

Social Media Campaign Requirements

Image

Recommended: 1080x1080 pixels
File Type: jpg or png
Minimum width and height: 600 pixels
Image ratio: 1.91:1 to 4:5
Recommended minimal or no text in image (less than 20%)

Text

Helping you pay for college...
Text accompanying the image and headline should explain the offer
Recommended 125 characters
Text over 125 single byte characters is allowed but may be truncated

Website URL

salliemae.com/student-loans
The link to which traffic is directed

Display URL

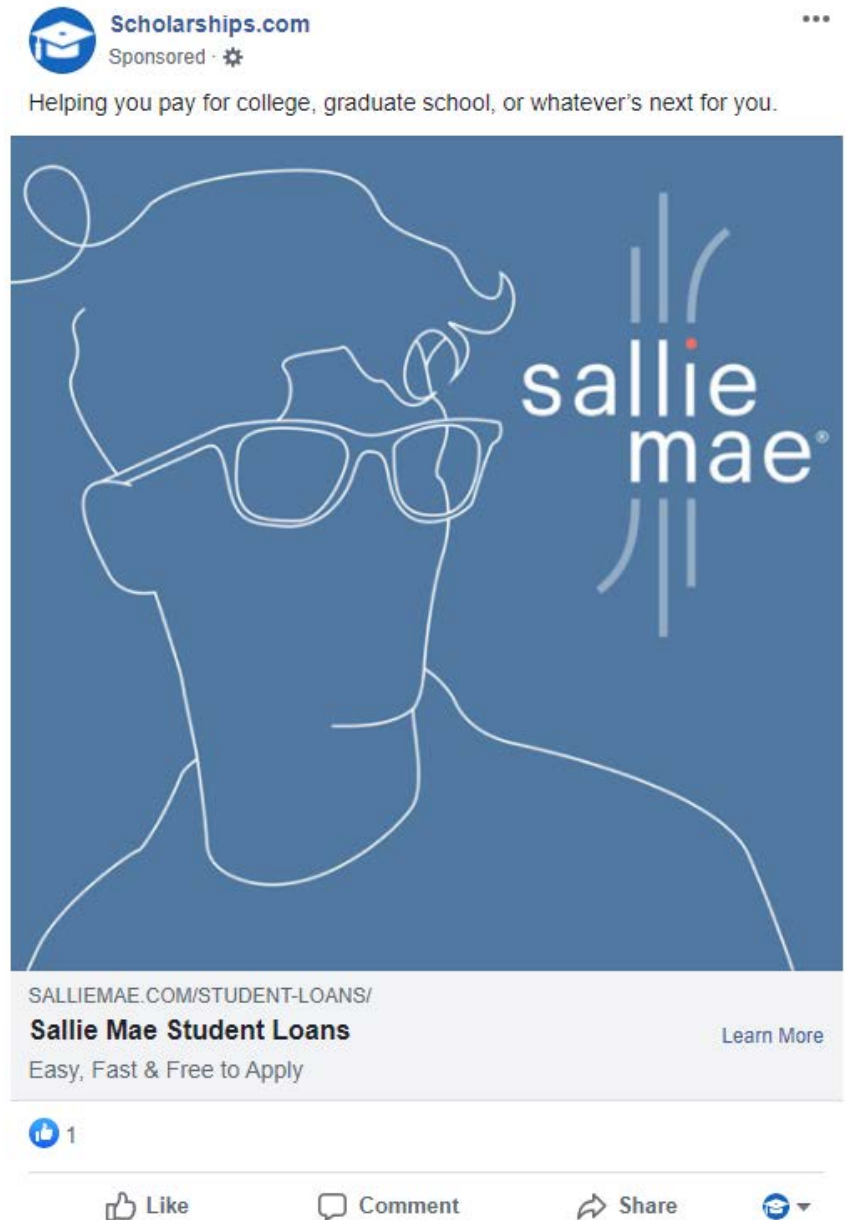
salliemae.com/...
The link that displays on the ad, which may differ from the destination URL
Helps users anticipate the content of the landing page

Headline

Sallie Mae Student Loans
Recommended 25 characters
Text over 25 single byte characters is allowed but may be truncated
Located next to the ad's call-to-action button

News Feed Link Description

Easy, Fast & Free to Apply
Additional information about the link's destination
Displays beneath the call-to-action button
Limit 30 characters



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