

TWITTER POST FEATURE COMPONENT

OVERVIEW

Unicast's Twitter Post component makes it easy to post a Twitter status message (a "Tweet") on your Twitter account from a rich media ad. With one simple click from any Unicast ad, users can click on the Twitter Post button which will launch a separate browser redirecting you to the Twitter site. The Unicast ad will pass the advertiser-defined Tweet message and the user can update their account by adding the Tweet.



GENERAL SUBMISSION GUIDELINES:

- Delivery
 - All questions pertaining to the submission guidelines may be directed to clientservices@unicast.com with a copy sent to creative@unicast.com

REQUIREMENTS:

- Advertiser's can control the wording of the Tweet Message which can be posted from the Rich Media Ad.

Note: The message should not exceed 140 characters. If the message exceeds the 140 character limit, Twitter will truncate the message after 140 characters.