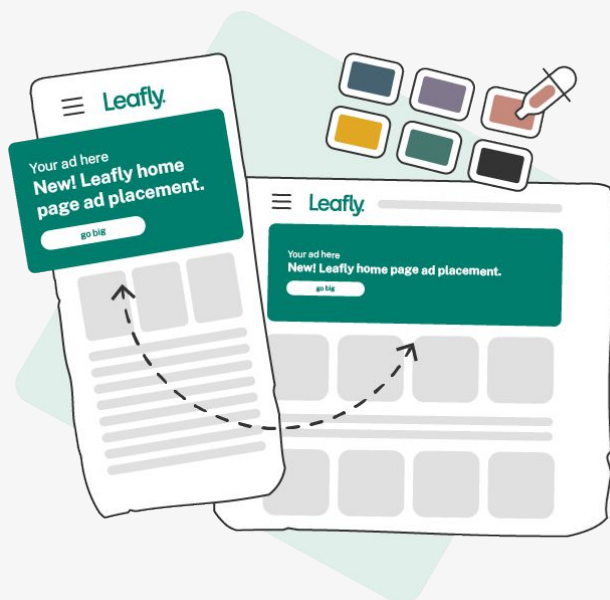


Guidelines for creating Marquee ads

We want to make sure your ads look flawless across multiple device sizes and adhere to industry standards. Our team reviews each ad submitted for quality and compliance.

To successfully pass the moderation process for your marquee ads, please review our requirements and recommendations below. **By following these do's and don'ts, you will help your ads pass with flying colors!**

***A required component for marquee ads to receive approval. If your submitted ad lacks this item, it will fail the moderation process and we will require you to submit a new ad.**



*Required

1

DON'T use profanity, emojis, or URLs in your copy headline text

Write your text in the same way you would write it in a sentence. Do not use ALL-CAPS or capitalize each word. Only use all caps for a few keywords in an ad and ideally no more than 1-2 words back to back.

correct

Ruben's Doobies

**Wax Wednesdays. 25% off
wax and concentrates**

shop menu



incorrect

www.rubensdoobies.com

**Wax Wednesdays. 25% off
the best ****ing wax. 🍪**

shop menu



Not allowed in your ad copy:

- Profanity
- Emojis
- URLs

*Required

2

DO use the same background color for your image

When using the basic template, the image you upload should fit seamlessly in with the ad as a whole. Images with transparent backgrounds are best.

same background color

FLWRPOWR

**FLWRPOWR x Wedding Cake.
Elevated cannabis.**

shop menu



different background color

FLWRPOWR

**FLWRPOWR x Wedding Cake.
Elevated cannabis.**

shop menu

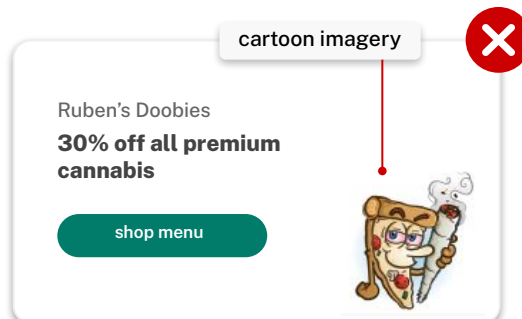
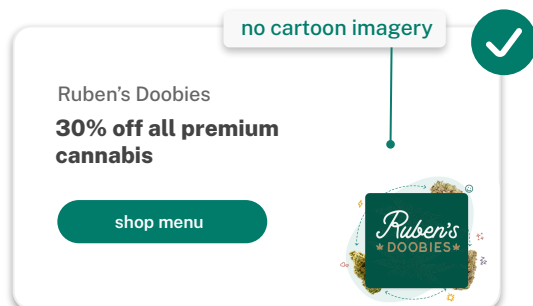


*Required

3

DON'T use images of cartoons

Cartoons are often associated with children. To avoid the perception that you're appealing to minors, do not use these types of images.

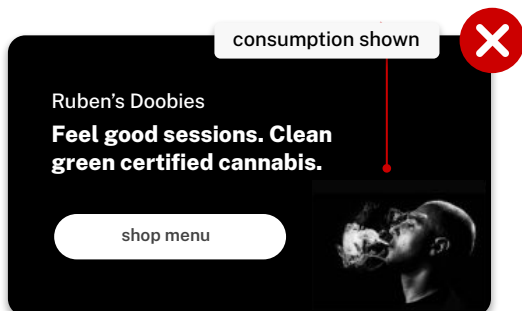
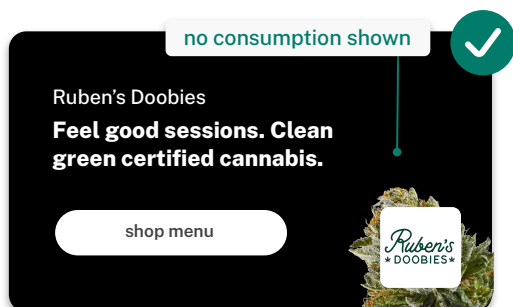


*Required

4

DON'T use images showing cannabis consumption

Due to regulatory restrictions, no images of smoking or other methods of cannabis consumption can be depicted in your ad.



*Required

5

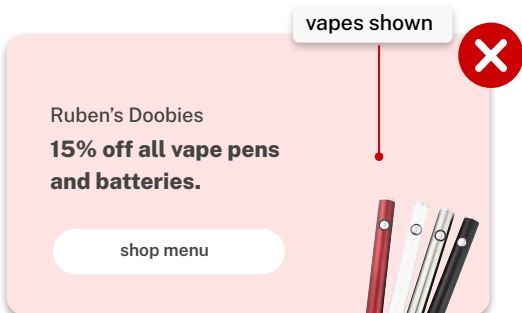
DON'T use copy or imagery that includes vapes

Due to iOS app store guidelines, we are not permitted to include the following words or images in the **mobile ad view section** of marquee ads:

- vape
- vape pen
- vaporizer
- battery
- pen
- dab
- hookah
- e-cigarette
- disposables
- all in ones (aio)



Cartridges / carts are ok to show in your marquee!

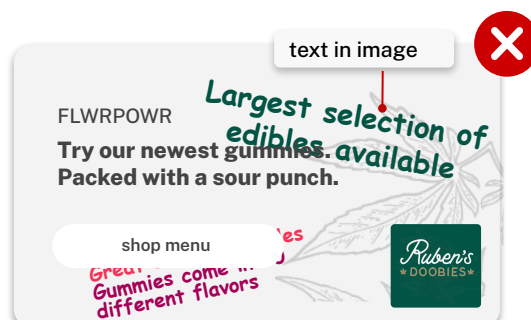
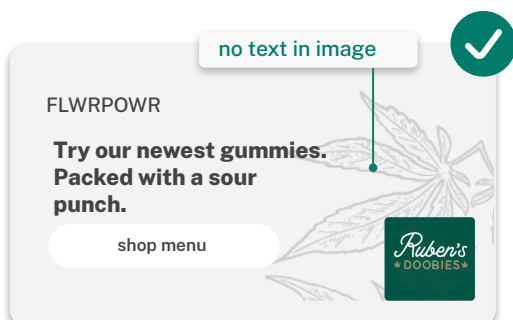


*Required

6

DON'T include text inside your image

Text inside your background image can cause overlap, making your ad unclear and leading to rejection. To improve clarity, avoid using text that is not part of your logo and keep copy to a minimum.



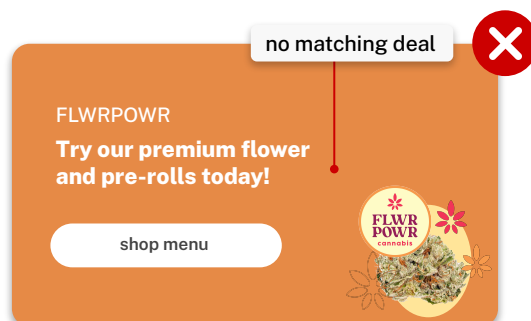
Best Practices

Following the best practices below will likely lead to better performance for your marquee ad.

1

DO include a deal when creating a Deals Marquee

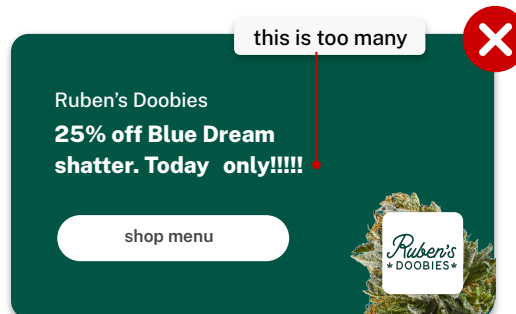
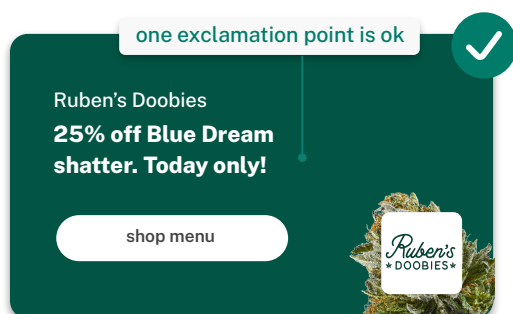
Make sure to always include a deal in your ad copy when creating a Deals Marquee. The deal featured in your ad should be live on Leafly and the information should match exactly.



2

DON'T use more than one exclamation point (if any)

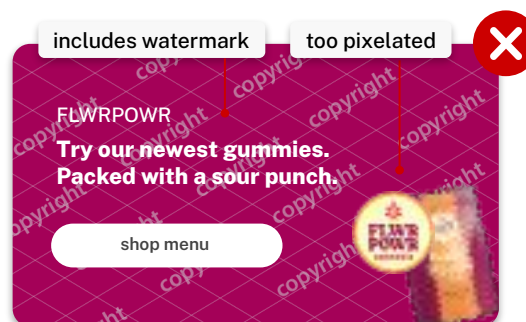
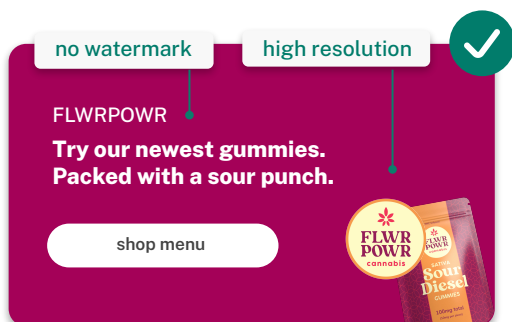
Marquee ads are highly visible on the page. We recommend steering clear of exclamation points to make your ad more approachable for Leafly shoppers.



3

DO choose a high resolution image with no watermark

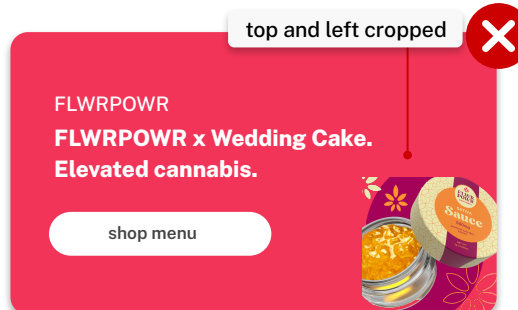
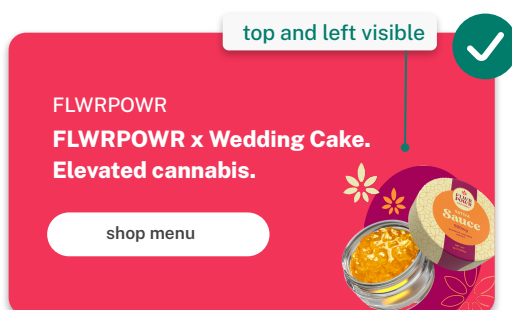
Your Marquee ad takes up a large portion of the screen. Smaller images may look grainy or pixelated on big desktops. We recommend images that are at least 500 pixels using the basic template and 992 wide using the advanced option.



4

DO be careful of image cropping issues

When using the basic template, use your previews to make sure the top and left side of your image is not cropped. The entirety of your image should be visible in these areas. When using the advanced custom option, be sure to keep imagery on 50% or less of the right side as the copy and CTA is reserved for the left side.

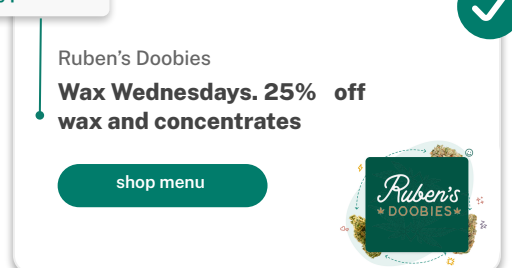


5

DON'T include hyperbole in your copy

Statements that include phrases such as "the best", "the most", or "#1", must be supported with documentation. Exaggerated or misleading claims can sometimes result in lower conversion rates and mistrust amongst consumers, so are best avoided.

no hyperbole



hyperbole

