

# Image Fitment Guide

TACTIC Display Ads

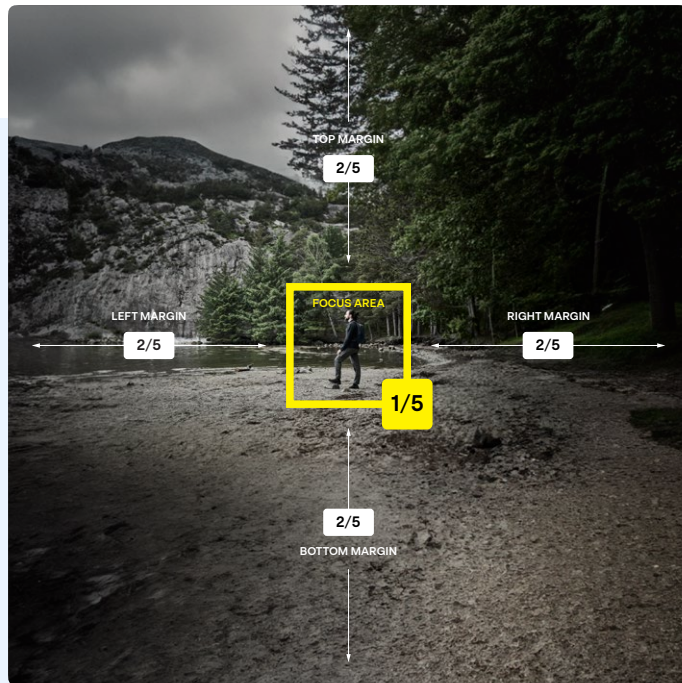
# Which image source is correct?

Good



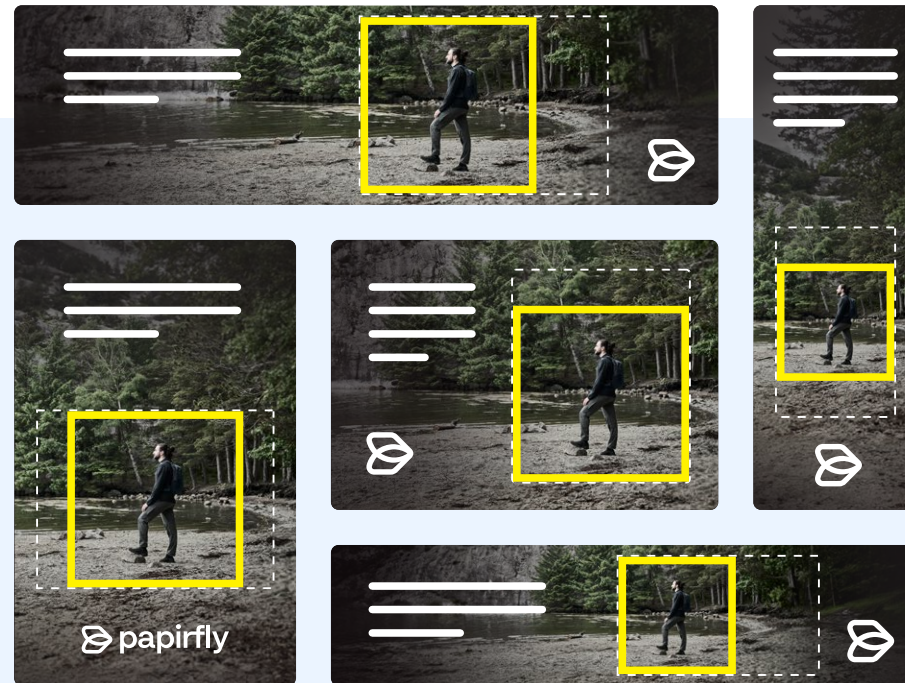
The example below illustrates an image asset that **perfectly fits** across a variety of display ad sizes.

## Example of correct image source



- The image asset is square-shaped, with the focal area centered.
- The focal area is approximately **1/5 (20%)** of the total asset size.
- The image asset has the maximum resolution of **4000×4000 pixels**.
- Circular tinting affects only the margin areas.

## Correct image fitment in the creative



- Five layouts above represent all possible creative tensions.
- The image's area of focus is positioned as close to the center of the creative canvas as possible.
- The focal area of the image asset is appropriately sized and aligned with the designated focus area.

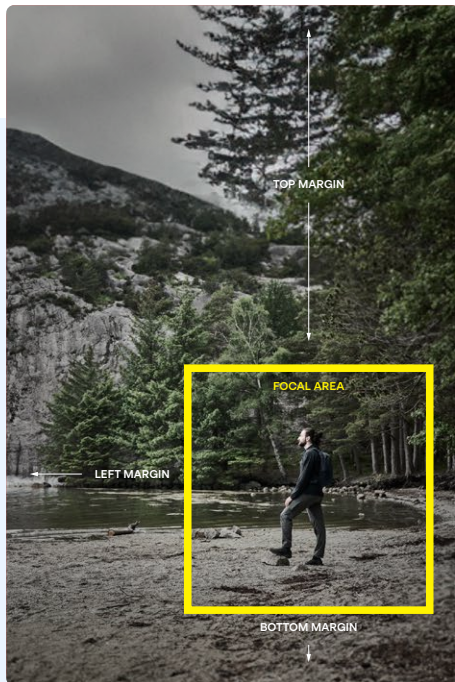
# Which image source is incorrect?

Bad



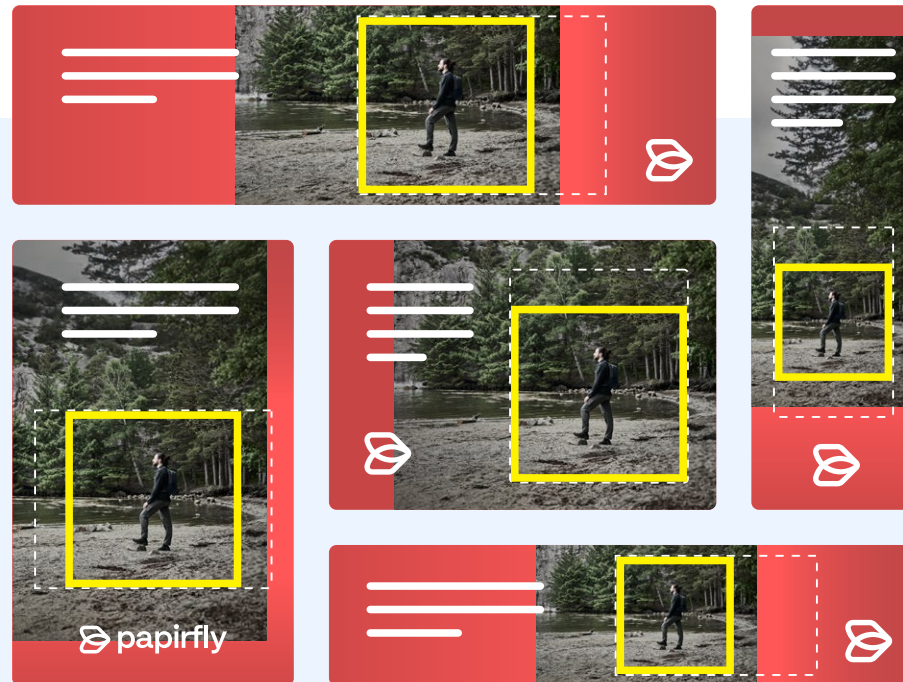
Example below demonstrates the image that **does not fit well** among the variety of display ad sizes.

## Example of wrong image source



- The image asset is not square-shaped.
- **The margin for the focal area is inconsistent.**
- **The focal area is shifted to the bottom right.**
- Image resolution is low, for instance, 600×800 pixels.

## Wrong image fitment in the creative



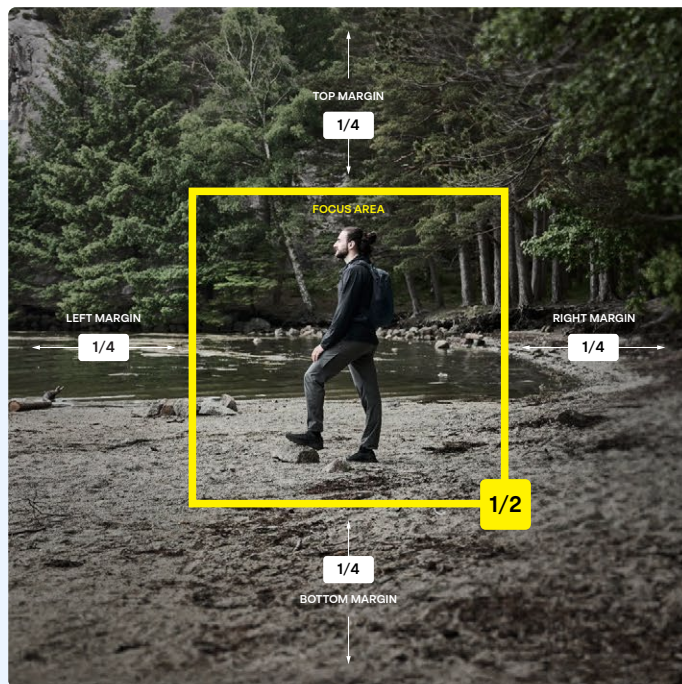
- Five layouts above represent all possible creative tensions.
- There is **not enough margin around focus area**, causing the image asset to terminate within the creative canvas.



# How automatic image masking works?

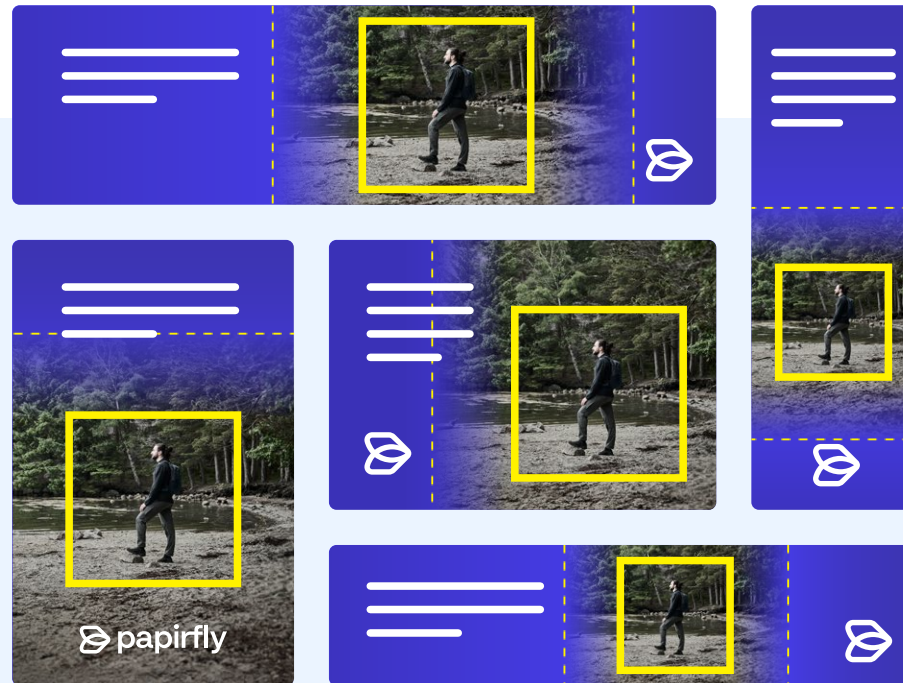
The examples below demonstrate how automatic masking is applied to the image when a correct image source is not available. If the image doesn't fully cover the canvas, the edges will **fade into the creative background** where necessary.

## Example of an image source



- The image asset is square-shaped, with the focal area centered.
- The focal area does not have enough margins to accommodate all display ad sizes.

## Example of automatic masking application



- Five layouts above represent all possible creative tensions.
- The image edges are highlighted with dashed lines.
- The mask is automatically applied to the edges where there isn't enough content to fill the display ad.