Lead ad specifications

1. **Sender**: can be your Company Page

2. **Image specifications**:
   - Min. image size 1,200 x 612 pixels
   - Image ratio 1.96:1
   - Max size 10 MB, JPG or PNG

3. **Headline**: 60 characters

4. **Description**: 120 characters

5. **Button**:
   - can be selected as follows:
     - Request a quote
     - Request information
     - Register now
     - Take part now
     - Subscribe
     - Promote now
     - Learn more
Lead ad form

1. **Headline:** 60 characters
2. **Description:** 250 characters
3. **Introductory line:** 90 characters
4. **Image specs:**
   - Min. image size 1,200 x 612 pixels
   - Image ratio 1,96:1
   - Max size 10 MB, JPG or PNG
5. **User data:** (if available, pre-filled with user profile data)
   - Name
   - E-Mail
   - Street and number
   - Postcode
   - City
   - Country
   - Date of birth
   - Phone
   - Profession
   - E-Mail (business)
   - Phone (business)
   - Employer
6. **Custom questions (up to 3):** 90 characters each
7. **Privacy policy URL:** 200 characters
8. **Privacy policy addition:** 280 characters
9. **Button copy:** same as in ad, cannot be changed
Lead ad thank you page

1. **Headline**: 60 characters
2. **Image**: same as in form, cannot be changed
3. **Description**: 170 characters
4. **Button copy**: cannot be changed