| Campaign Name |  |
| --- | --- |
| Campaign Type |  |
| Channel / Advertising Network |  |
| Ad Format and Sizes |  |
|  |  |
|  |  |
|  |  |
|  |  |

**CHECKLIST**

| 1. Compliance with sizes and formats, file optimization |  |
| --- | --- |
| ○ The ad is created in all necessary sizes | ☐ |
| ○ The format meets the platform requirements | ☐ |
| ○ The file size does not exceed the limit | ☐ |
| ○ The images and video files are compressed without significant loss of quality | ☐ |
| ○ The animation does not exceed the recommended duration | ☐ |
| ○ The ad loads quickly | ☐ |
| 2. Display on different devices and browsers |  |
| ○ The ad displays correctly on different devices: |  |
| ◦ Desktop | ☐ |
| ◦ Mobile | ☐ |
| ◦ Tablet | ☐ |
| ○ The ad displays correctly in different browsers: |  |
| ◦ Google Chrome | ☐ |
| ◦ Safari | ☐ |
| ◦ Microsoft Edge | ☐ |
| ◦ Mozilla Firefox | ☐ |
| ◦ Opera | ☐ |
| ○ Responsive ads scale correctly and are not distorted | ☐ |
| 3. Checking interactive elements |  |
| ○ The buttons and CTAs work correctly and lead to the desired URL | ☐ |
| ○ All interactive elements work as expected | ☐ |
| 4. Compliance with advertising network rules and policies |  |
| ○ The advertisement does not contain prohibited content | ☐ |
| ○ The text and images comply with advertising standards | ☐ |
| ○ The content does not violate local law and regulations of the target area | ☐ |
| 5. The ad was tested in the Ad Network Account | ☐ |