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Questions? Visit [brand.sas.com](http://brand.sas.com). Contact [sas.brand@sas.com](mailto:sas.brand@sas.com).
Our ads should quickly capture the reader’s attention and inspire positive feelings: confidence, curiosity, optimism and trust.

They should make an instant impression and pique the reader’s interest to click.

Our advertising is designed to balance creative consistency and flexibility.

**CONSISTENCY**
Our ads share a common set of design layouts, color choices, copy approaches, and photography and illustration styles. When these elements are used appropriately, every ad feels like it is part of a family.

**FLEXIBILITY**
Our ads do not strictly match a single color, photograph or illustration with a specific SAS® solution, product, industry or other initiative. Instead, they allow you to choose the best combination of these elements to create the most compelling ad possible.
Essential Elements

Color

Use this subset of five colors from our larger palette. For any ad, you have the flexibility to select one of the colors below as the primary color that best complements the photograph or mood of the content. However, if you create multiple sizes of the same ad, make sure all ad sizes in the set use the same color.

Radiance

The radiance illustration is intended to be an accent rather than a dominant element. It should always be a transparent white at 75% opacity. You may adjust the position and size, or remove it if space requires. You may show the full illustration or a cropped version on any edge or corner. It should not impede the legibility of text.

Logo

Logos in online ads are always reversed out in white. The logo placement is fixed in the templates. Do not resize or change location.
Copy and Type Treatments

Headlines
We write headlines that describe the customer benefit that SAS delivers. Our headlines should evoke a sense of confidence or aspiration in the readers, while piquing their curiosity. Headlines should be concise (5-12 words). They will not explain every detail, but should be clear and concrete.

When possible, try to include key tech-industry terms or words related to SAS products in the headline. For instance: AI, IoT, analytics, data management, etc.

Set headlines in Avenir Next Regular, sentence case. You may also match the look and feel of an established campaign or the asset’s landing page. Reverse them in white on the background color gradient. You can adjust the font size, but use the auto leading setting in the template. You may set key industry terms in Avenir Next Bold. The preferred way to show emphasis is using bold type. You may use italics, if necessary. However, do not use bold and italics together. Also, use bold type for only one phrase (three words maximum) per headline. You may shorten headline length for small and mobile ads. As a general rule, there should be no end punctuation on advertisements unless there are two sentences or more. Writers and designers have discretion to convey the intended meaning with punctuation.

Headline Margins

Vertical: When placing copy, you should leave a minimum space from the edge of the ad equal to 1/10 the width of the ad (ex. 30 px for a 300 x 250 ad; 16px for a 160 x 600 ad).

Horizontal: When placing copy, you should leave a minimum space from the edge of the ad equal to 1/10 the height of the ad (ex. 25 px for a 970 x 250 ad; 9px for a 960 x 90 ad).

PUNCTUATION
As a general rule, there should be no end punctuation on advertisements unless there are two sentences or more. Writers and designers have discretion to convey the intended meaning with punctuation.
Copy and Type Treatments

Calls to Action
Write calls to action as concise, action-oriented statements (3-5 words; one line). Begin with action verbs, and give readers a clear idea of what they will experience when they click on the ad. Great examples of these are Get, Read, Watch, Learn, Start, and Try. You may shorten calls to action for small and mobile ads.

Type Treatment
Set calls to action in Avenir Next Medium, all caps. Reverse them in white out of the background color. You may resize the call-to-action text slightly based on the spacing of your other text and the length of your call to action. You may use two lines for the call to action text. When your call to action needs to be longer or doesn’t fit in smaller sizes, use sentence case rather than all caps.

Call to Action
Always place a thin rule line around each call to action. Resize the rectangular box to match the height and length of the call-to-action text.
Design Layouts

Select one of three design layouts that will best fit your content. Our primary approach is using photography with color fields. However, we also have the flexibility to use full-color fields with the radiance illustration and other icons when these approaches prove more effective.

In this toolkit, you’ll find examples of several common ad sizes. Templates are being developed for more sizes beyond the ones shown here.
Portrait Photography: Vibrant Color

970 x 250

300 x 600

160 x 600

300 x 250

320 x 50

728 x 90

Color
Select from one of the solid background colors:

Energy Line
The energy line is always midnight. Do not adjust the line weight.

Photography
Style: Portraits with backgrounds are preferred. Other types of photography may be used when most appropriate. These include people using devices, people in industry scenes, screenshots on devices, objects, environments, landscapes and cityscapes. You may reduce the space for the photo slightly to accommodate a longer headline.

See SAS Brand Creative Guide for additional style considerations.

Template Sizes
Templates for the sizes on this page and other common sizes are available at brand.sas.com.
Portrait Photography: Midnight Color

970 x 250

Headline goes here
Resize as needed

300 x 600
160 x 600
300 x 250

320 x 50

728 x 90

Short headline goes here
LEARN MORE

9  |  SAS ADVERTISING GUIDELINES

Color
In this layout, midnight is the dominant color field.

Energy Line
Select one of the vibrant colors that complements the photo.

Photography
Style: Portraits with backgrounds are preferred. Other types of photography may be used when most appropriate. These include people using devices, people in industry scenes, screenshots on devices, objects, environments, landscapes and cityscapes. You may reduce the space for the photo slightly to accommodate a longer headline.

See SAS Brand Creative Guide for additional style considerations.

Mobile Size
Always place the logo in the midnight color block and the copy in the vibrant color block.

Template Sizes
Templates for the sizes on this page and other common sizes are available at brand.sas.com.
Color With Radiance

Headline goes here
Resize as needed to fit

LEARN MORE >

Headline goes here
Resize as needed

LEARN MORE >

Headline goes here, resize as needed

LEARN MORE >

Short headline goes here

LEARN MORE >

Color
Select from one of the solid background colors:

Radiance
You may show the full radiance graphic or crop it from the top of the ad or above the footer bar. You may adjust the position and size, or remove it if space requires.

Footer Bar
The height of the footer bar is fixed in the template. The footer bar is always filled with the color midnight.

Template Sizes
Templates for the sizes on this page and other common sizes are available at brand.sas.com.
Color With Icon

970 x 250

Headline goes here
Resize as needed to fit
Subhead can go here

LEARN MORE

Color
Select from one of the solid background colors:

Icon
Select icon from the SAS icon library (found under visual elements on brand.sas.com). Copy from Illustrator into the Photoshop template and size as appropriate. When line art does not fit in smaller ads, you may remove it.

Footer Bar
The height of the footer bar is fixed in the template. The footer bar is always midnight.

300 x 600

Headline goes here
Resize as needed to fit
Subhead can go here

LEARN MORE

300 x 250

Headline goes here, resize as needed
Subhead can go here

LEARN MORE

320 x 50

Short headline goes here
LEARN MORE

728 x 90

Short headline goes here
LEARN MORE

Template Sizes
Templates for the sizes on this page and other common sizes are available at brand.sas.com.
Application
Display Advertising Samples

SAS® Visual Analytics

Data Scientist Hiring Guide
Display Advertising Samples

**AI**

How will you change the world with AI?

**IOT**

Tips on navigating the IoT journey

Lost in a maze on your IoT journey?
Display Advertising Samples

SAS GF 2020

SAS GF 2019

SAS GLOBAL FORUM 2019

There's still time to register.

Access health and life sciences analytics leaders wherever you are
WATCH ON DEMAND

SAS GLOBAL FORUM 2019

Save $300 with early-bird pricing!
Offer ends March 4.
Country Office Display Advertising Samples

French

Comment créer une relation véritablement intelligente avec vos clients télécoms?
VOIR LA WEBCAST

French

Adaptez votre marketing à la réalité du marché des télécoms
TÉLÉCHARGEZ L’EBOOK

Portuguese

Adapte o seu marketing para os processos rápidos do mercado de telecomunicações
DOWNLOAD EBOOK

Spanish

¿Cómo establecer relaciones inteligentes con los clientes de una telco?
VER EL WEBCAST
Video Ads

Rich media ad formats are more interactive than static display ads and often include an animation or video component, such as a customer testimonial. They are effective at engaging online readers and boosting their interactions with our content, both within the ad unit itself on the publisher’s site and with video and other content on the sas.com landing page.

These ads require more technical expertise to design than static ads. If you need to create a rich media or Rising Star ad, consult with Corporate Creative or your local agency.
Internal Promotions
On24 is our new global webinar platform. It is full of interactive features and provides a richer experience for our webinar attendees. Pilot webinars will begin in December 2018, be widely available in the US in late January 2019, and expand to other regions later in the year. The On24 Console has many more engagement opportunities for webinar attendees, including resource listings and a single “advertising” space.

Ads will likely be pulled from pre-existing creative at the marketer’s discretion. The default option also includes a social media widget that allows for streaming of specified SAS hashtags as well as a widget to encourage social media sharing of the webinar.

For more information, visit www.on24.com.

Specifications

Physical size: 440x110px,

File size: 70k or smaller
Paid Social
Paid Social Ads

Paid social ads are an effective way to complement your organic social media strategy. They help you target and build an audience for your brand on major social networks like Facebook, LinkedIn and Twitter.

Organic social media requires that you earn a spot on your audience’s newsfeed by creating great content for them to interact with and share. Paid social ads also require compelling content, but these ads act more as content interrupters that are placed in the newsfeed. They often promote a specific offer such as a white paper, report, webcast, etc., to grab attention and engage the reader.

The preferred option is using a portrait or other photography. You may also use brand illustrations or icons consistent with a campaign on a color field when a photograph is not appropriate.

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<tr>
<td>Twitter</td>
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<td>1200x627</td>
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5 steps to IoT success

Automatic. Precise. Fast. With machine learning, your analytical models will never be the same.

Machines learn. Humans lead.

YOUR MODELLERS CAN BE 100X MORE EFFICIENT.

A Fortune Best Workplace for Millennials is hiring on your campus. Curious?

Ready. Prep. Go.

Lost in a maze on your IoT journey? Our deep predictive analytics and AI can help you find your way.

Know your blind spots in tax fraud prevention.

The future of analytics is open.

Paid Social Ad Specifications

**Facebook**

- **Image Size:** 1200x628 px JPG
- **Note:** Only 20% of the image space can be text.
- **Energy Line:** Choose a color that complements the photo.

**Text:** 125 characters

**Headline:** 25 characters maximum, including spaces

**Link description:** 30 characters maximum, including spaces

**Note:** Vanity URL is always sas.com

**Headline:** 25 characters maximum, including spaces

**Facebook Title Specs**
- Must not contain newline characters.
- Must not start with punctuation.
- Must not consist entirely of capital letters.
- Must not include duplicate consecutive punctuation characters with the exception of an ellipsis (…).
- Must not include double spaces.
- Must not include more than two consecutive one-character words.
- Must not include two consecutive punctuation marks.
- Must not include the following characters: -- ^ ~ _ = { } [ ] | < >
- Must not include International Phonetic Alphabet (IPA) symbols.
- Must not include superscript and subscript characters with the exception of TM, R and SM.
- Please upload the Facebook tile image to the Facebook Overlay Tool www.facebook.com/ads/tools/text_overlay determine how much text is in your ad image. If the proportion of text to image is too high, your ad may not reach its full audience.

**Twitter**

- **Image Size:** 800x418 px JPG
- **Note:** GIFs uploaded will render as a static image.
- **Energy Line:** Choose a color that complements the photo.

**Tweet Copy:** 280 characters

**Website Title Length:** 70 characters.

**Note:** Depending on device and app settings this description may truncate. Although not guaranteed, limiting the description to 50 characters should ensure that truncation won’t occur across most devices.
Paid Social Ad Specifications

LinkedIn

Image Size: 1200x627 px JPG

Energy Line: Choose a color that complements the photo.

Text: 150 characters max to avoid truncation across most devices

LinkedIn

Image Size: 1080x1080 px JPG

Note: GIFs uploaded will render as a static image.

Energy Line: Choose a color that complements the photo.

Headline: 70 characters max to avoid truncation.

Link description: The latest versions of LinkedIn, on mobile and desktop, will rarely show link description text.

Note: Vanity URL is always sas.com

LinkedIn

Image Size: 1080x1080 px JPG

Note: GIFs uploaded will render as a static image.

Energy Line: Choose a color that complements the photo.

Caption: Max 2,200 characters.

Caption recommendation: 125 characters.
LinkedIn InMail messages are social ads targeted to other LinkedIn members you are not connected with. It is a great tool to start a conversation with your potential candidate.

**Specifications**
- Online ad = 300x250.
- Headline and body copy = 100 words max.
- A call to action.

**Quick tips**
- Use an attention-grabbing subject line.
- Introduce yourself.
- Explain why you are reaching out.
- Keep it short and sweet.
- Make it highly personalized – and relevant.
- Lead with them, not you.
- Show some personality.
- Make CTA clear.

**Want to learn more?**
https://www.linkedin.com/pulse/20140526073436-38646313-6-tips-for-writing-a-kick-ass-inmail/

https://blog.hubspot.com/sales/how-to-craft-an-inmail-that-gets-results
Paid Social - Lead Gen Forms

Lead gen forms are paid social ads that click through to a registration form. We run these on LinkedIn and Facebook.

**Specifications**
Tile size = 1200x627
Offer title text = 40 characters
Offer detail text = 160 characters

**Privacy Information**
Privacy Policy URL
https://www.sas.com/privacy.html

This link will automatically link to your local privacy policy

**Want to learn more?**
https://business.linkedin.com/marketing-solutions/native-advertising/lead-gen-ads
https://www.linkedin.com/help/lms/answer/79634
Paid Social - Instagram Carousels

Instagram Carousels are a nice way to tell a story using multiple images in one post. By creating a multi-image experience, you can hold your audience’s attention longer.

Specifications
Tile size = 1080 x 1080 (3-5 images optimal)
Offer title text = 40 characters
Offer detail text = 160 characters

Copy can be specific for image or stay the same for each image in the carousel.
Facebook Canvas ads are a mobile, full screen immersive experience created by use of multiple panels including video and audio. Use Facebook Canvas ads to capture your audience’s complete attention and send them to your site. Within this experience, your audience can watch engaging video, photos, swipe-through carousels, tilt to pan and multiple exits.

The canvas ad is built in the Facebook platform.

Want to learn more?
https://www.facebook.com/business/learn/facebook-create-ad-canvas-ads

This is how a Facebook Canvas ad appears in your feed. Click on the \( \wedge \) to open.

This example shows a 2 carousels, 1 video and 4 separate calls to action.