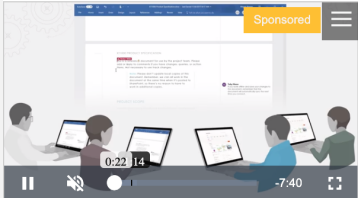# N.Rich ABM Advertising formats specification

Ad format	Engagement metric	Textual elements	Image / video elements	Creative notes	Sample
Cross- channel ad	Click	1-5 headlines: 30 chars 1-5 descriptions: 80 chars CTA text: Predefined options (localized versions available)	1-15 images (.jpg / .png) Square: 300 x 300px or more Landscape (1.91:1): 600 x 314px or more File size limit: 5120KB	Automatically mixes and matches the creative elements: all combinations of image+text must make sense. Focus more on landscape than square images (80/20) **Do not use text on images**, it will confuse the optimisation Use the maximum amount of creative elements to increase results	Improve collaboration — 5 must have additions your group chat at work needs
Video ad	Engagement Video view: 20s played	Headline: 23 char Description: 90 chars	Recommended duration: 2-5 minutes Upload from Youtube Import as .mp4, file size limit: 30MB	Longer videos work better in B2B Sound of as default: use captions if possible Relevant content is more important than production value	Microsoft 365 teamwork — Microsoft 365 Director, Jeremy Chapman, covers the teamwork essentials to Microsoft 365.
Video ad CTA	Click	Headline: 23 chars Description: 90 chars Button text: 23 chars	n/a	Shown under the video and after the video was viewed Focus on super-engaged viewers, not a major source of clicks	Demo link
Article ad	Enagegement Reader: 50% scrolled	Header (above image): 23 chars Title (on top of image): 90 chars Article text: 1500-2500 chars	1 image (.jpg / .png) Landscape: 800x600px or more File size limit: 5120KB	Repurpose existing blogs/white papers/articles/web content Header+title+image set relevancy and give reason to read Content should appear editorial instead of an advertisement	Team Work — Breakthrough teamwork tools: 4 tips to identify what works for you
Article ad CTA	Click	Title: 23 chars Description: 90 chars Button text: 23 chars	n/a	Should be placed to the bottom of the article Focus on super-engaged readers, not a major source of clicks	Demo link