

**TRUTH.**

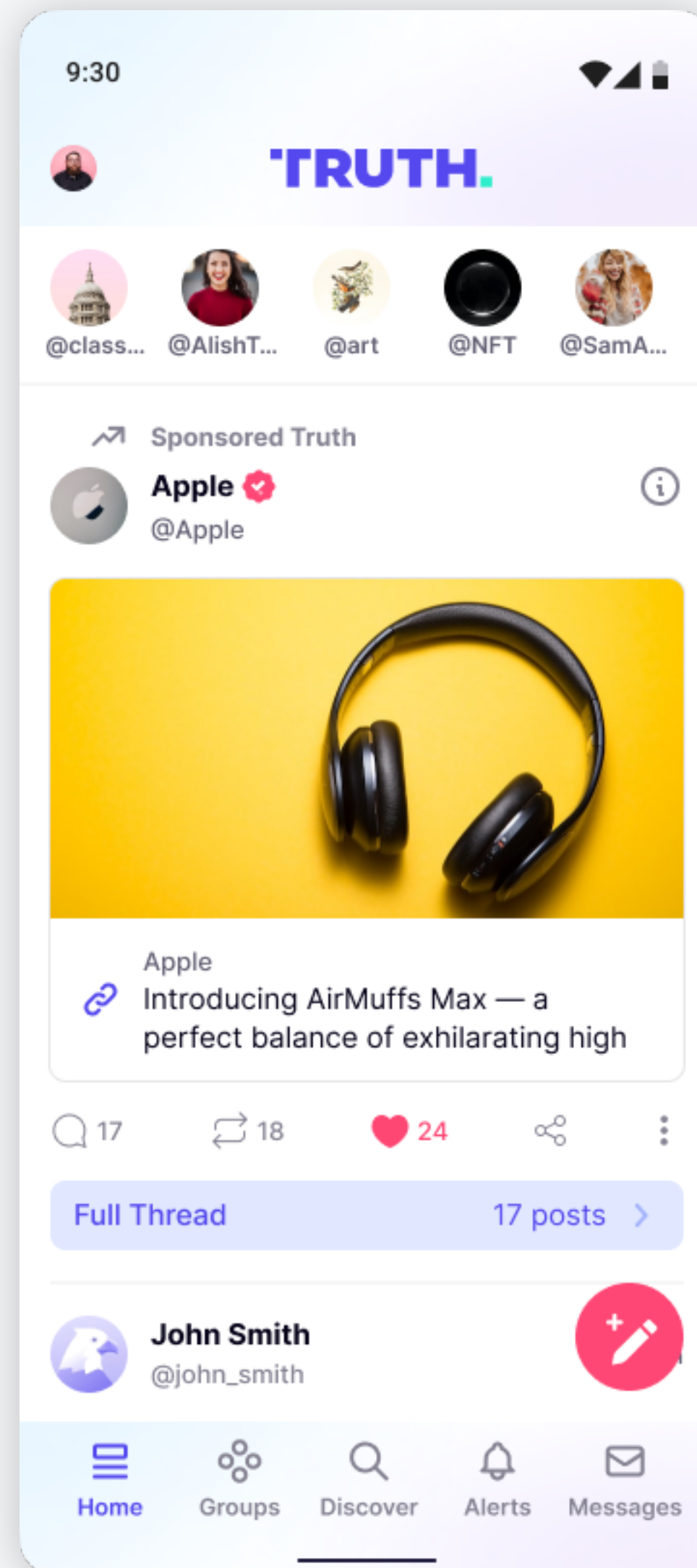
# Truth Social Ads Premium Native Zone and Autoplay Video



# Truth Social- Premium Native Zone and Autoplay Video

Use Native Ads to better connect with users and increase organic growth for your brand's page and product.

## Native Ads



### Ad creative size:

**Premium Native Zone Display: 420 x 315**

**Autoplay Video: 16:9 under 50 mb**

The ad will appear in the feed from your brand's username (fingerprint)

The username is clickable and will lead to your TRUTH page

Headline text can be added to appear under your creative—giving even more enticing reasons to click on the ad

Connecting a fingerprint encourages organic growth by allowing users to like, comment, or ReTruth your ad, promoting direct engagement

Significantly improve your CTR and lower your CPC

Allows easy access to your brand's page, spurring new followers



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## Native Ads - Documentation

### Advertiser Token

You will need to generate an ad token to have the ads run Native to the Truth Social feed. ***This is required for video ads.***

Log into the brand's account at [truthsocial.com](https://truthsocial.com). Go to Settings —> Other —> Advertisers —> enter the account's password —> copy the generated token and save it (you only need to do this once and will use the same token for all creatives)

### Creatives:

Premium Native Zone Display: 420 x 315 pixels  
Autoplay Video: 16:9 under 50 mb

From RAC dashboard go to Advertisers —> Creatives —> Upload —> Native image or Native Video —> select images or video to upload —> enter applicable text into the fields:

**Name:** Internal name for your creative

**Title:** 40 character maximum of Headline text that will appear below the creative.

**Brand:** Enter in the brand name

**Token:** Please paste the token that you generated in [truthsocial.com](https://truthsocial.com)

### Campaign Creation

**Premium Native Zone:** Select 420x315 for Ad-Type

**Autoplay Video:** Select Autoplay for Ad-Type

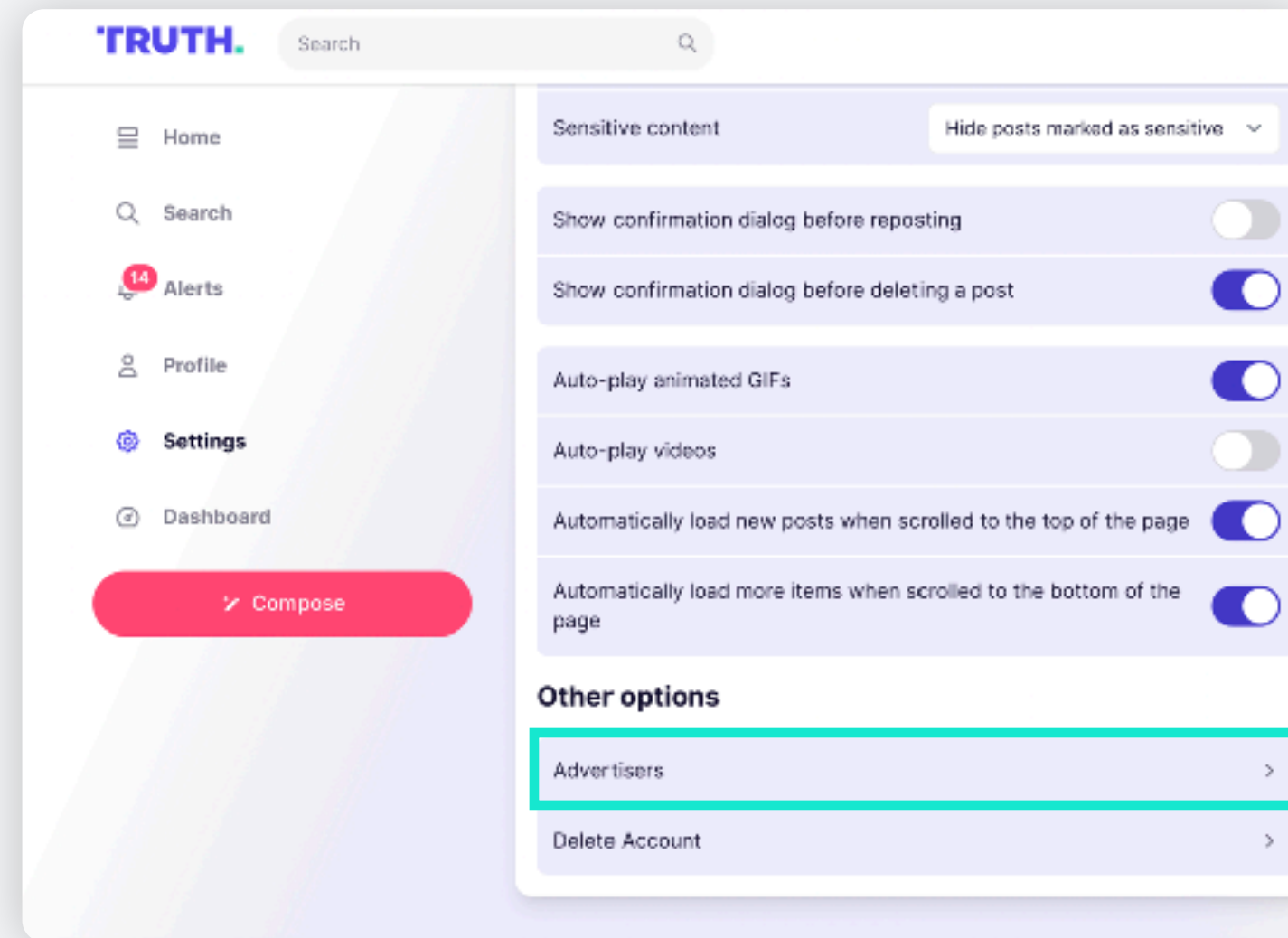
**\*\*Targeting Note: Truth Social does not support targeting under “keywords” or “channels”**



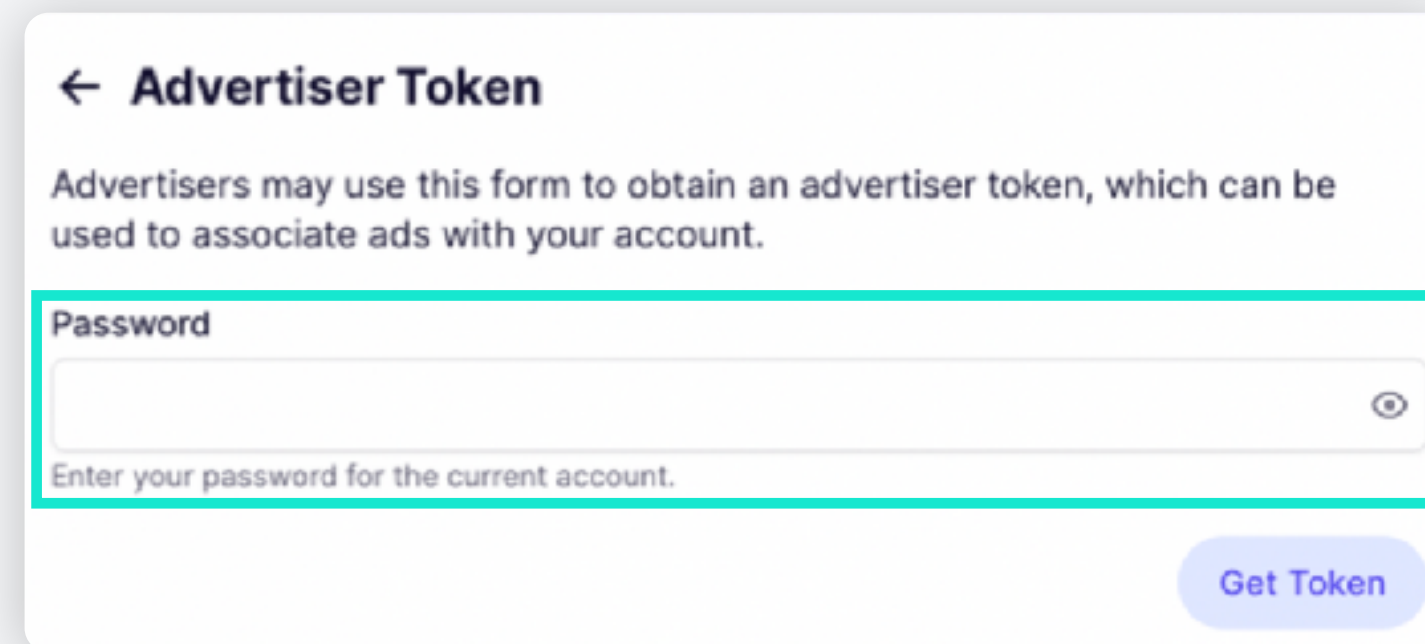
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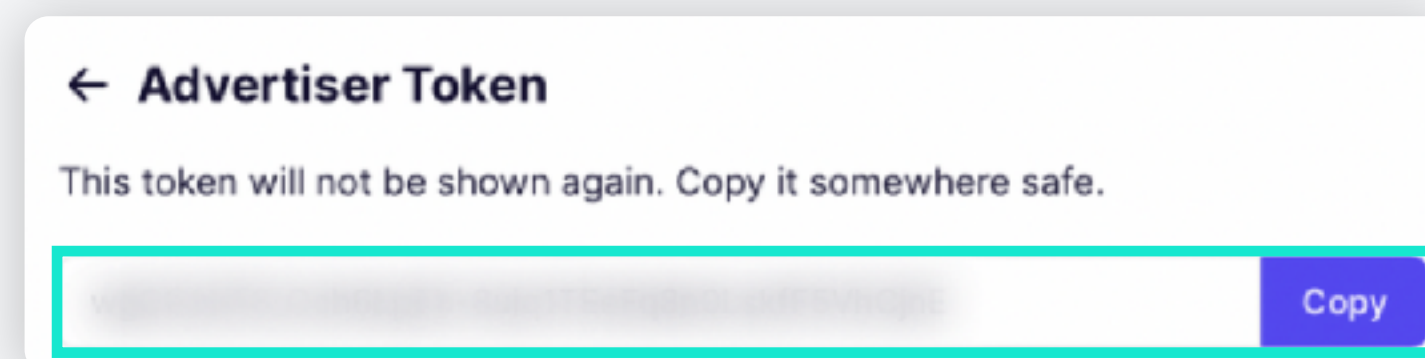
## How to Create a Native Ad - Steps in [truthsocial.com](https://truthsocial.com)



Go to the 'Settings' tab in your brand's profile and select 'Advertisers' under 'Other options.'



Enter your account password.



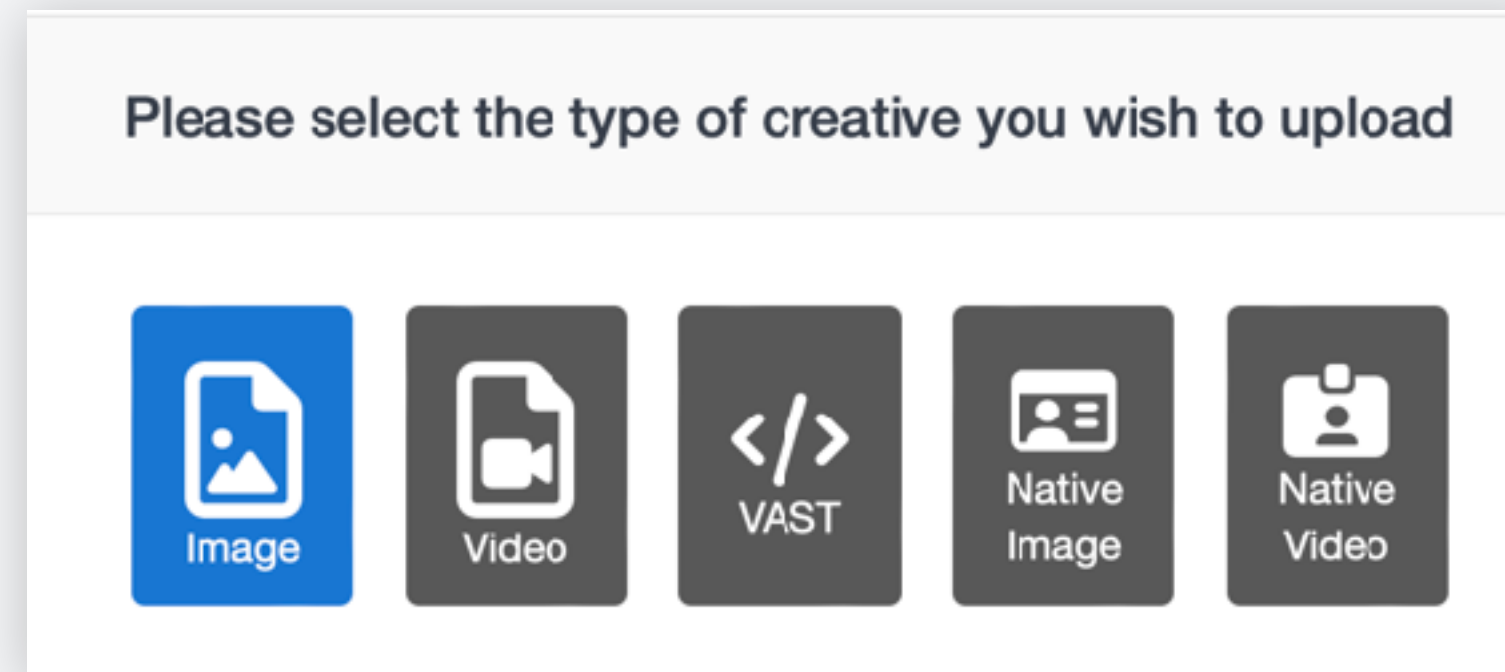
Copy the generated token for use in the Rumble Advertising Center.



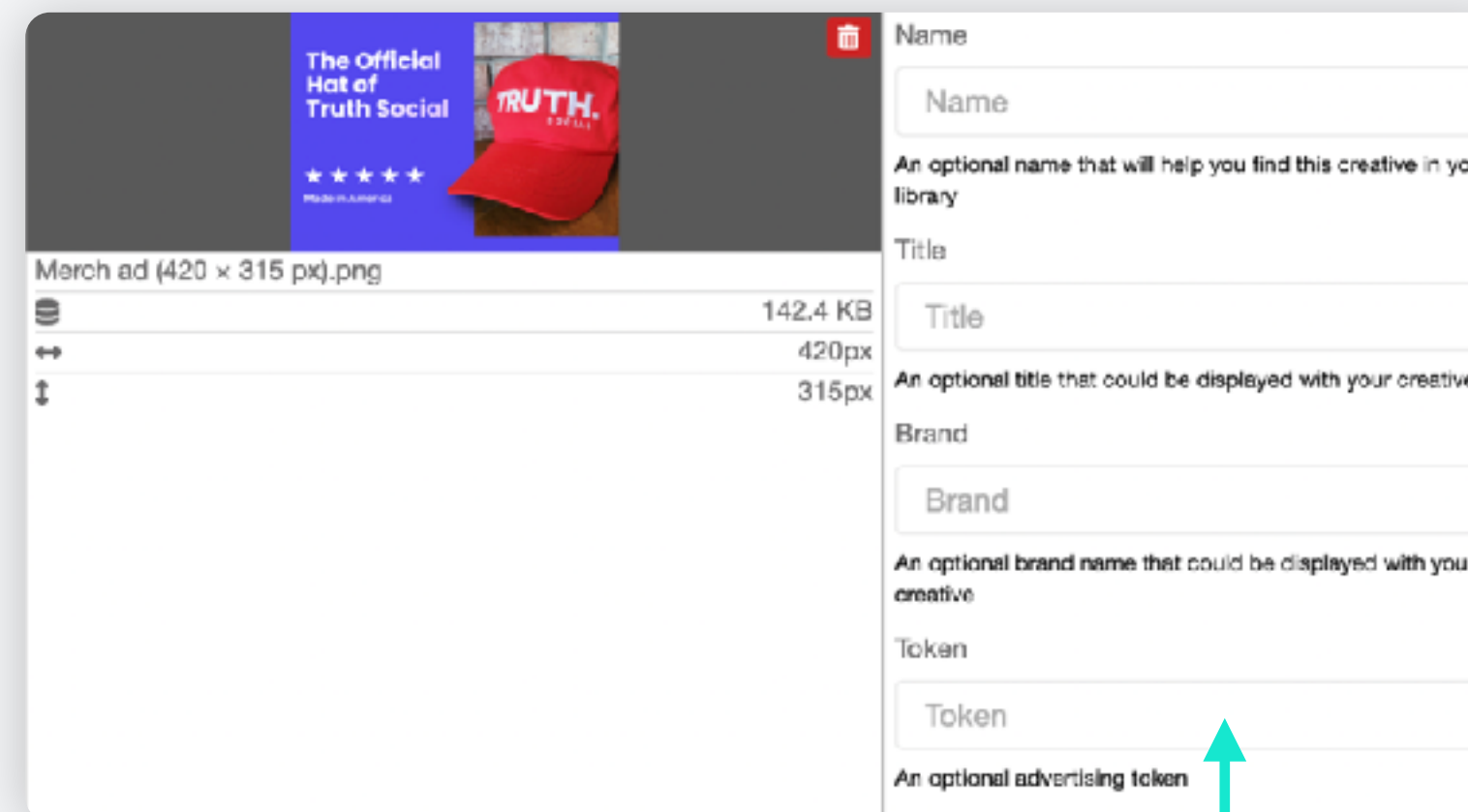
# Truth Social- Premium Native Zone and Autoplay Video

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## How to Create a Native Ad - Steps in Rumble Advertising Center



In the 'Creatives' tab, select 'Upload' and then 'Native Image' or 'Native Video'

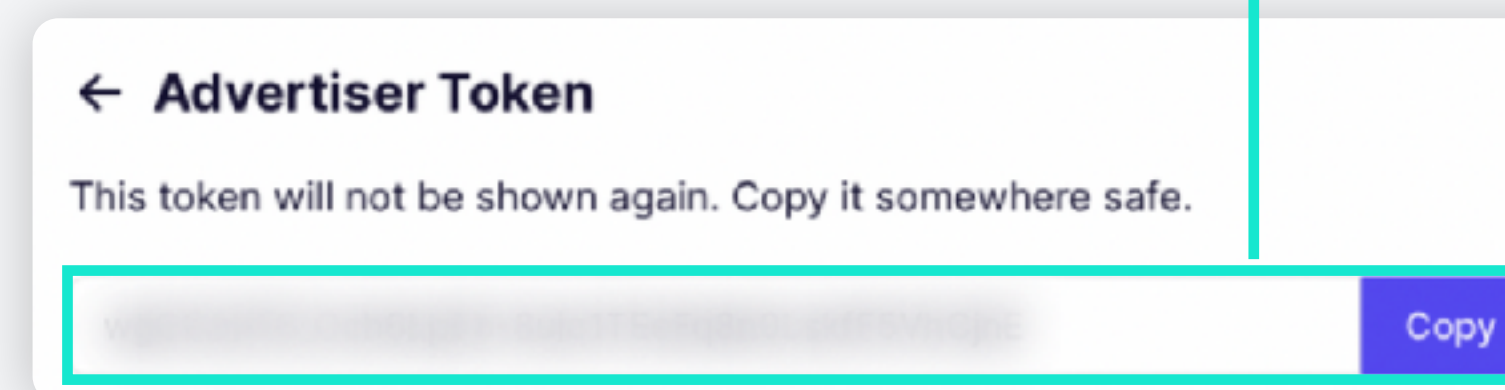


**Name:** Internal name for you to identify the creative.

**Title:** Headline text that will appear below the creative.

**Brand:** Your brand's name that will appear below the creative.

**Token:** Paste the token that you created at [truthsocial.com](https://truthsocial.com) here. This will place the ad from your unique handle.





# Truth Social- Create New Campaign

Specific settings for Truth Ads within the Rumble Advertising Center

## New Campaign - Truth Social Specific

Choose a campaign type

**AD**  
Traffic  
Buy traditional web and in-app ad traffic through display or video ad campaigns.

Creator  
Sponsor creators through live reads, streaming from Rumble Studio.

Continue >>

Display

Video

**Description**  
A campaign delivering display traffic through website & in-app sources.

Ad Type ⓘ

Pre-roll

CTV

**Autoplay**

Mid-Roll

Ad Type ⓘ

728x90

300x250

800x450

1600x900

**420x315**

300x100

**A** Keywords

**▶** Channels

Campaign Type: Traffic

Description: Select appropriate type to match the type of assets you have

Ad Type:

420x315 for static display

Autoplay for video

Targeting: Leave toggles for Keywords and Channels OFF