1. Image Placements: Billboard / Frame / Stub / In-stream

Billboard

▼ ▲ ■ 12:30 **≡** hotstar **≡** hotstar

▼ ▲ ■ 12:30 Hotstar 3
Hotst 4 remium SUBSCRIBE SUBSCRIBE Hotstar Premium **Continue Watching Continue Watching** Billboard (Web)

Search Q TV Shows hotstar Movies Sports Hotstar
Hotstar Premiu **New Season** Watch all episodes d 5 on Hotstar Premiu ₹999 ₹199 SUBSCRIBE **Continue Watching** Top Picks For You

Stub

Ad Go Air
Time is the essence

Nazar

their plan. Vedashri takes back..

■ Download

Season 1

Download the app to get exciting deals on Direct

Ansh Faces Vedashri's Ire

Nishant and Saavi strive to prevent Mohana from obstructing

Flights from Mumbai & Delhi to Phuket & Male

S1 E55 · 1 Aug 2018

BOOK

▼ ▲ 12:30

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Billboard with Video

Ad **Hotstar** Hotstar Premium Watch all episodes of GOT on Hotstar Premium! SUBSCRIBE **Continue Watching** Top Picks For You

Video resumes in 10s

Rado Time is the essence

Curated collection for this spring get your style before ve run out of stock!

BUY NOW

Billboard with video (Web)

TV Shows

Movies Sports

hotstar

Annual Monthly ₹999 ₹199 hotstar

Search Q

New Season

You May Also Like In-stream RADO RADO HYPERCHROME AUTOMATIC CHRONOGRAPI BUY NOW 4 e is the essence S1 E55 · 1 Aug 2018 Ansh Faces Vedashri's Ire Nishant and Saavi strive to prevent Mohana from obstructing their plan. Vedashri takes back. Download =+ Watchlist → Share Season 1 **Specifications:**

Popular Shows

Frame

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Motst 3

of Game of Thrones, & more

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Downloads (3)

6. Call-To-Action **MOBILE** Choose from: Dimensions: 1032px × 444px Learn More / Buy Now / Install / Order (CTA) Now / Shop Now / Contact Us / Apply File type: JPG Max. file size: 150 KB Now / Sign Up / Book Now TABLET (billboard only) Custom: Max. 10 characters Dimensions: 1752px × 450px File type: JPG Max. file size: 200 KB 7. Brand colour for CTA

(Instream only)

8. Ad click URL

Get Premium for

New Season

₹999

Monthly

₹199

hotstar

Do

Wrapper Background hex

Annual

₹999

Monthly

₹199

hotstar

RADO

RADO HYPERCHROME

AUTOMATIC CHRONOGRAPH

2. Brand Logo 3. Brand Name 4. Campaign title 5. Headline

Image guidellines

1. Image

(including spaces) (including spaces)

DESKTOP (billboard only)

File type: JPG

File type: JPG

Max. file size: 50 KB

Max. file size: 200 KB

Dimensions: 1170px × 362px

Dimensions: 120px × 120px

Max. 20 characters 9. Video FIle (including spaces) (Only for video billboard -Max. 24 characters mobile & web) Max. 80 characters

(including spaces) Hex code of the brand colour (instream only) (If the CTA colour merges with the UI of our platform, we will need an alternative hex code) Deeplink URL (optional; only for apps) Landing Page URL Ad will first attempt to open the deeplink URL. If not, the landing page URL will open. .MP4 Container 50 Mbit/s CBR Bit rate XD CAM HD 422 Codec

1920 × 1080 (16:9)

25 fps

Dimensions

Frame rate

Body

text

Specifications: For Mobile (1032*444) 1. Character Limit for Body Text on Creatives Maximum Characters to be used on the creatives: 40 (included spaces) (Doesn't include Coupon codes and Brand Logos) 2. Font size Maximum Font size to be used is 60 px (Logo cannot use max font size of the creative) Minimum Font size to be used is 30 px 3. Use of Logo in the creatives

Logos on creatives should be contained within the

for your Logo size, don't add it in the creative)

(The rectangle is just for an understanding of dimensions

LOGO

Specifications: Billboard - For Desktop & Tablet

1. Character Limit for Body Text on Creatives

Maximum Characters to be used on the creatives:

(Doesn't include Coupon codes and Brand Logos)

Maximum Font size to be used is 40 px

Minimum Font size to be used is 20 px

3. Use of Logo in the creatives

following dimensions: (maximum)

(Logo cannot use max font size of the creative)

Logos on creatives should be contained within the

(The rectangle is just for an understanding of

LOGO

hotstar

SUBSCRIBE

Coupon code Text: 20 px (min)

Width (Recommended): 200 px

Coupon code Text: 26 px (max)

Coupon code Text: 20 px (min)

No character limit for coupon code text

Coupon code title

Coupon code component

Desktop (1170px × 362px)

WWWFDF564

Height: 40 px

Get Premium for Annual | Monthly

Coupon Cod

HSFDJ872

₹199

SUBSCRIBE

₹999

Call to Actions for all ads are standardized

following dimensions: (maximum)

Width: 160 px

40 (including spaces)

2. Font size

Width: 100 px

Height: 26 px

Body text

Height: 40px

Do's & Don'ts Don't have Image background clash with wrapper Do not choose Background colour of creatives that clash with the Background Container of the Ads (For e.g.) Ad Image Background

Don't have CTAs on creatives

Motstar Premium

This winter at Hotstar!

Do not include any kind of Call-to-Actions in the creatives.

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Annual | Monthly

SUBSCRIBE

₹199

SUBSCRIBE

₹999

Don't have elements in the safe zone of Play Icon (billboard video)

No element in the creative should be clashing with the Play icon and timer in the UI.

Creatives having any kind of CTAs will not be approved

Leave 150*90 px from the bottom-left corner (mobile)

& 130*60 px from bottom-left corner (desktop web)

Don't make Coupon codes look like CTAs

suggested on the right.

Do not have Coupon or offer codes in formats other than one

Coupon code Call-outs cannot use the maximum font size

mentioned in Bilboard Ad Image Guidelines previously

mentioned. The maximum font size is for Headings only.

the wrapper background colour. **Get Premium for** Monthly ₹999 ₹199 hotstar Do Keep the creatives free from any kind of Call-to-Actions. Our designs have accomodated for your Call-to-Actions **Get Premium for** Annual | Monthly ₹999 ₹199

Motstar

This winter at Hotstar!

Use Contrasting Backgrounds for Ads that do not clash with

hotstar Play Icon Safe Zone

Coupon codes should not look like CTAs **Get Premium for** Annual | Monthly ₹999 ₹199 **Use Coupon Code** HSFDJ872 Hotstar Premium SUBSCRIBE

Get Premium for Annual | Monthly *199 hotstar 2. Carousel 12:30 ► S5 E3 · 26 Apr 2015

Don't have Any Background space around Ads

even if its a part of the Brand Guideline

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The Ad Cannot be contained within a background in the creative,

Get Premium for Annual | Monthly Do Recommended Coupon Code dimensions-Have a title for the coupon code component – For e.g. Coupon Code Max character limit for component title: 16 characters (inc spaces). (Desktop & mobile) Mobile (1032*444): Desktop (1170px × 362px) Coupon code Text: 26 px (max) Component Title: 20 px (min)

Component Title: 26 px (max)

Width (Recommended): 200 px

Coupon code Text: 30 px (maximum)

Coupon code Text: 26 px (minimum)

Motstar Premium

This winter at Hotstar!

7. Call-To-Action (CTA)

8. Brand colour for CTA

Choose from:

Learn More / Buy Now / Install /

Apply Now / Sign Up / Book Now

Custom: Max. 10 characters

Hex code of the brand colour

(If the CTA colour merges with the UI

of our platform, we will need an

alternative hex code)

(including spaces)

Order Now / Shop Now / Contact Us /

Do

No character limit for coupon code text

Mobile (1032*444):

Height: 40 px

WWWFDF564

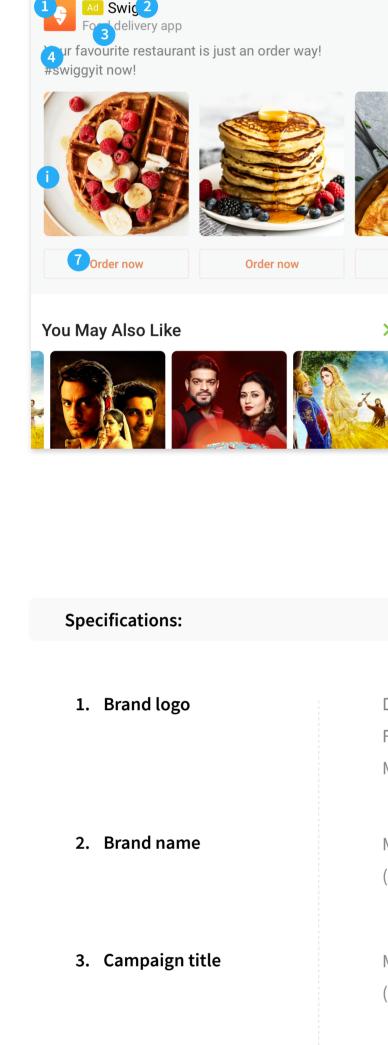
Use 100% of the Ad space provided in the designs **Get Premium for** Annual | Monthly ₹999 | ₹199 hotstar

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Downloads (3)

5



4. Headline

5. Number of Cards

6. Card specifications:

i) Card image

• ➤ S5 E3 · 26 Apr 2015 S5 E3 · 26 Apr 2015 S5 E3 · 26 Apr 2015 M Swiggy Your favourite restaurant is just an order way! #swiggyit now! Order now You May Also Like SEE MORE > Dimension: 120px x 120px File type: JPG Max. file size: 50 KB Max. 20 characters (including spaces) Max. 24 characters (including spaces) Max. 80 characters (including spaces)

Recommended: 4

File type: JPG

Max. file size: 150 KB

Dimensions: 500px × 500px

Min: 3

Max: 6

Downloads (3)

► S5 E3 · 26 Apr 2015

Landing Page URL ii) Card click URL Carousel- Image guidelines **Beats Studio** Wireless

Specifications: (500*500 px) **Character Limit for Body Text on Creatives** Maximum Characters to be used on the creatives: 22 (inc spaces) (Doesn't include Brand Logos) Maximum Font size to be used is 45 px (Logo cannot use max font size of the creative) Minimum Font size to be used is 40 px Use of Logo in the creatives Logos on creatives should be contained within the following dimensions: (maximum) (The rectangle is just for an understanding of dimensions for your Logo size, don't add it in the creative) Width: 190px Height: 74px