

# Editable Ads — Designer Specifications

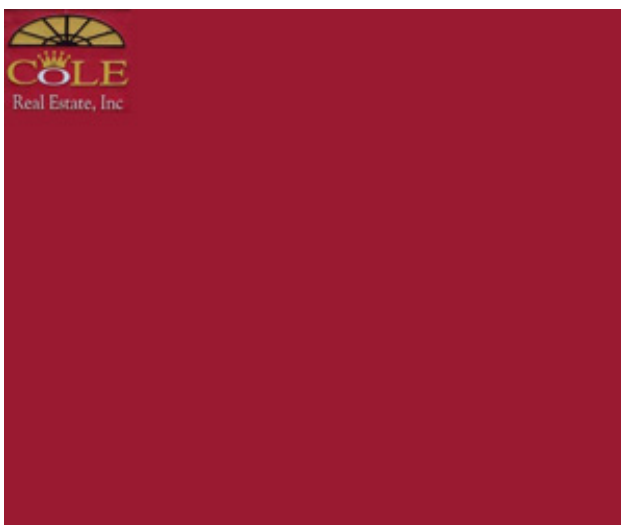
“Editable Ads” from the designer’s perspective are the same as regular ads, with the exception that you need to leave a blank area where the advertiser’s copy is to be automatically placed.

Example:



The left ad above is the final ad provided by the designer. Here, the designer left a blank area in the upper right part of the ad where the advertiser’s Facebook posts could be automatically placed.

It doesn’t matter what size the ad is or what colors the elements are. What does matter is that the envisioned text will fit inside a rectangle. If possible, it’s helpful to have the X, Y, Width, and Height attributes of the rectangle available when finally uploading the image to Broadstreet (in unit of pixels).



Another feature of Broadstreet is the ability to place both text AND images. In this case, you would leave an area for the text like in the example above, and also leave an area for an image. It is possible to place the text on top of the image.