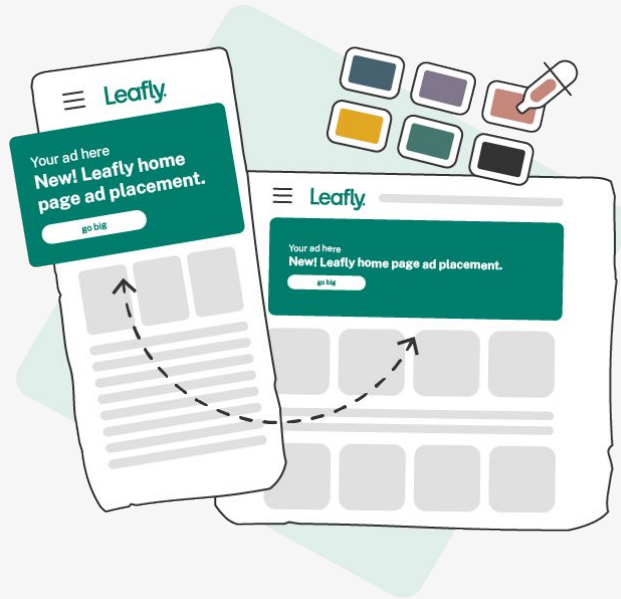


Guidelines for creating Marquee ads

We want to make sure your ads look flawless across multiple device sizes and adhere to industry standards. That's why our team reviews each ad submitted.

With Marquee ads, you have option to include your own custom background image or a template with a range of elements to customize including colors, text, and imagery. **Follow our do's and don'ts below and you'll pass our moderation process with flying colors!**



1

DO write your copy in sentence case only

Write your text in the same way you would write it in a sentence. Avoid using ALL-CAPS or capitalizing each word.

Avoid these in your ad copy:

- Profanity
- Emojis
- URLs

sentence case



Ruben's Doobies

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

shop menu



title case



Ruben's Doobies

**Wax Wednesdays. 25% Off
Wax and Concentrates**

shop menu



2

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.

matching deal included



FLWRPOWR

**30% off all flower and
pre-rolls**

shop menu



no matching deal



FLWRPOWR

**Try our premium flower
and pre-rolls today!**

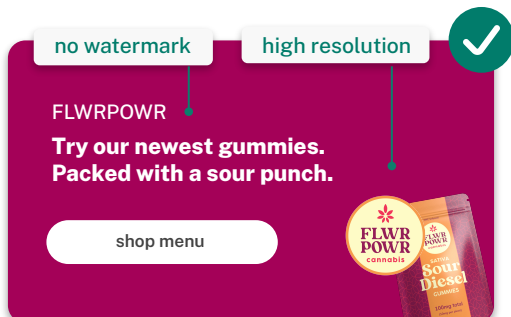
shop menu



3

DO choose a high resolution image with no watermark

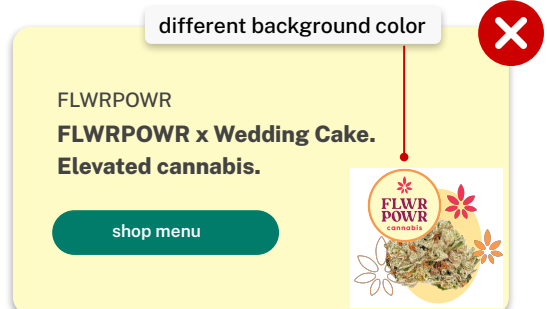
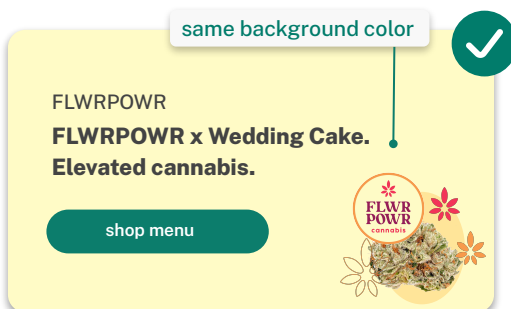
Your Marquee ad takes up a large portion of the screen. Smaller images may look grainy or pixelated on big desktops. We recommend images that are at least 500 pixels using the basic template and 992 wide using the advanced option.



4

DO use the same background color for your image

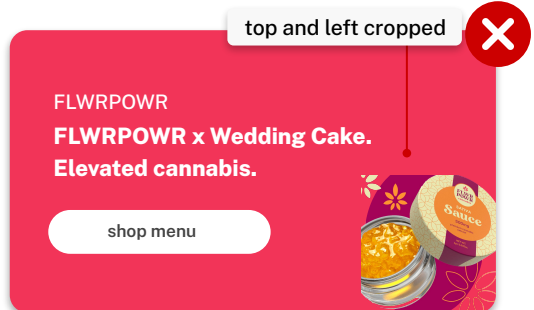
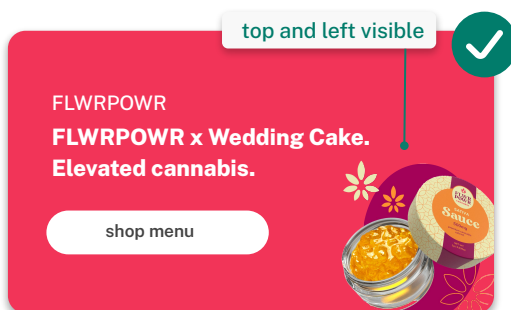
When using the basic template, the image you upload should fit seamlessly in with the ad as a whole. Images with transparent backgrounds are best.



5

DO be careful of image cropping issues

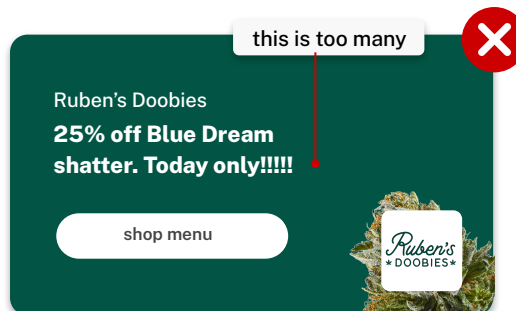
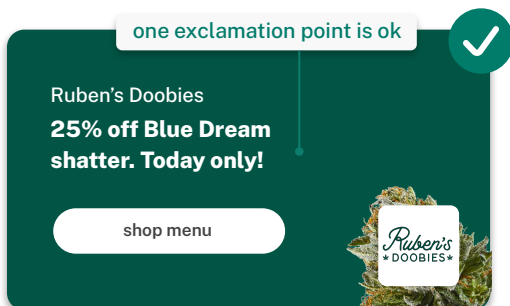
When using the basic template, use your previews to make sure the top and left side of your image is not cropped. The entirety of your image should be visible in these areas. When using the advanced custom option, be sure to keep imagery on 50% or less of the right side as the copy and CTA is reserved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



6

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

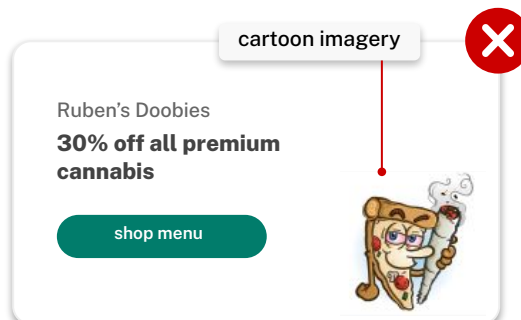
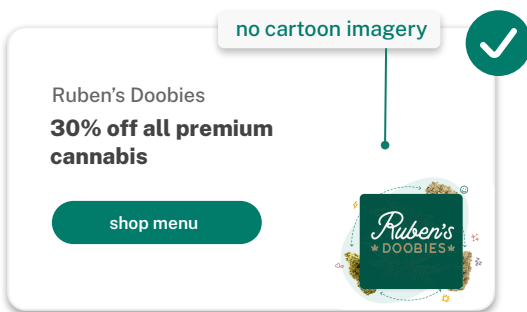
Marquee ads are highly visible on the page. We recommend steering clear of exclamation points to make your ad more approachable for Leafly shoppers.



7

DON'T use images of cartoons

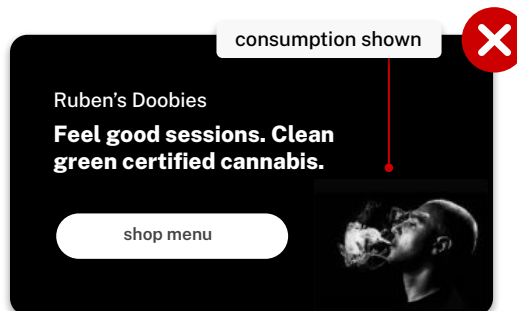
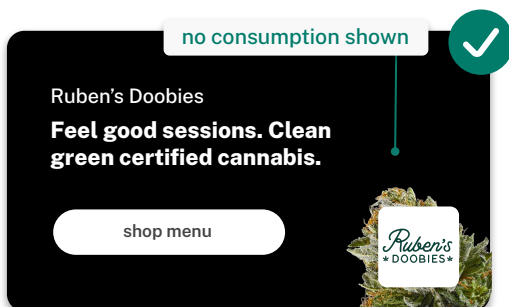
Cartoons are often associated with children. To avoid the perception that you're appealing to minors, we recommend avoiding these images completely.



8

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.



9

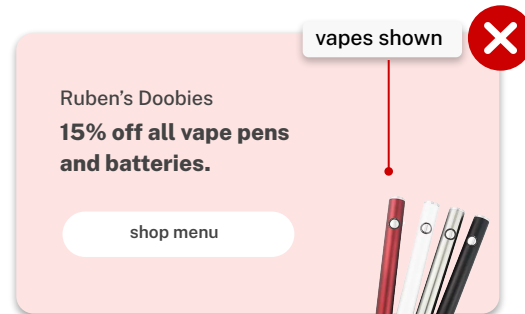
DON'T use copy or imagery that includes vapes

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

- vape
- vaporizer
- pen
- hookah
- vape pen
- battery
- dab
- e-cigarette



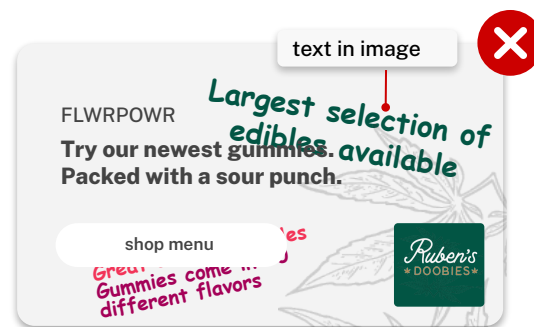
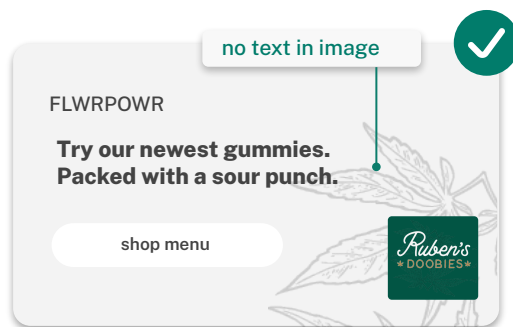
Cartridges / carts are ok to show in your marquee!



10

DON'T include text inside your image

Text inside your background image will usually be too small to read on mobile. We recommend avoiding words that are not part of your logo. What's more, too much text in one ad is distracting and may result in fewer conversions.



11

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.

