COLUMBIA | PSYCHIATRY

Research Study Social Media Advertisement Request Form

Please email this form and images related to your ad to Gabriella Dishy (Gabriella.Dishy@nyspi.columbia.edu). See the second page for image requirements and suggestions. If you do not have an image, let us know and we'll help you find one.

Payment & Spending Information

Budget *(indicate if lifetime or daily)*:

Grant number:

Research Lab/Group:

Principal Investigator:

Payment contact *(from your research group)*:

General Information

Start date:

End date:

Ad Creative Content
(see samples on second page)

NOTE: The character max is optional, but anything above the suggested amounts below will be truncated. Additionally, you can have various options for the primary text, headline, and description. If you'd like to have additional options, please include them in your email.

Link:

Primary text *(125 characters max)*:

Headline *(40 characters max)*:

Description *(optional; 30 characters max)*:

Creative content contact:
(if different from payment contact)

Advertisement Audience

Our default audience is:

- Location: 30 mile range from 1051 Riverside Drive
- Age: 18-65
- Sex: Male & Female
- Population: All

If you have special considerations, please specify:

Image Requirements & Suggestions

**You must submit at least one image that meets the requirements for "Image 1: Square."
However, we suggest you submit at least three images in order to better optimize ad placement.**

All Images

- **File Type**: JPG or PNG
- **Max File Size**: 30 MB (30,000 KB)

Image 1: Square

- **Aspect Ratio**: 1:1
- **Aspect Ratio Tolerance**: 3%
  Minimum Resolution: 600 x 600 pixels
- **Suggested Resolution**: 1080 x 1080 pixels *or* 1080 x 1350

Image 2: Horizontal

- **Aspect Ratio**: 1.91:1 to 1:1
- **Minimum Resolution:** 254 x 133 pixels
- **Suggested Resolution:** 1200 x 1200 pixels
- *Recommendation:* No text on image, due to small placement size
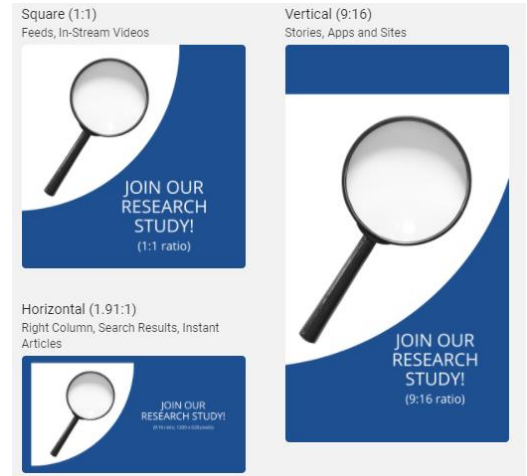
Image 3: Vertical

- **Aspect Ratio**: 9:16
- **Aspect Ratio Tolerance**: 1%
- **Minimum Width:** 500 pixels
- **Suggested Resolution:** 1080 x 1920 pixels
- *Recommendation:* Leave roughly 14% (250 pixels) of the top and bottom of the image free from text, logos, or other key creative elements to avoid covering them with the profile icon or call-to-action.

For more guidance on images in Facebook and Instagram ads, please click here.
To review all policies, please click here.

Samples