

# Standard Smartad Specs

- **Title:** Maximum 100 characters  
(Recommended: 60-80 characters)  
*When activating programmatically (via a third-party DSP), adhere to your DSP's title requirements.*
- **Image:** 1200x800px
- **CTA Button:** Selected from predefined list available within Amplify Dashboard  
*When activating programmatically (via a third-party DSP), enter a maximum of 20 CTA characters.*

