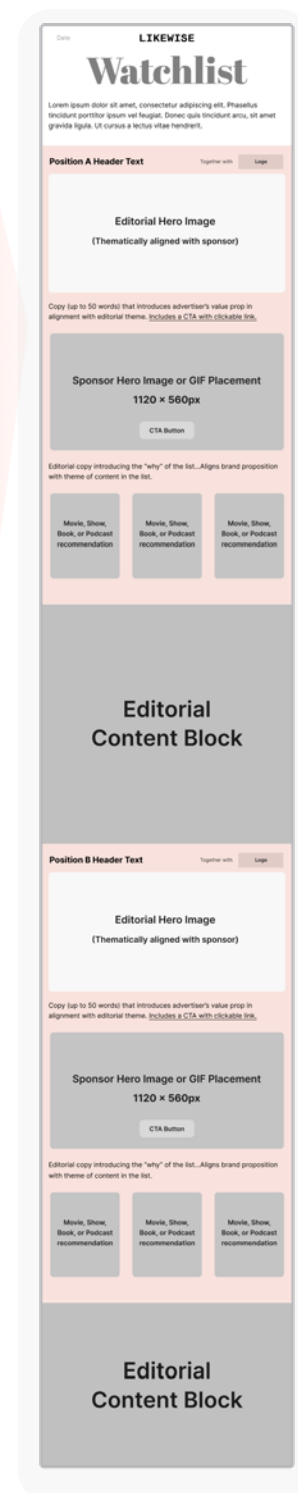
Asset Specs

Item	Description
Logo	SVG (recommended), .PNG <5 MB with longest dimension at least 500px
Hero image	1120x560px .PNG or .JPG, < 500 KB
Hero video	560x280px Animated .GIF, :06 seconds or less, < 500 KB



Tags Accepted

- 1x1 Pixel Impression
- Trackers
- Click Trackers



NEWSLETTER EDITORIAL INTEGRATIONS

Editorial Integrations Examples

The List

Together with **alloy**

Menopause may be inevitable, but suffering through it isn't. All it takes to get started is to [fill out a medical intake form](#), and a doctor will come up with a personalized treatment plan based on your medical history and symptoms. You'll have unlimited messaging with your doctor, and your treatments are shipped directly to your door. [Relief is on the way.](#)



[START YOUR TREATMENT PLAN →](#)

Hidden Gems of Sexual Rediscovery



Gloria Bell

Julianne Moore plays a vibrant 58-year-old woman rediscovering love and life on her terms while dancing through LA's nightlife.

[Add to watchlist](#)



Good Luck to You, Leo Grande

Emma Thompson plays a retired teacher seeking to explore her sexuality with the help of a young sex worker to break free from years of unfulfilled desires.

[Add to watchlist](#)



Mrs. Fletcher

Empty nester and divorcée Eve Fletcher (**Kathryn Hahn**) is on a journey to reinvent her life and find the happiness and sexual fulfillment that's always eluded her.

[Add to watchlist](#)

The List

Together with **Betterment**

Betterment is an automated investing app with expert-built portfolios that puts your money to work. Our automated tech makes it easy and simple to get in the market, and stay in the market, without checking your phone every day. [Visit Betterment.com](#) to start planning for your financial future today.



Girl Math in TV & Movies

Girl math—a new way to rationalize spending money— took TikTok by storm in 2023. Learn from your favorite characters' hilarious mistakes before you girl math that tax refund away on a new pair of shoes!



Gilmore Girls

S1 E20 "Okay, see this blazer? It was 175,000% off." "Why the sudden need to dress me?" "I thought you might look nice in some of these things and since they were 600,000% off..." Lorelai was an innovative shopper, using girl math decades before it blew up on TikTok.

[Where to watch](#)



No Hard Feelings

"How old are you?" "I just turned 29." "Recently?" "Last year." "So you're 29?" "Last year." "And how old are you, like right now?" "One more year older." "So 30?" "Yeah, 32." As viewers learned from Maddie, a 32-year-old who is *basically* still in her early 20s, Girl math doesn't only apply to money.

[Where to watch](#)



The Office

S2 E13 "They took my card away because I spent \$80 at a magic shop. What they don't understand is that I bought the stuff to impress potential clients. So business related, right?" Despite his financially reckless spending habits, Michael Scott's investment was later responsible for the [best intro in television history](#) in Season 7, Episode 1.

[Where to watch](#)

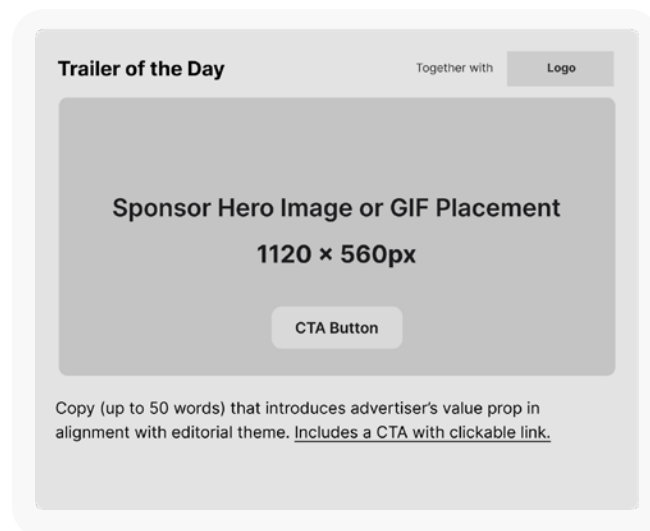
NEWSLETTER EDITORIAL INTEGRATIONS

Trailer of the Day

We offer our entertainment clients the opportunity to highlight their movie or show trailer as the featured “Trailer of the Day”. This integration can be an add-on to a Branded Newsletter Takeover or be considered a Native Editorial Integration placement.

How It’s Built

All custom newsletter placements are written, designed and built by our in-house content team. Our advertising partners review, provide feedback on and approve all newsletter assets before they deploy.



Client Assets Required

- Hi-res Logo
- Hi-res Hero Imagery from Trailer
- Key Messaging / CTAs
- Click-Thru URL to Trailer Video

Tags Accepted

- 1×1 Pixel Impression Trackers
- Click Trackers

Asset Specs

Item	Description
Logo	SVG (recommended), PNG <5 MB with longest dimension at least 500px
Hero image	1120×560px .PNG or .JPG, < 500 KB
Hero video	560×280px Animated .GIF, :06 seconds or less, < 500 KB

NEWSLETTER EDITORIAL INTEGRATIONS

Trailer of the Day Examples

The Trailer

Together with

Spider-Man: Across the Spider-Verse

Miles Morales returns for the next chapter of the Oscar-winning Spider-Verse saga, ***Spider-Man: Across the Spider-Verse***. After reuniting with Gwen Stacy (Hailee Steinfeld), Brooklyn's friendly neighborhood Spider-Man is catapulted across the Multiverse, where he encounters the Spider Society.

A cast of new characters includes Issa Rae as Jessica Drew (Spider-Woman), Daniel Kaluuya as Hobie Brown (Spider-Punk), Jason Schwartzman as The Spot, and Oscar Isaac as Miguel O'Hara (Spider-Man 2099). ***Spider-Man: Across The Spider-Verse*** swings into movie theaters on June 2nd. [Advanced tickets now on sale!](#)

Buy Tickets

Tráiler del día (Trailer of the Day)

Together with

City of Dreams

An incredible story inspired by true events from the executive producers of ***Sound of Freedom*** and EPs **Yalitza Aparicio (*Roma*)** and **Luis Fonsi!** Jesús' dreams of becoming a soccer star are shattered when he's trafficked across the border and sold to a sweatshop making fast fashion in downtown L.A. Thrust into a world of exploitation and despair, he finds solace in fellow victim Elena. When she goes missing, Jesús realizes that the only way to save himself and the others is to fight back, even if it costs him his life. In theaters August 30.

Ver tráiler!

NEWSLETTER EDITORIAL INTEGRATIONS

Sponsored Title

Sponsor a single title within the Bookmarks section. Placement includes title name, title art, a ~150 character description, and CTA button / link.

How It's Built

All custom newsletter placements are written, designed and built by our in-house content team. Our advertising partners review, provide feedback on and approve all newsletter assets before they deploy.

Client Assets Required

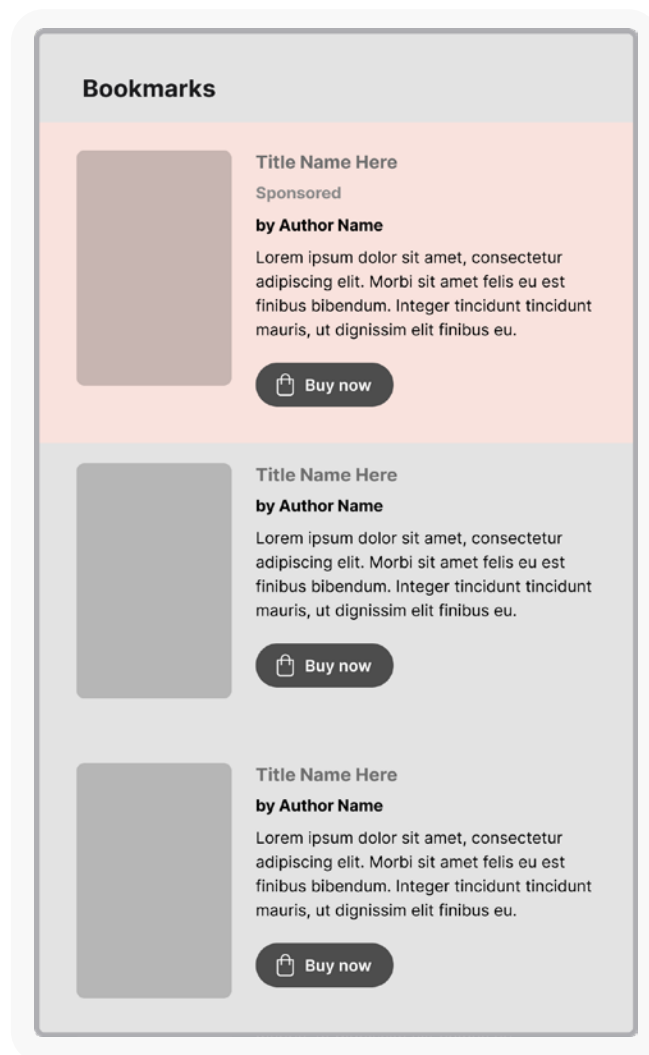
- Hi-res Title Art
- 150 character description
- CTA and Click-Thru URL

Tags Accepted

- 1x1 Pixel Impression Trackers
- Click Trackers

Asset Specs

Item	Description
Title art	1200×1800px .PNG or .JPG, < 10 MB



NEWSLETTER EDITORIAL INTEGRATIONS

Sponsored Title Examples



Bloodshot

Sponsored

by Fred Van Lente

If you crave heart-pounding action and complicated characters, don't miss this all-new origin story based on the hit comic series! **Alex Segura**, bestselling author of *Alter Ego*, hails this "the kind of novel you won't be able to ignore until you've hit the last page."

 Buy now



Where Shadows Bloom

Sponsored

by Catherine Bakewell

New from **Catherine Bakewell** (*Flowerheart*)! A dreamy sapphic tale, this "rich confection" (**Ava Reid**) blends "the glittering balls of *Bridgerton* [with] the dark mystique of magic" (**Leslie Vedder**).

 Buy now



Advent

Sponsored

by Seth Ring

Bestselling LitRPG author **Seth Ring** returns with an epic new series that'll take you on the adventure of a lifetime (just ignore the weird cat). *NYT* bestselling author **Jonathan Maberry** proclaims: "This book has it all—wild action, bizarre aliens, relatable characters, and devious plot twists."

 Buy now

NEWSLETTER EDITORIAL INTEGRATIONS

Image Ad Integration

A Newsletter Image Ad Integration is a client asset / key static or GIF visual that appears within an existing, regularly scheduled editorial newsletter such as Watchlist, Booklist, Podlist or Trendlist.

There are two available Image Ad placements in our editorial newsletters - Position A, which appears above the fold, and Position B, which appears below the fold.

How It's Built

All custom newsletter placements are written, designed and built by our in-house content team. Our advertising partners review, provide feedback on and approve all newsletter assets before they deploy.

Client Assets Required

- Hi-res Partner Logo
- Hi-res Title Treatment (title logo)
- Hi-res Title Promotional Image (book art)
- 4-6 industry reviews (or Likewise can source)
- CTA Messaging
- Click-Thru URL

Tags Accepted

- 1x1 Pixel Impression Trackers

Item	Description
Logo	SVG (recommended), PNG <5 MB with longest dimension at least 500px
Title Treatment (logo)	SVG (recommended), PNG <5 MB with longest dimension at least 500px
Promotional image (book art)	1200x1800px .PNG or .JPG, < 10 MB

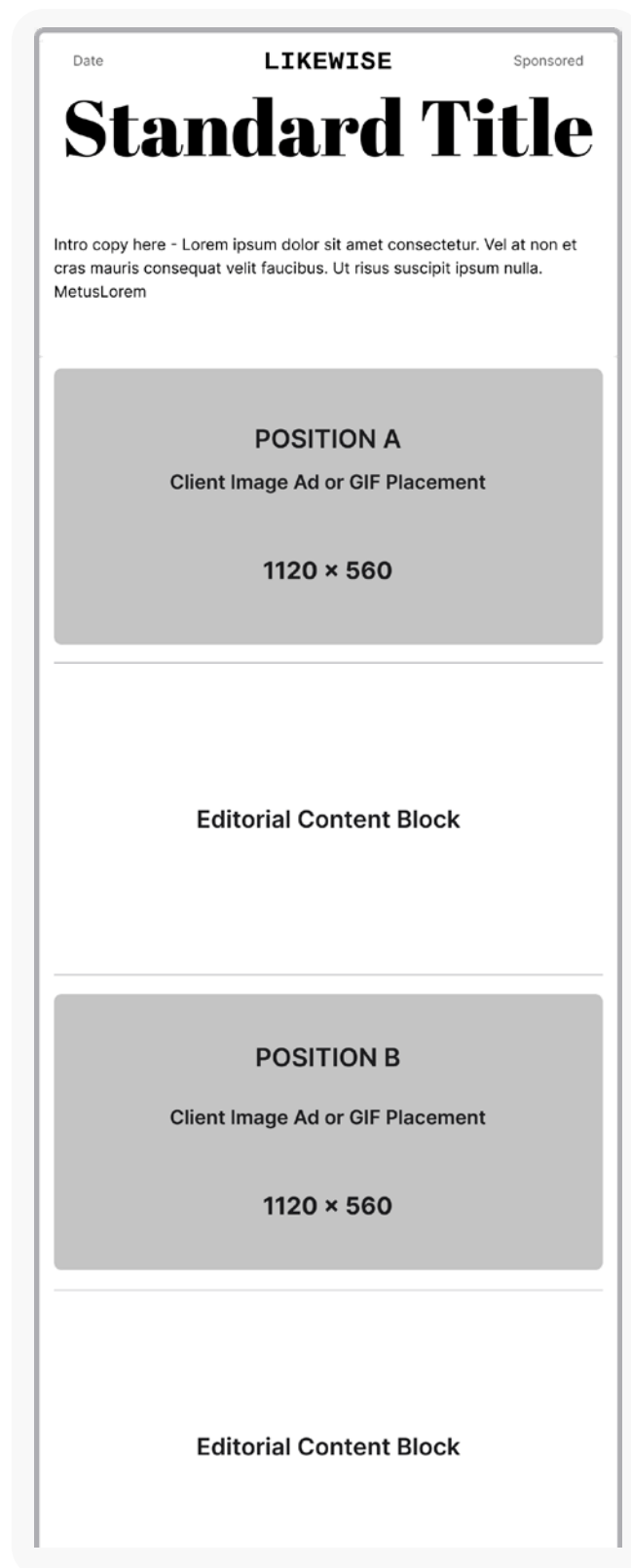
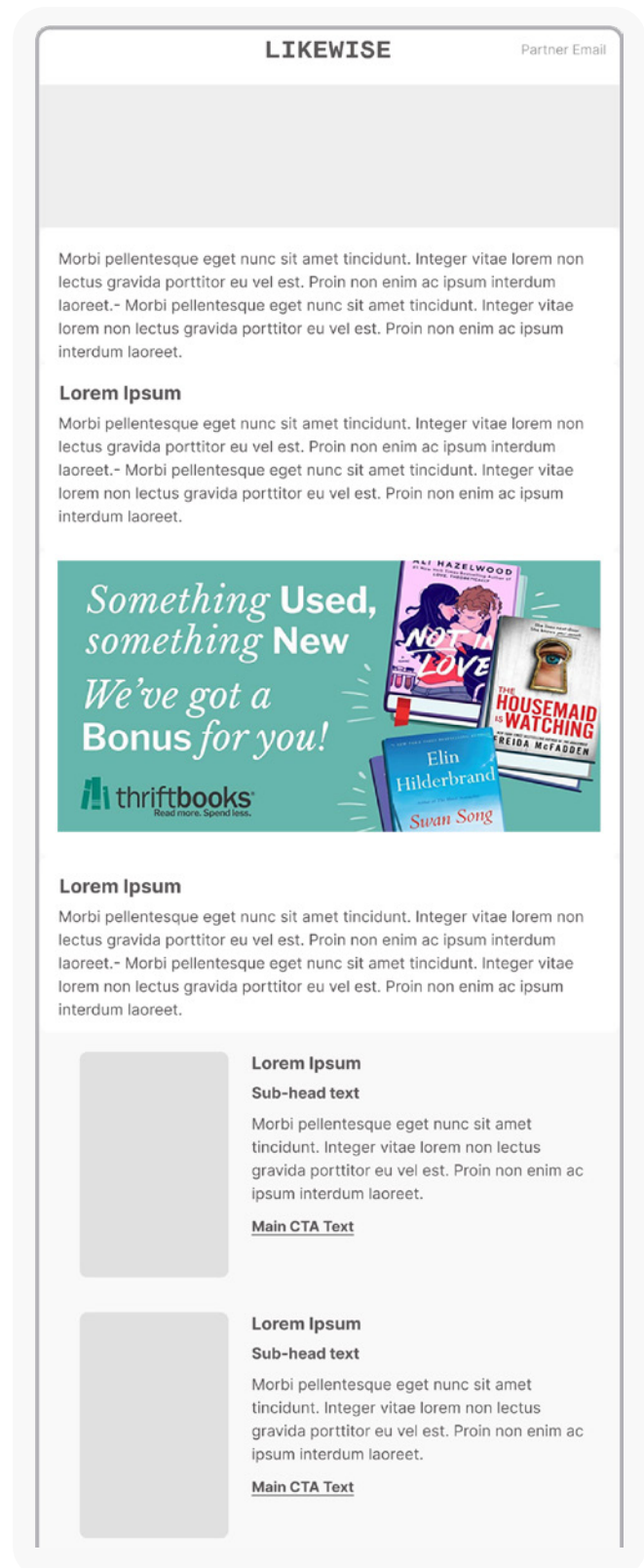
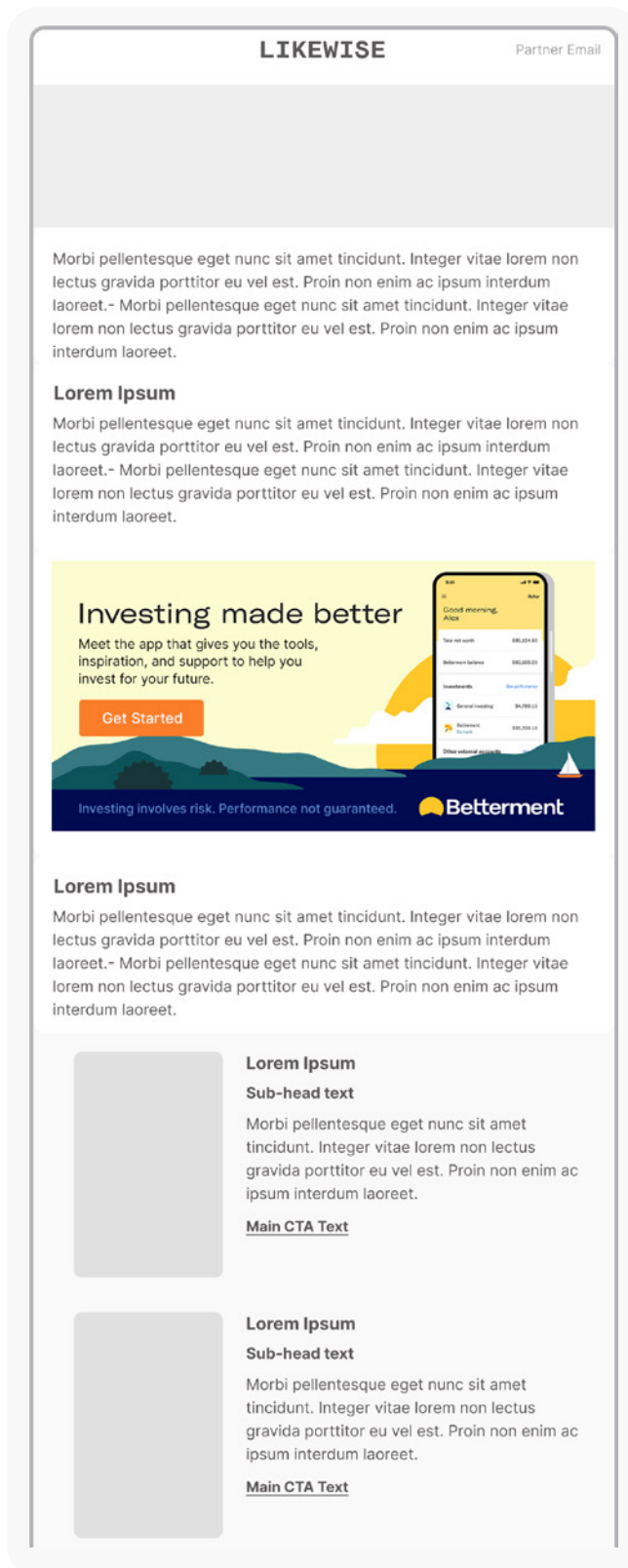


Image Ad Integration Examples



MOBILE APP

First Impression Takeover

Pop-Up Static Overlay that appears upon opening the mobile app.

Note: Advertiser to provide imagery to-spec, or Likewise can build in-house.

Client Assets Required

- Hi-res Logo
- 1200 × 2000 Hi-res Hero Visual (Static Image or GIF)
- Key Messaging / CTAs
- Click-Thru URL

Tags Accepted

- 1×1 Pixel Impression Trackers
- Click Trackers

Asset Specs

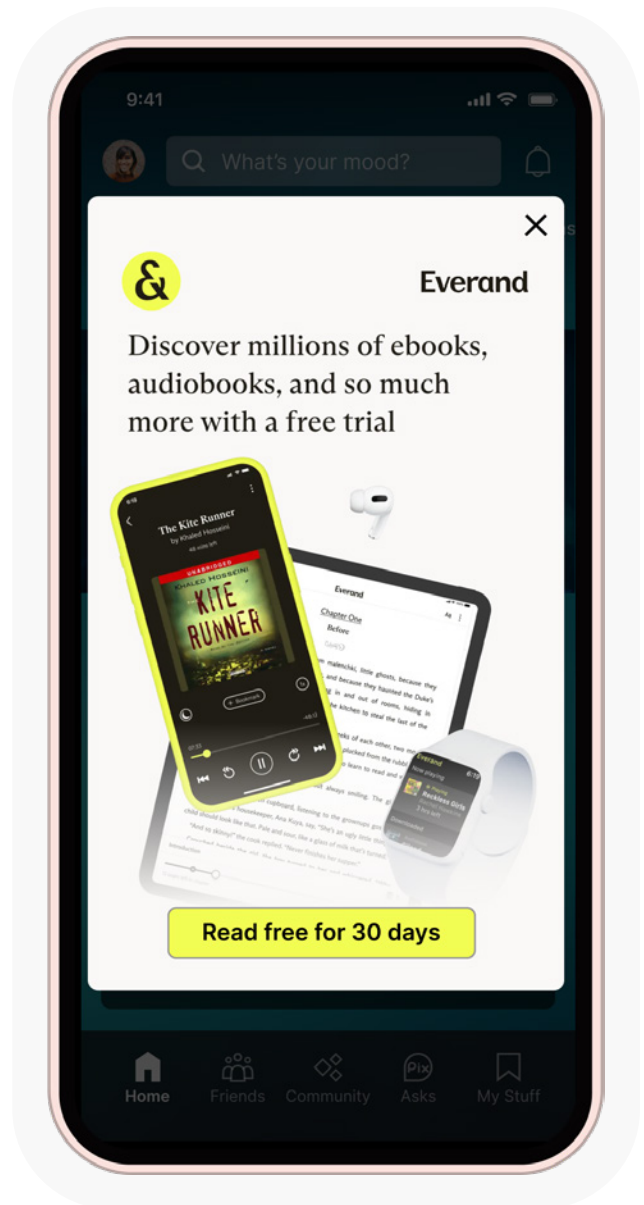
Hero visual

Item	Description
Dimensions	1200 × 2000px
File Type	.PNG, .JPEG, .GIF
File Size	<500 kb



MOBILE APP

First Impression Takeover Examples



MOBILE APP

Home Feed Sponsored Title

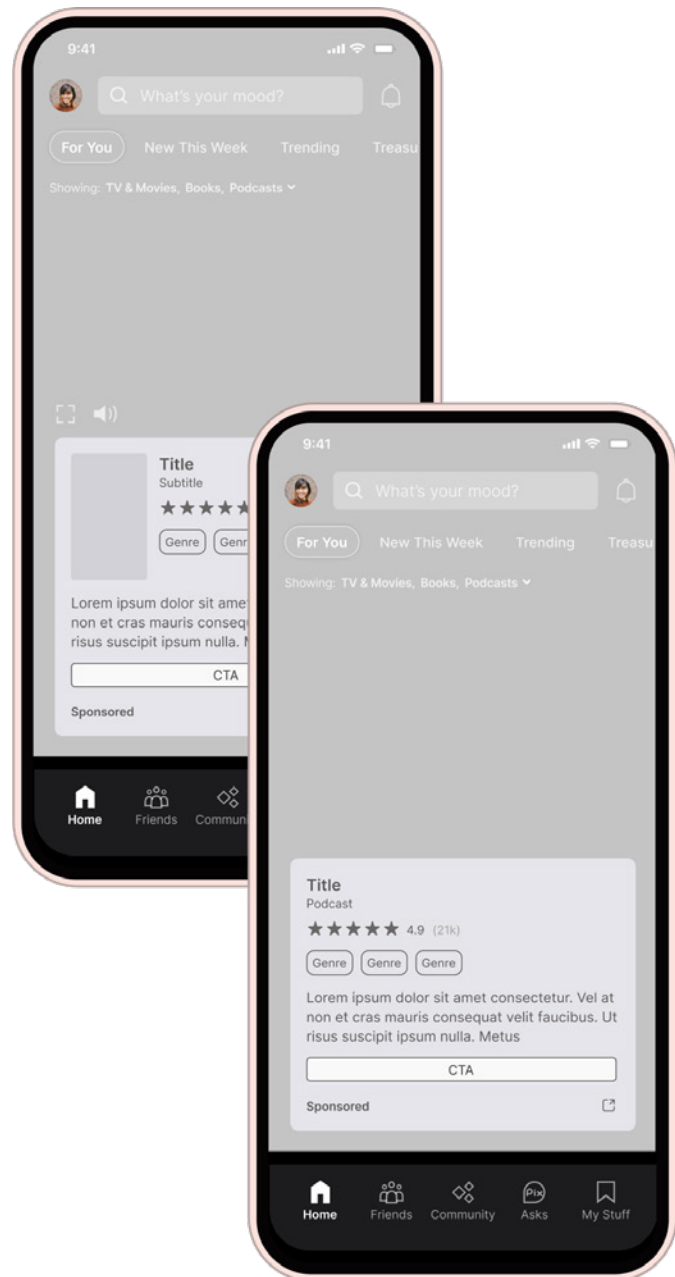
A Home Feed Sponsored Title appears in Homefeed. Designed to look native to the platform, in the same style as organic recommendations.

How It's Built

We flag the sponsored title in our system so that it shows as featured/sponsored in the app Home feed. We also include your custom description copy.

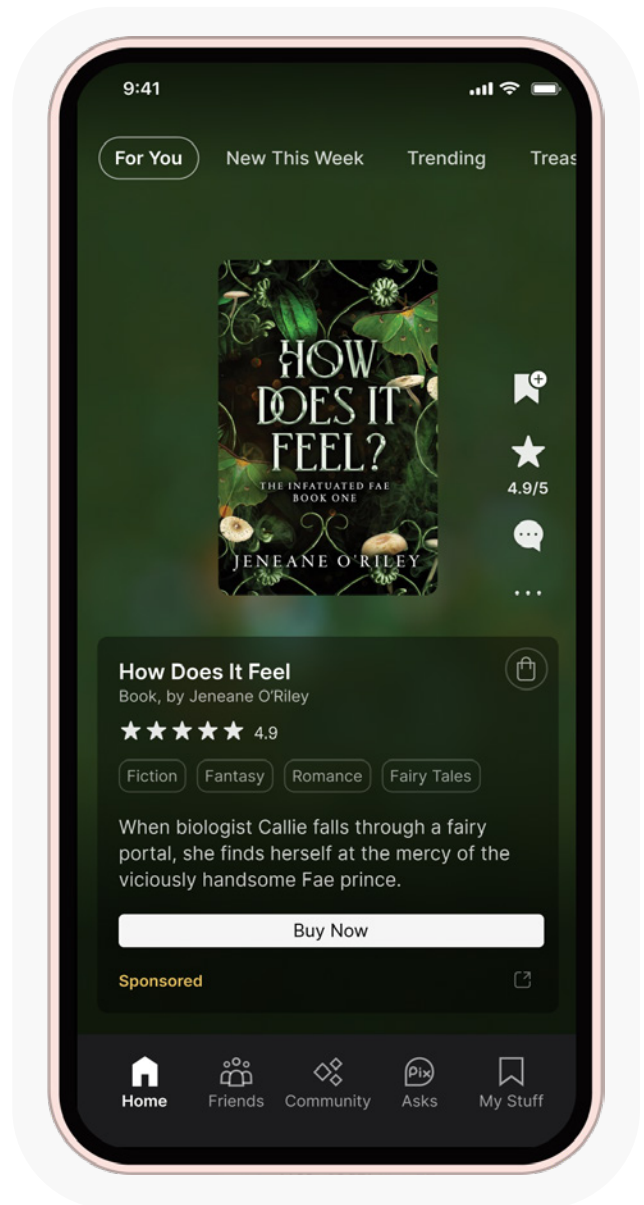
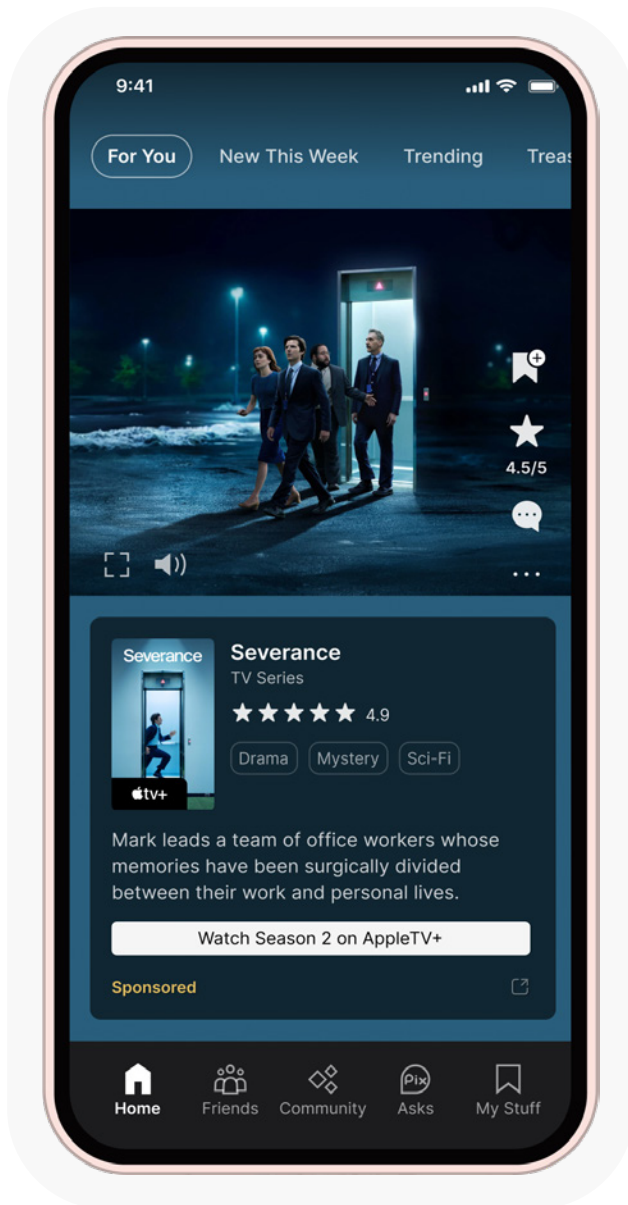
Client Assets Required

- Selected Title
- Description copy (140 characters)
- Note: copy can be written by Likewise editorial team if requested



MOBILE APP

Home Feed Sponsored Title Examples



MOBILE APP

Home Feed Sponsored List

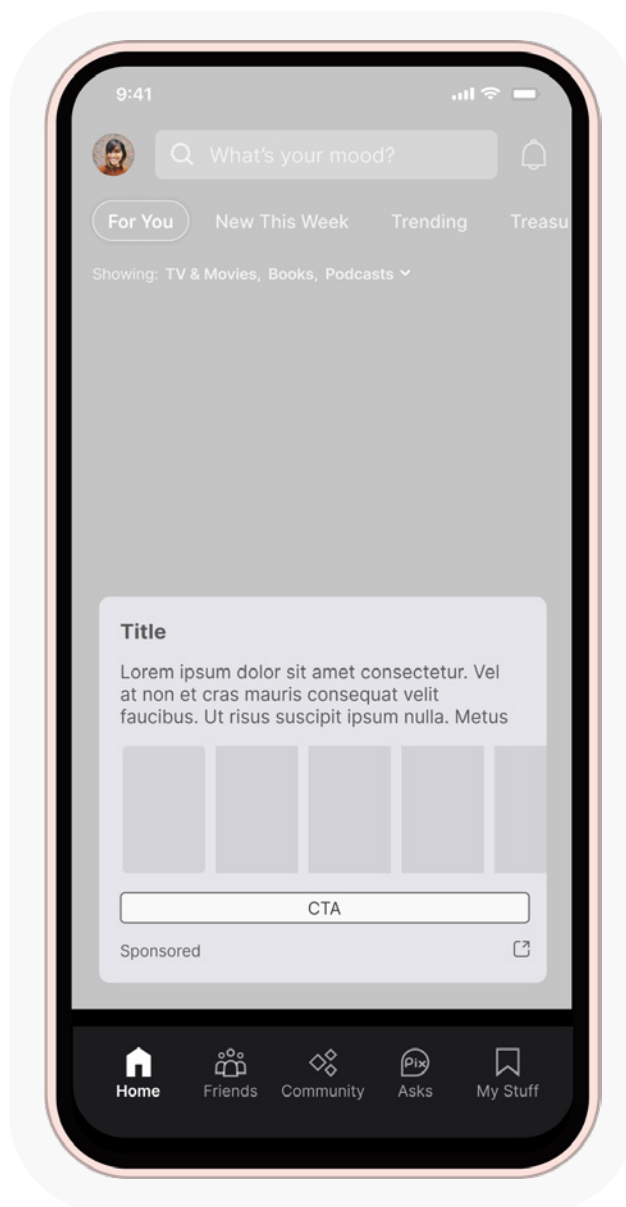
The Home Feed Sponsored List appears in the Likewise mobile app home feed. It is designed to look native to the platform, in the same style as organic lists.

How It's Built

We flag the sponsored title in our system so that it shows as featured/sponsored in the app Home feed. We also include your custom CTA copy and link.

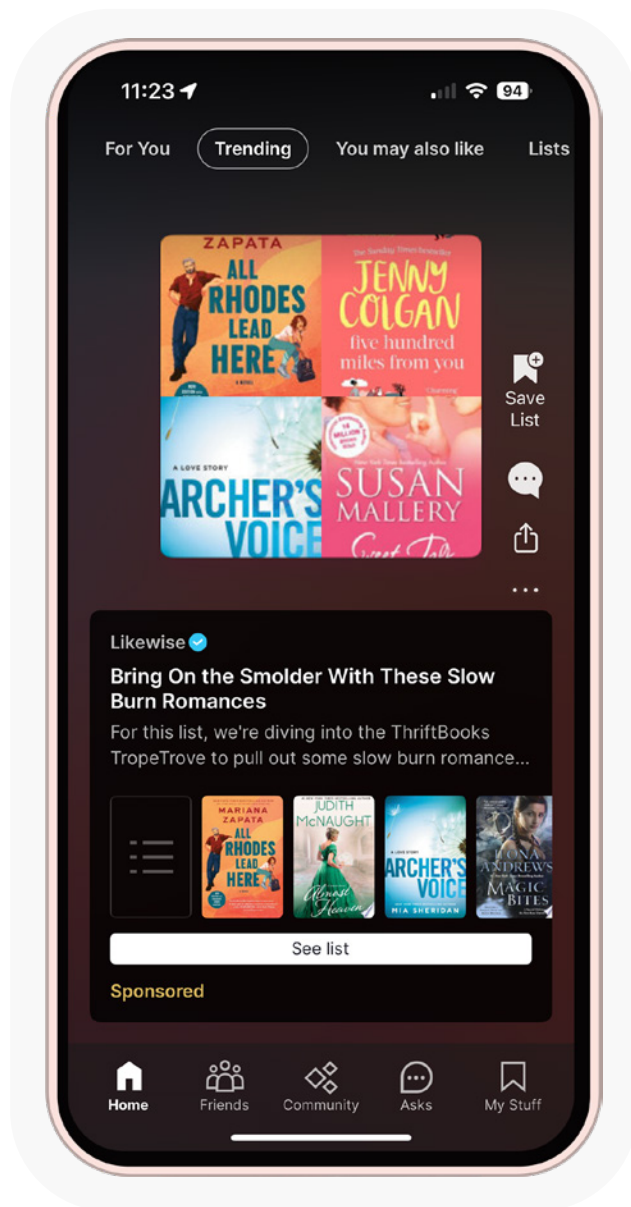
Client Assets Required

- Selected Titles
- Description copy (140 characters)
- Note: copy can be written by Likewise editorial team if requested



MOBILE APP

Home Feed Sponsored List Examples



MOBILE APP

Home Feed Image Ad

Full-bleed 1080×1920 image with Live Text (optional) and CTA button text (required). The button is part of the UI so please do not include in the background artwork.

Note: Advertiser to provide imagery to-spec, or Likewise can build in-house.

Client Assets Required

- 1080 × 1920 Hi-res Hero Image
- Key Messaging / CTAs
- Click-Thru URL

Tags Accepted

- 1×1 Pixel Impression Trackers
- Click Trackers

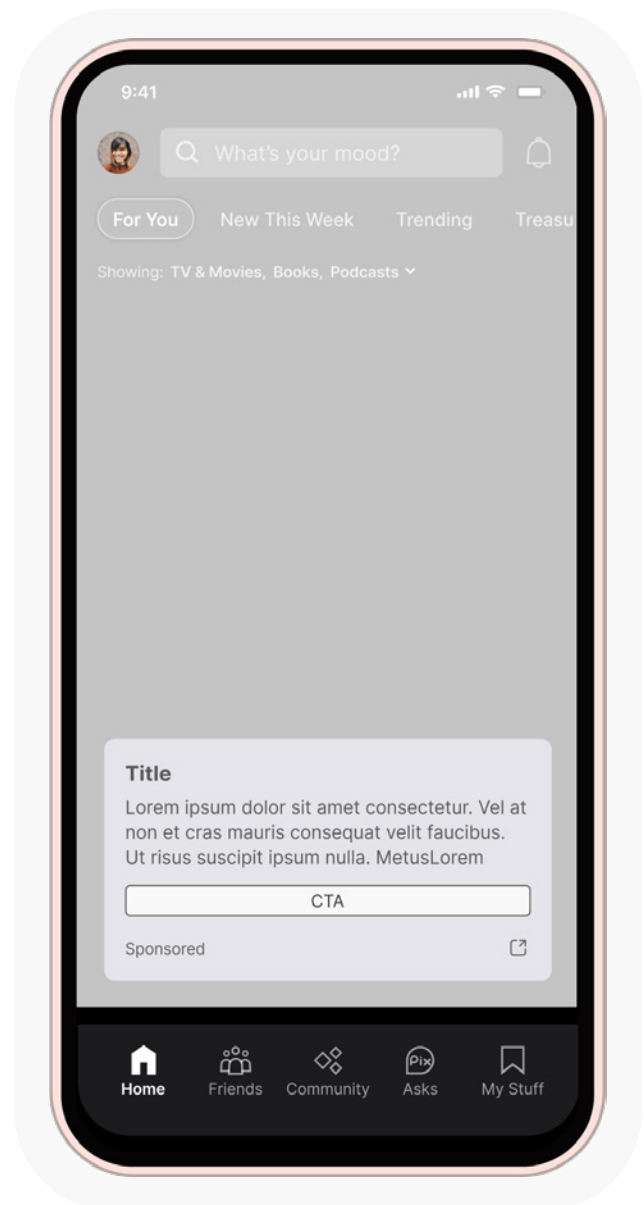
Asset Specs

Hi-Res Hero Image

Item	Description
Dimensions	1080 × 1920
File Type	.PNG, .JPEG
File Size	1000 KB

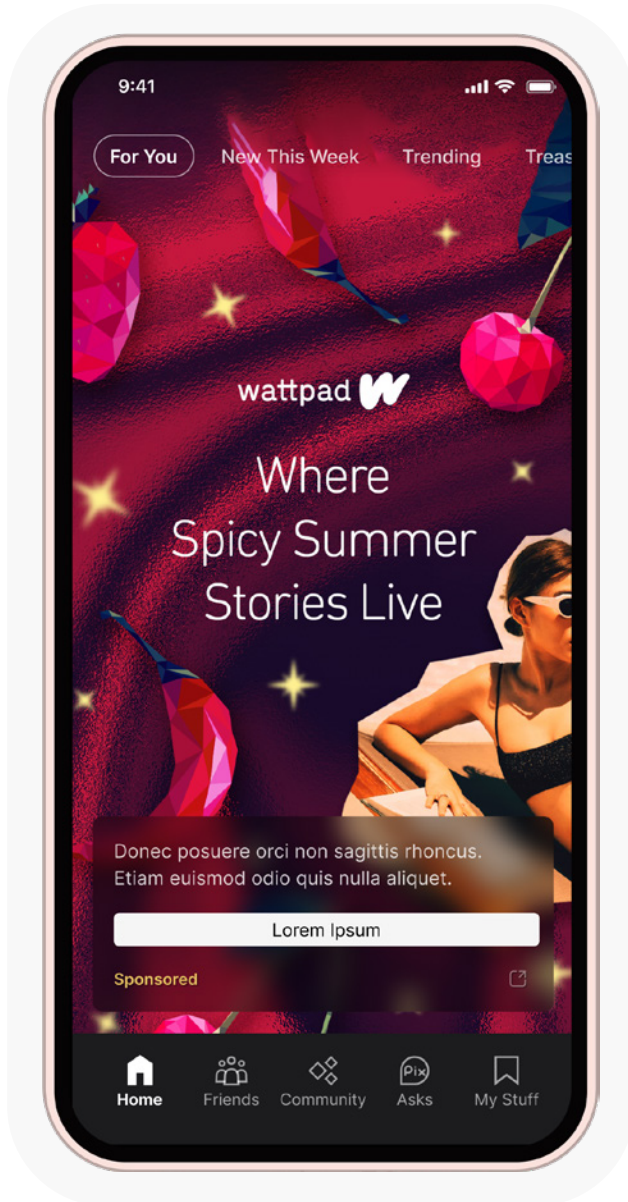
Live Text

Item	Description
Title / Headline	40 characters (optional)
Body Copy	130 characters (optional)
CTA	40 characters (optional)



MOBILE APP

Home Feed Image Ad Examples



MOBILE APP

Home Feed Video Ad

Full-bleed 1080×1920 vertical video unit with Live Text (optional) and CTA button (required).

Client Assets Required

- 1080 × 1920 Vertical Video File (MP4 Preferred)
- Key Messaging / CTAs
- Click-Thru URL

Tags Accepted

- 1×1 Pixel Impression Trackers
- Click Trackers

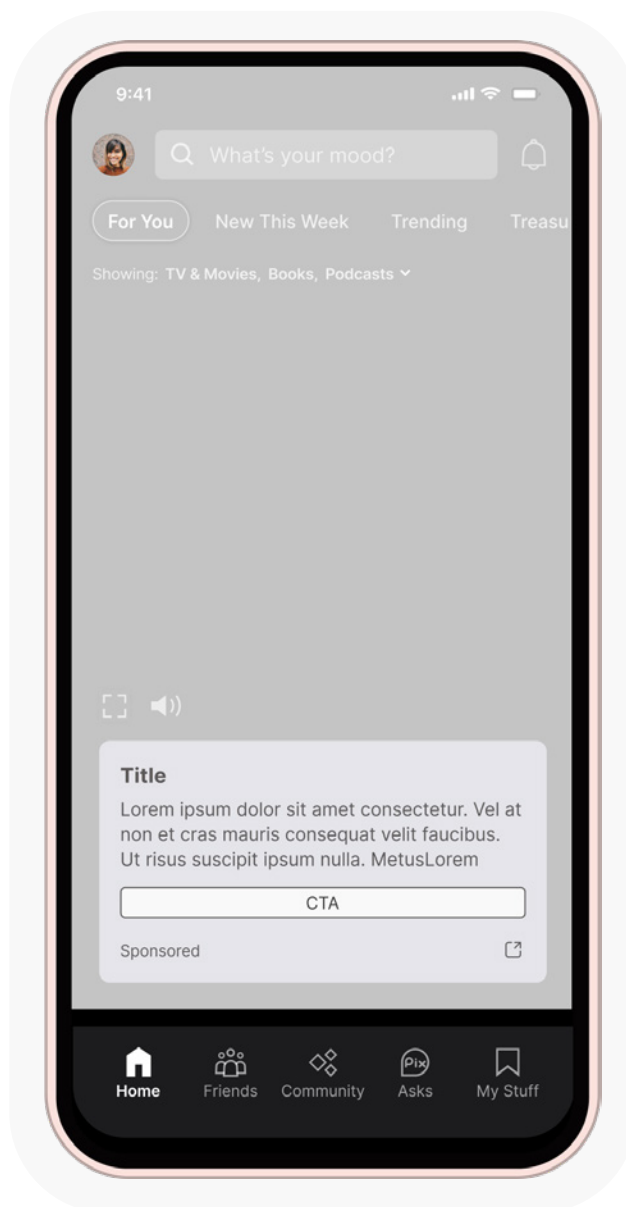
Asset Specs

Hero video

Item	Description
Dimensions	1080 × 1920
File Type	MP4
File Size	100 MB

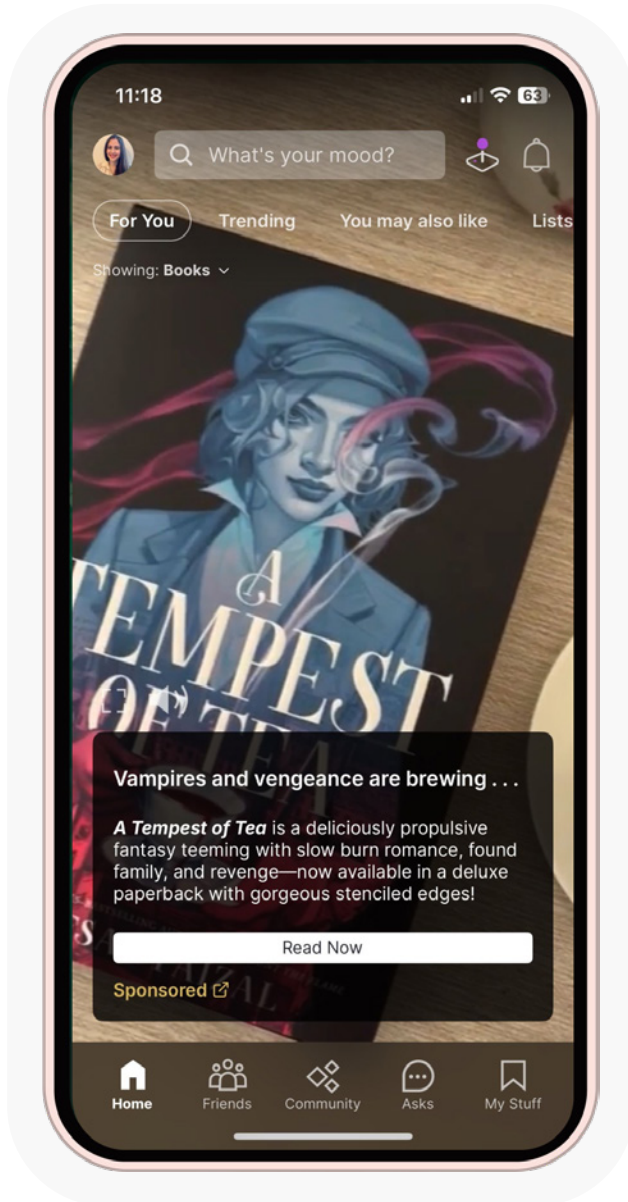
Live Text

Item	Description
Title / Headline	40 characters (optional)
Body Copy	130 characters (optional)
CTA	40 characters (optional)



MOBILE APP

Home Feed Video Ad Examples



MOBILE APP

Push Notifications

Mobile App Push Notifications include a headline and body copy. Copy can be written in-house by the Likewise content team or provided by the advertiser.

Client Assets Required

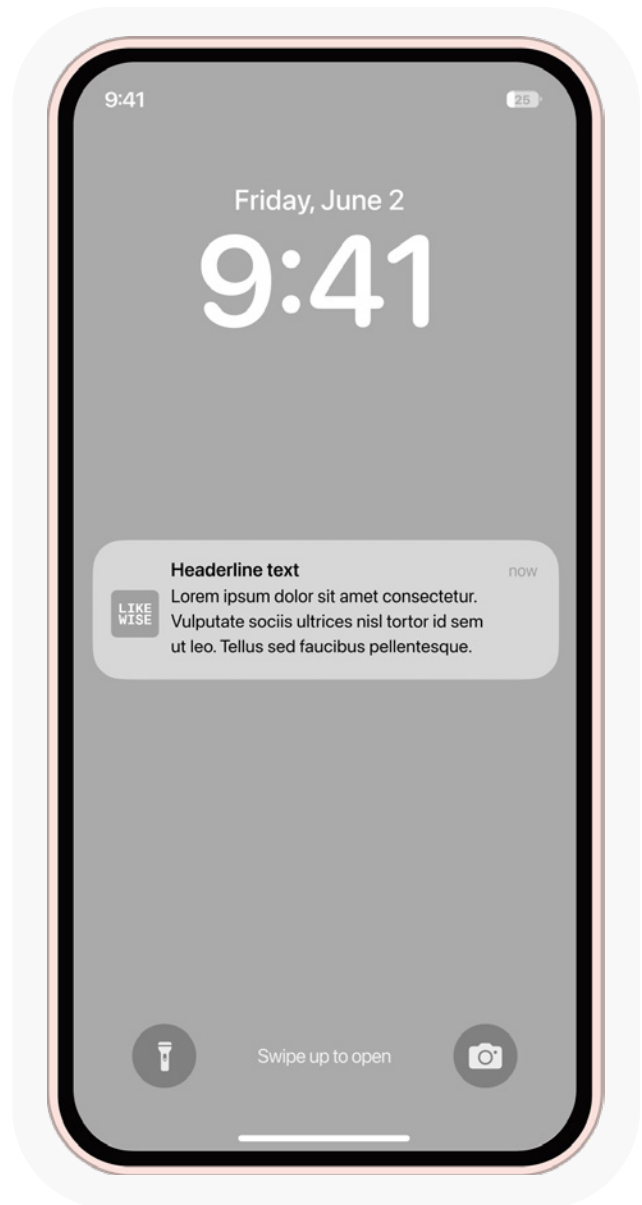
- Key Messaging / CTAs
- Click-Thru URL

Tags Accepted


- 1x1 Pixel Impression Trackers
- Click Trackers

Asset Specs

Item	Description
Headline	25 characters (max)
Body Copy	80 characters (max)



Push Notifications Examples




Happy CoHo Day now

Get the books that made author Colleen Hoover a superstar for only \$9.99 today!



Free Exclusive Screening now

You're officially invited to a special, one-night only screening of "The Ballad of Wallis Island" in NYC.



Making it Easy now

Enjoy financial drama on screen not in real life! Betterment is built to make investing easy. Tap to learn more.

DIGITAL DISPLAY

Web Display Banners

Likewise offers IAB standard web slots across our desktop and mobile websites, as well as CTV - Likewise.com and LikewiseTV.com.

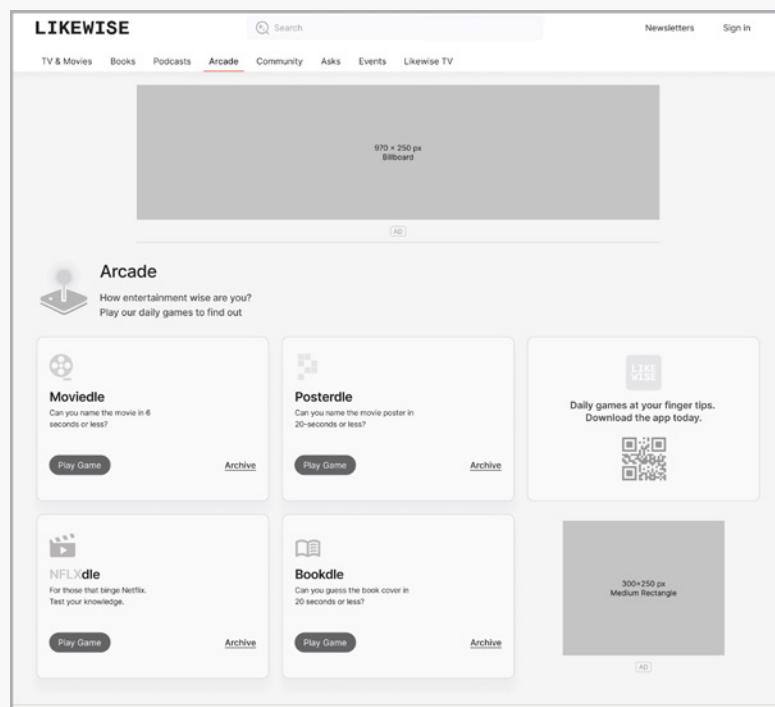
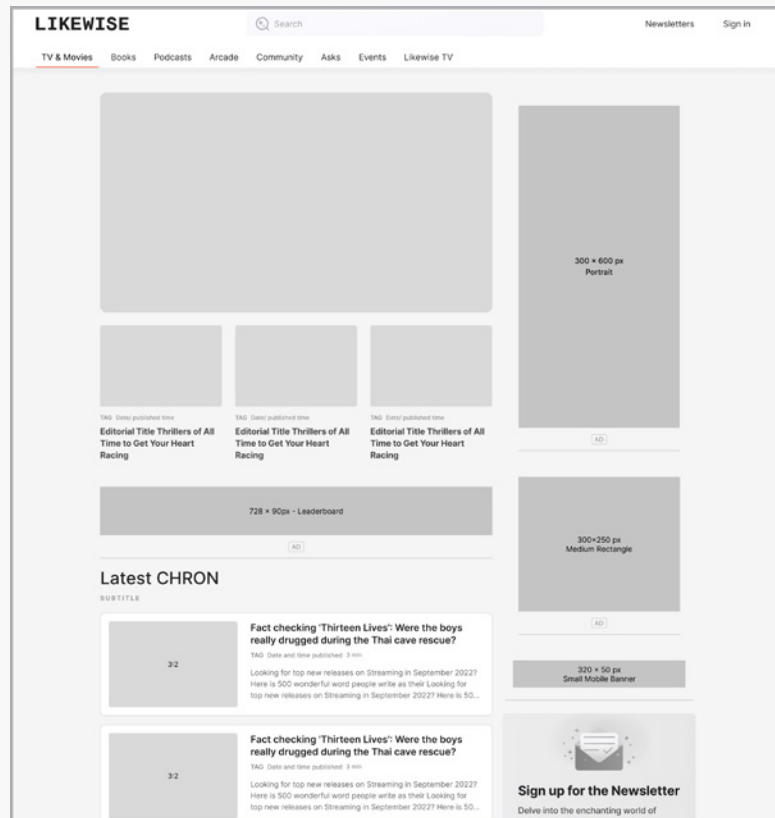
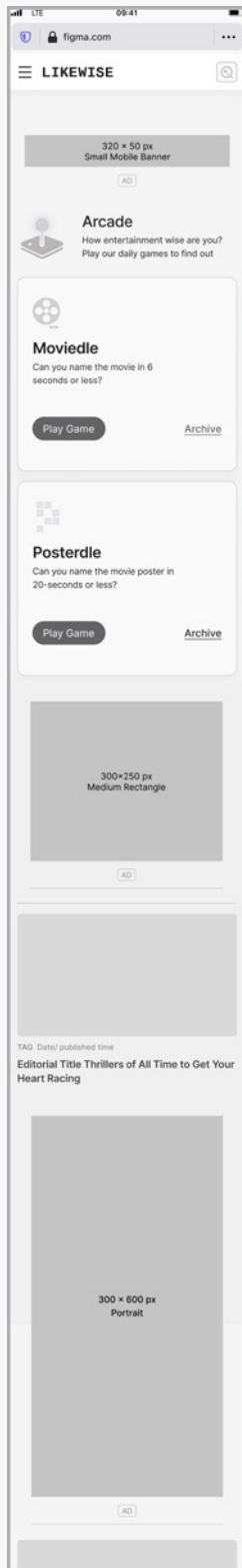
Ad Unit Specs

Item	Description
Accepted Formats	HTML5 preferred, JPG, PNG, GIF
Tag Requirements	<ul style="list-style-type: none"> • Full tags matching IO line items • Max 4 tags / pixels appended • Must be SSL compliant
Max K Size	<ul style="list-style-type: none"> • Static 50k • HTML5 200k
Animation Guidelines	<ul style="list-style-type: none"> • Video Length = :15 • Frame Rate = 24 FPS

Ad Unit Sizes

Name	Size	Location
Half Page Ad	300×600	Desktop, Mobile
Leaderboard	728×90	Desktop, Mobile
Super Billboard	970×250	Desktop
Billboard	970×90	Desktop
Medium Rectangle	300×250	Desktop, Mobile
Mobile Banner	320×50	Desktop, Mobile

Web Display Banners Locations



DIGITAL DISPLAY

App Display Banners

We offer an IAB standard 300×250 and 300×50 ad unit slots across our mobile app ecosystem.

Ad Unit Specs

Item	Description
Accepted Formats	HTML5 preferred, JPG, PNG, GIF
Tag Requirements	<ul style="list-style-type: none"> • Full tags matching IO line items • Max 4 tags / pixels appended • Must be SSL compliant
Max K Size	<ul style="list-style-type: none"> • Static 50k • HTML5 200k
Animation Guidelines	<ul style="list-style-type: none"> • Video Length = :15 • Frame Rate = 24 FPS

Ad Unit Sizes

Name	Size	Location
Medium Rectangle	300×250	Desktop, Mobile
Mobile Leaderboard	300×50	Desktop, Mobile

For additional information

Partnerships: likewise.com/advertise

Media: likewise.com/press

*Thank
you!*