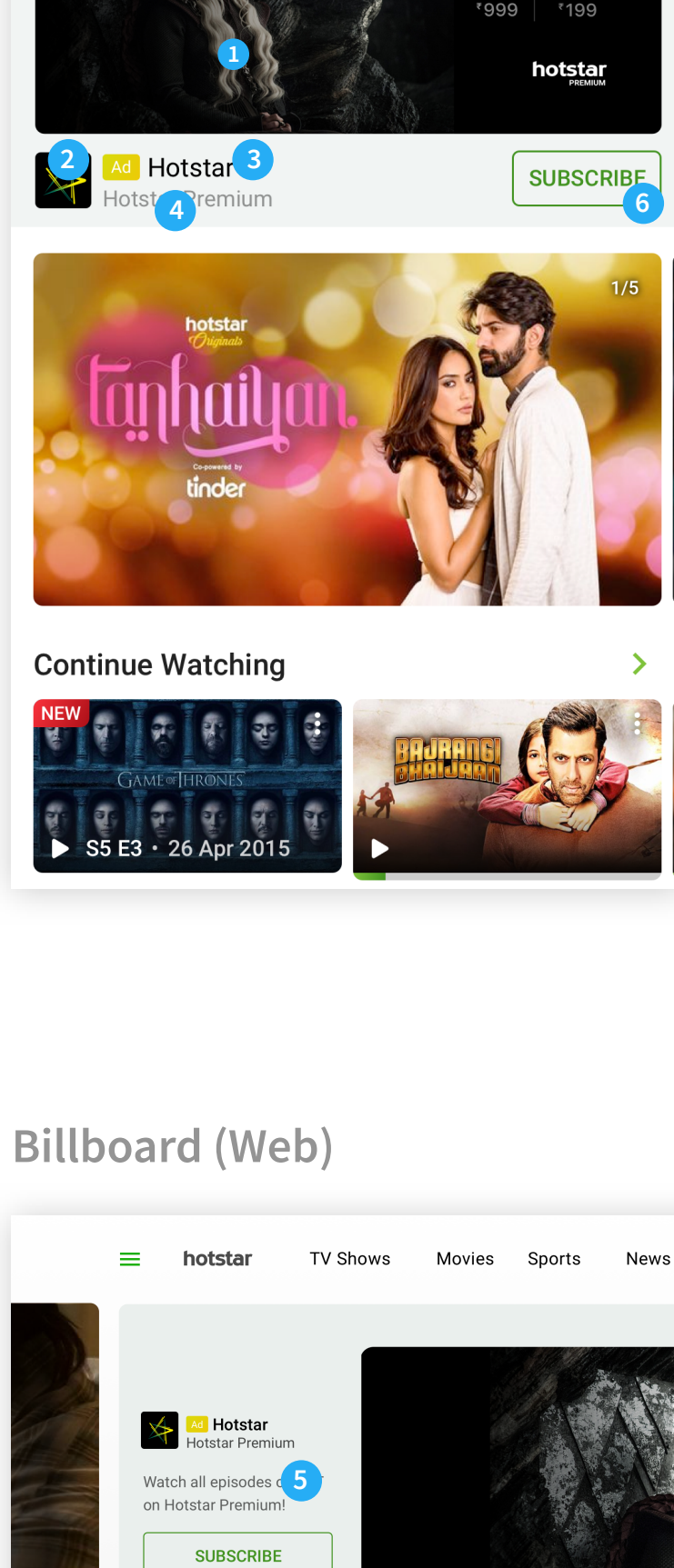


- Image
- Carousel

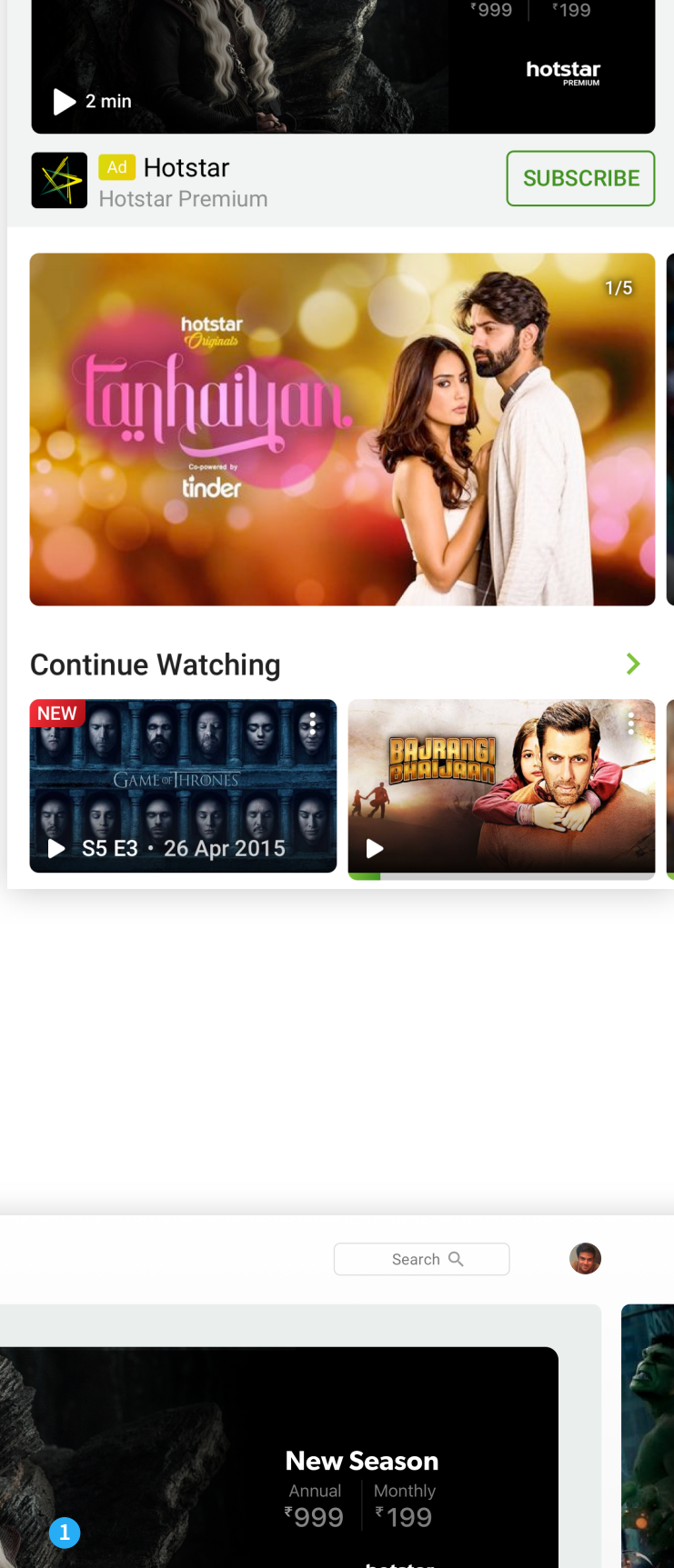
1. Image

Placements: Billboard / Frame / Stub / In-stream

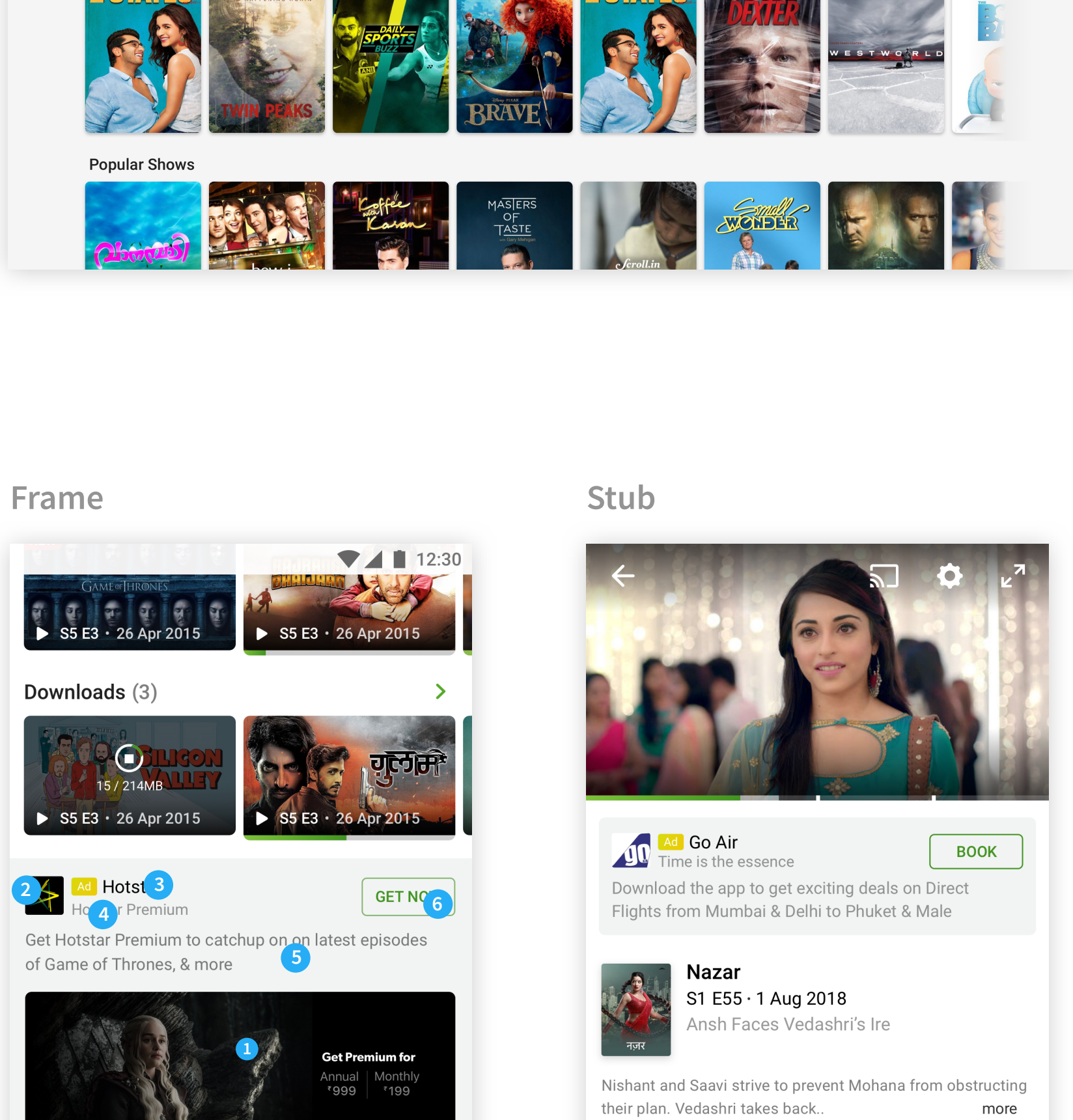
Billboard



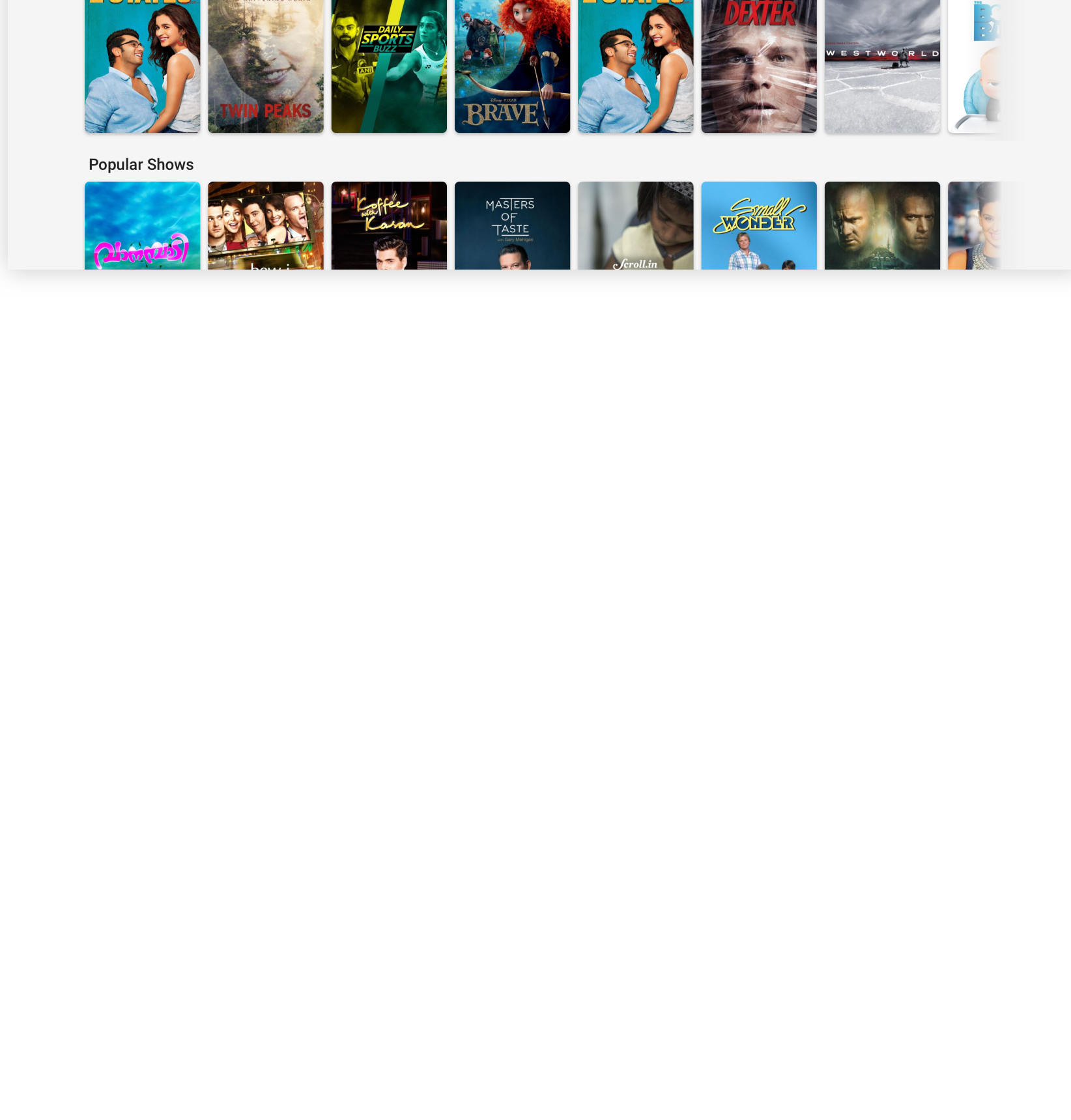
Billboard with Video



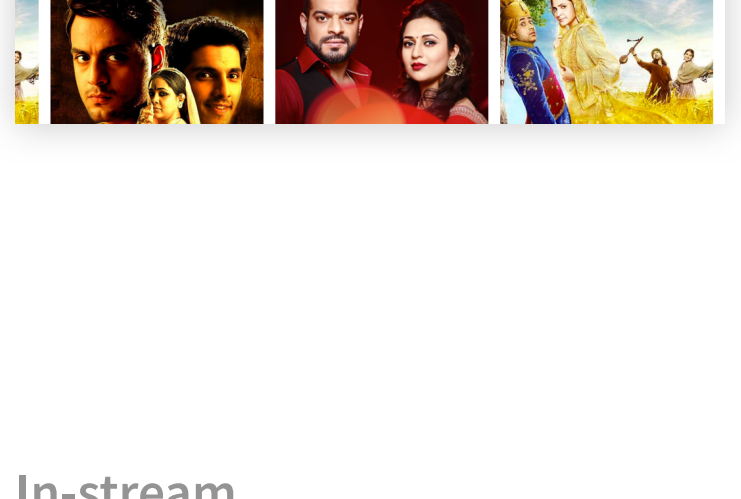
Billboard (Web)



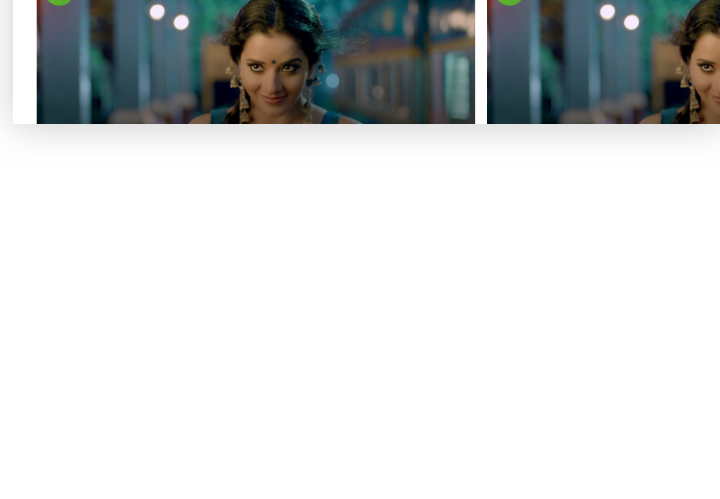
Billboard with video (Web)



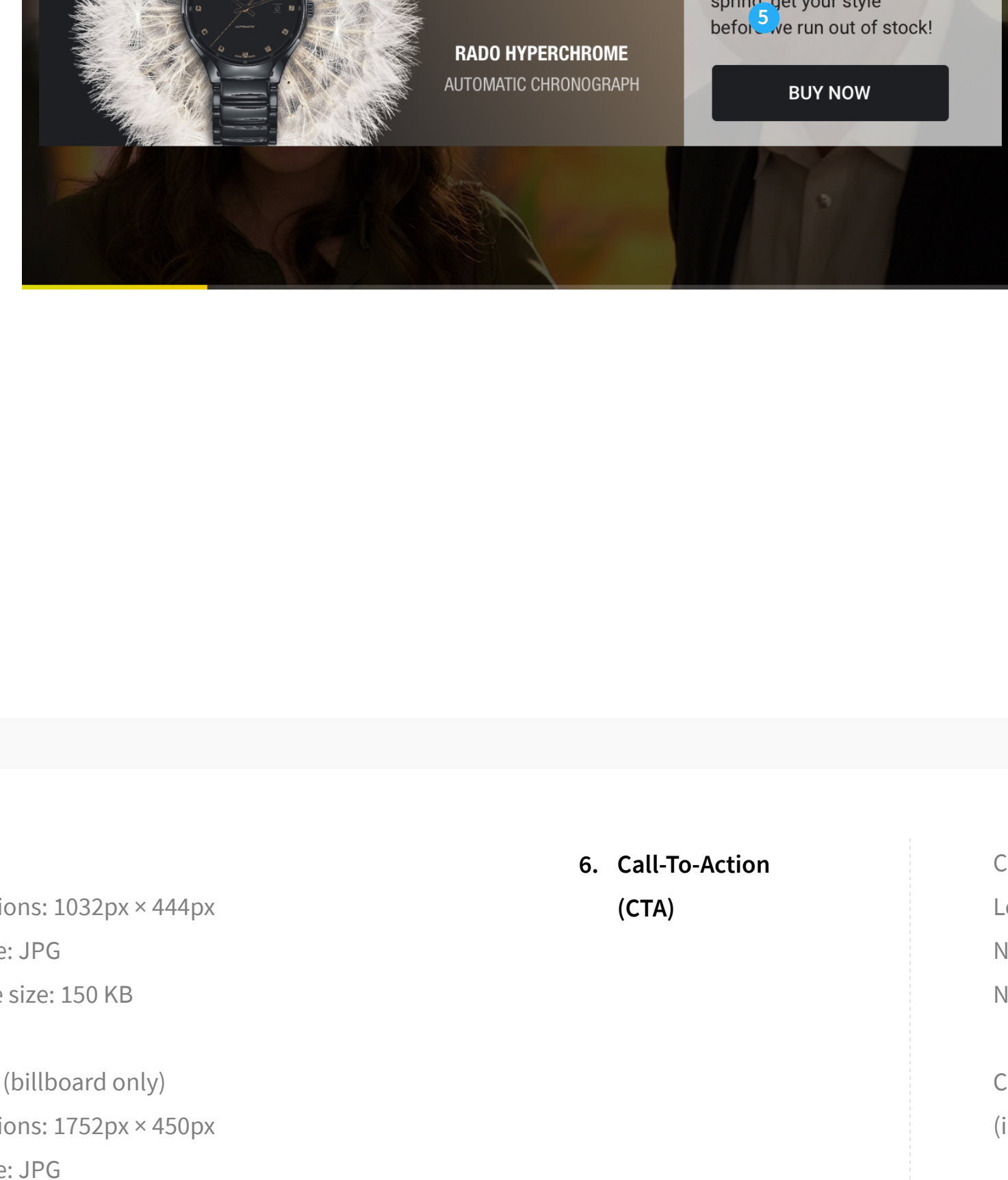
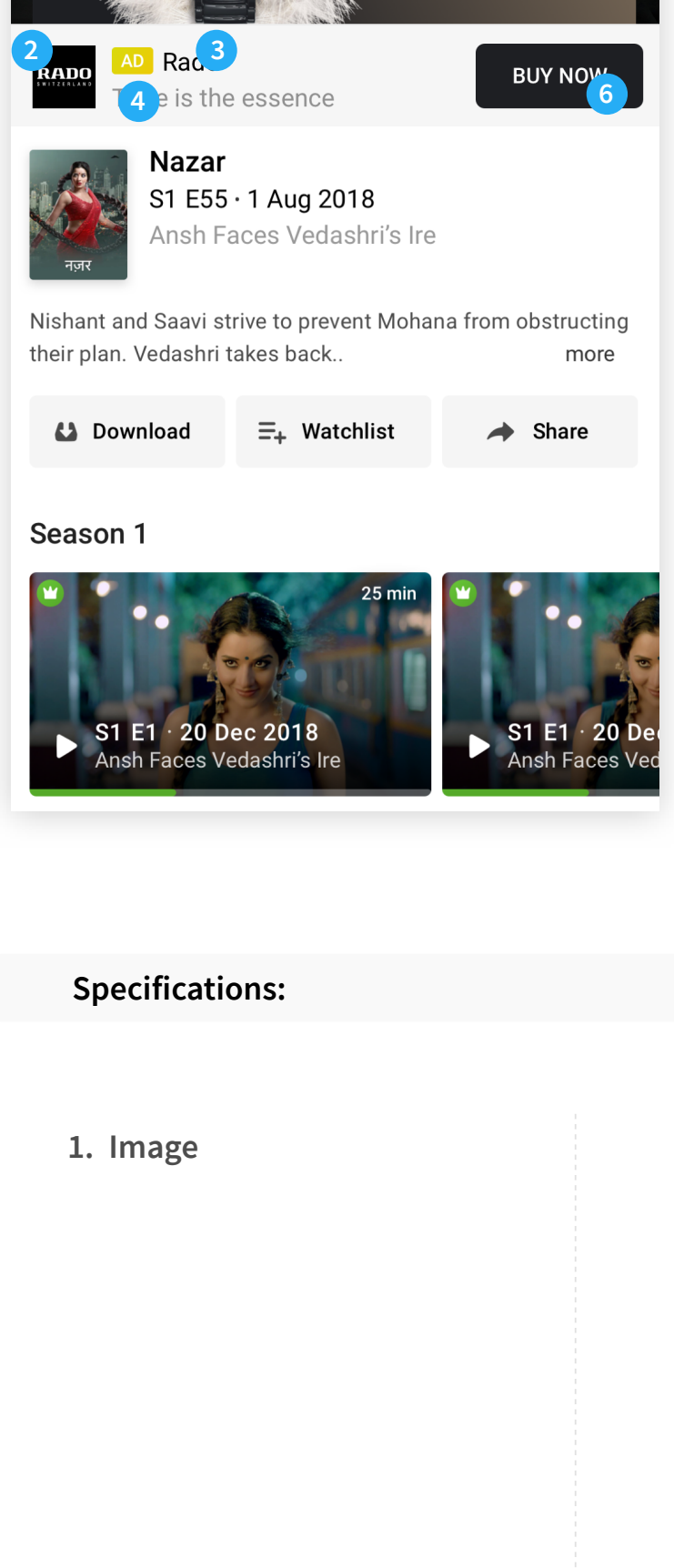
Frame



Stub

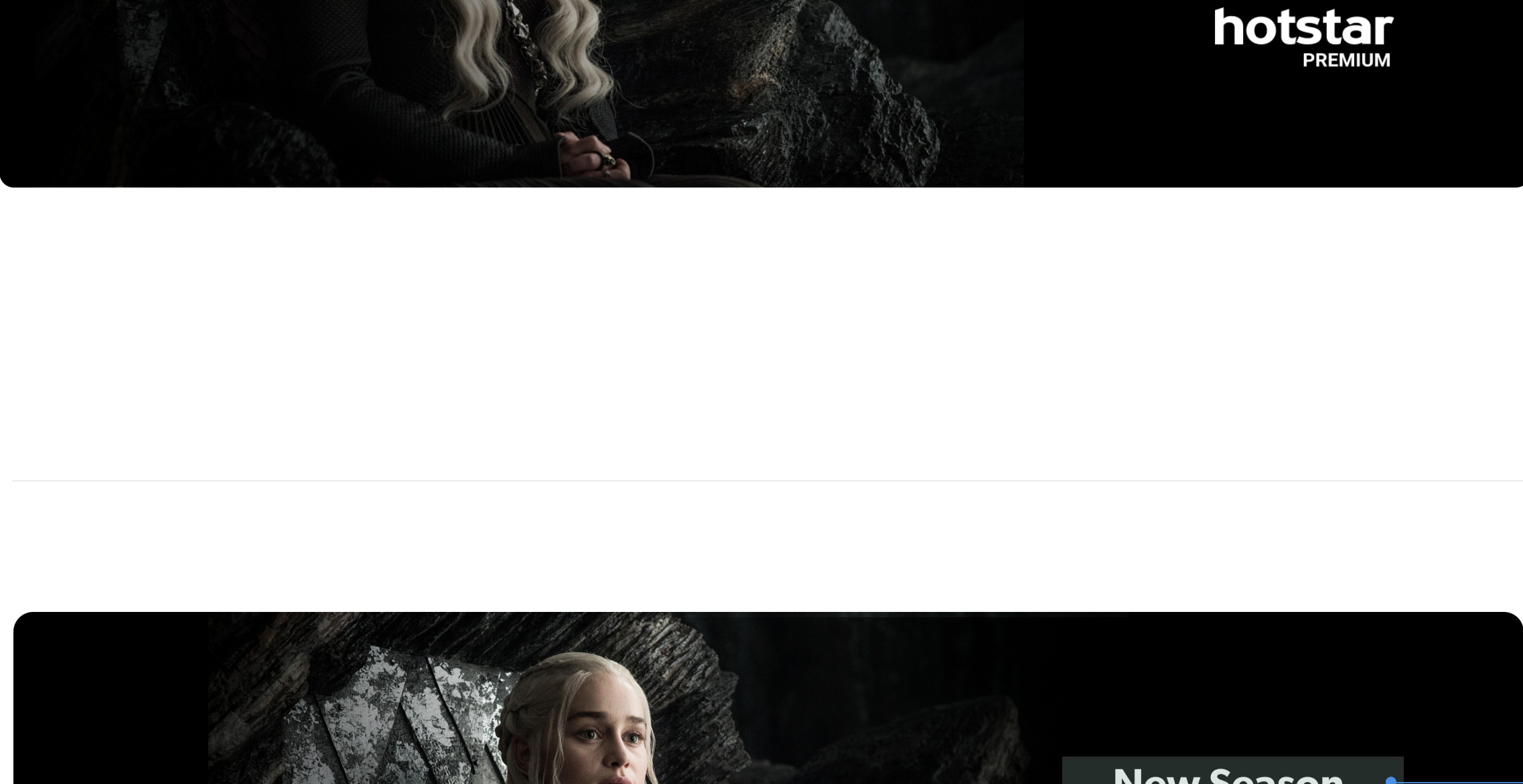


In-stream

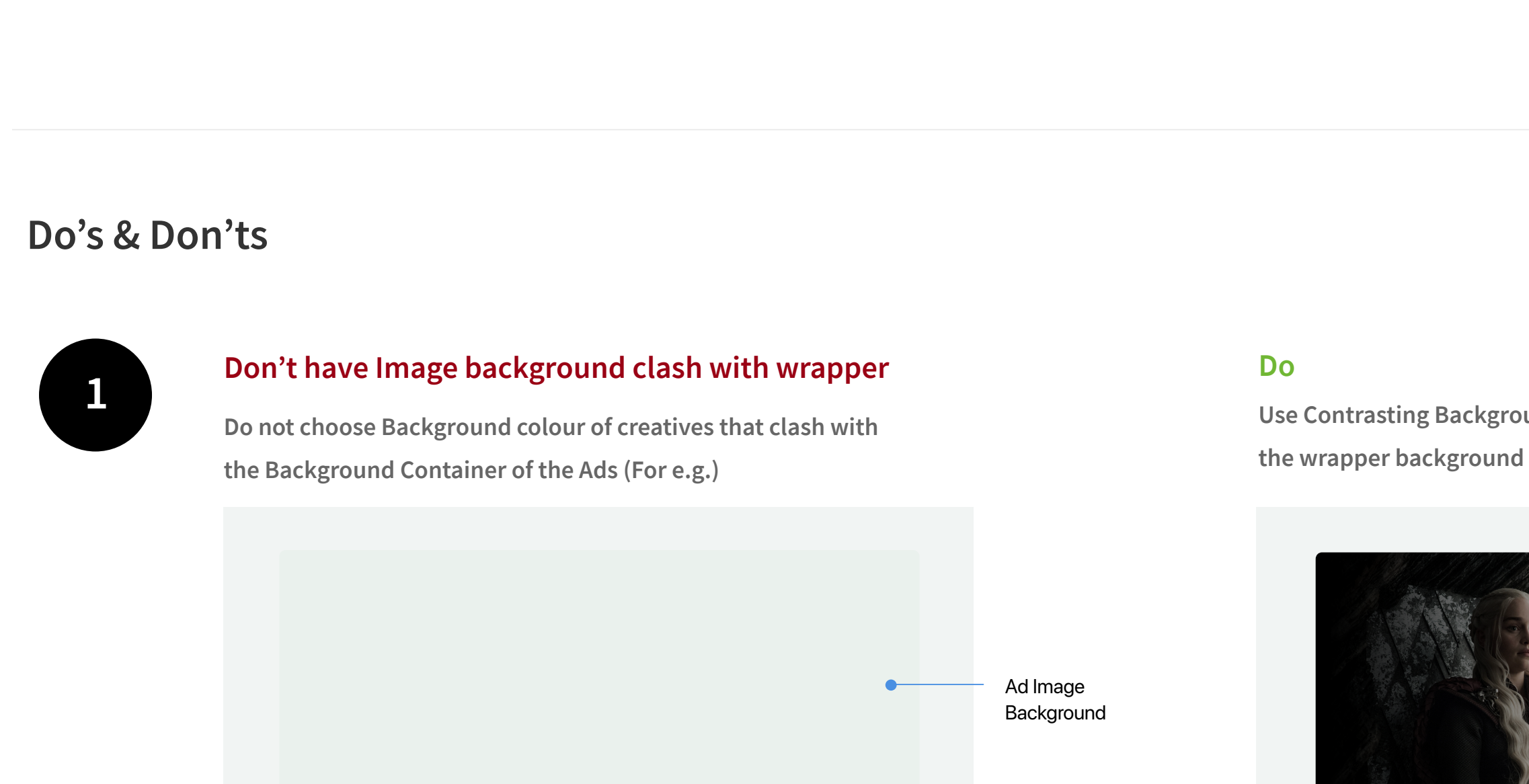
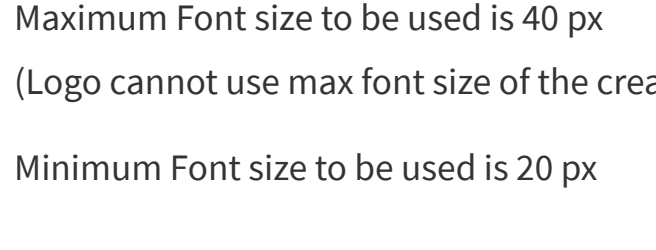


| Specifications: | | | |
|-------------------|--|---|---|
| 1. Image | <p>MOBILE</p> <p>Dimensions: 1032px × 444px</p> <p>File type: JPG</p> <p>Max. file size: 150 KB</p> <p>TABLET (billboard only)</p> <p>Dimensions: 1752px × 450px</p> <p>File type: JPG</p> <p>Max. file size: 200 KB</p> <p>DESKTOP (billboard only)</p> <p>Dimensions: 1170px × 362px</p> <p>File type: JPG</p> <p>Max. file size: 200 KB</p> | 6. Call-To-Action (CTA) | <p>Choose from:</p> <p>Learn More / Buy Now / Install / Order Now / Shop Now / Contact Us / Apply Now / Sign Up / Book Now</p> |
| 2. Brand Logo | <p>Dimensions: 120px × 120px</p> <p>File type: JPG</p> <p>Max. file size: 50 KB</p> | 7. Brand colour for CTA (instream only) | <p>Hex code of the brand colour (instream only)</p> <p>(If the CTA colour merges with the UI of our platform, we will need an alternative hex code)</p> |
| 3. Brand Name | <p>Max. 20 characters (including spaces)</p> | 8. Ad click URL | <p>DeepLink URL (optional; only for apps)</p> <p>Landing Page URL</p> |
| 4. Campaign title | <p>Max. 24 characters (including spaces)</p> | 9. Video File (Only for video billboard - mobile & web) | <p>Container: MP4</p> <p>Bit rate: 50 Mbit/s CBR</p> <p>Codect: XD CAM HD 422</p> <p>Dimensions: 1920 × 1080 (16:9)</p> <p>Frame rate: 25 fps</p> |
| 5. Headline | <p>Max. 80 characters (including spaces)</p> | | |

Image guidellines



- Specifications:** For Mobile (1032*444)
- 1. Character Limit for Body Text on Creatives**
Maximum Characters to be used on the creatives: 40 (including 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 following dimensions: (maximum)
(The rectangle is just for an understanding of dimensions for your Logo size, don't add it in the creative)



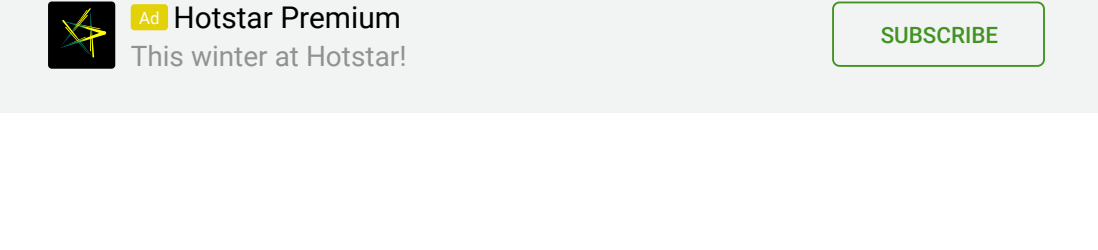
- Specifications:** Billboard – For Desktop & Tablet
- 1. Character Limit for Body Text on Creatives**
Maximum Characters to be used on the creatives: 40 (including spaces)
(Doesn't include Coupon codes and Brand Logos)
 - 2. Font size**
Maximum Font size to be used is 40 px
(Logo cannot use max font size of the creative)
Minimum Font size to be used is 20 px
 - 3. 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)



Do's & Don'ts

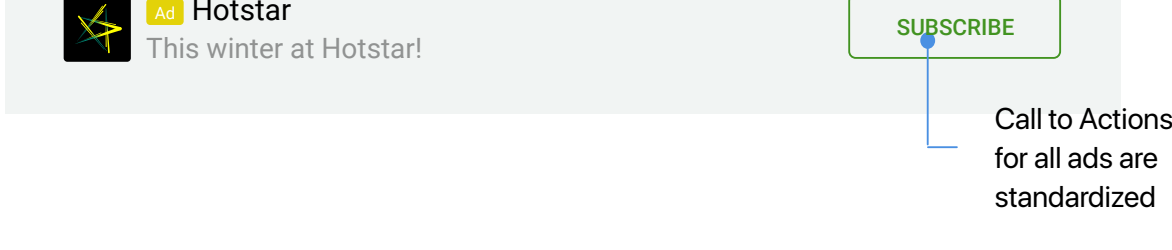
- Don't have Image background clash with wrapper**

Do not choose Background colour of creatives that clash with the Background Container of the Ads (For e.g.)



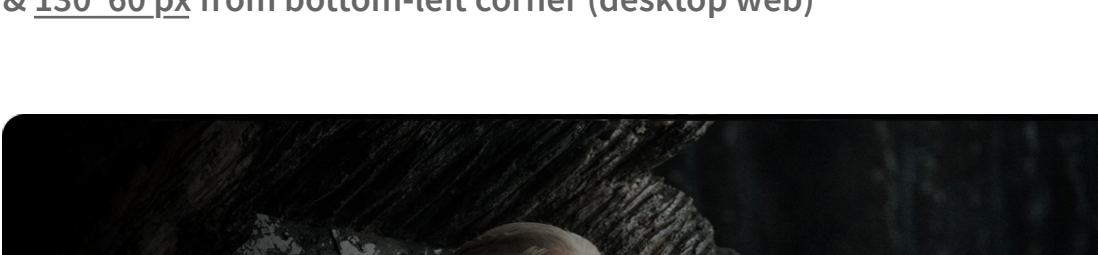
- Do**

Use Contrasting Backgrounds for Ads that do not clash with the wrapper background colour.



- Don't have CTAs on creatives**

Do not include any kind of Call-to-Actions in the creatives. Creatives having any kind of CTAs will not be approved



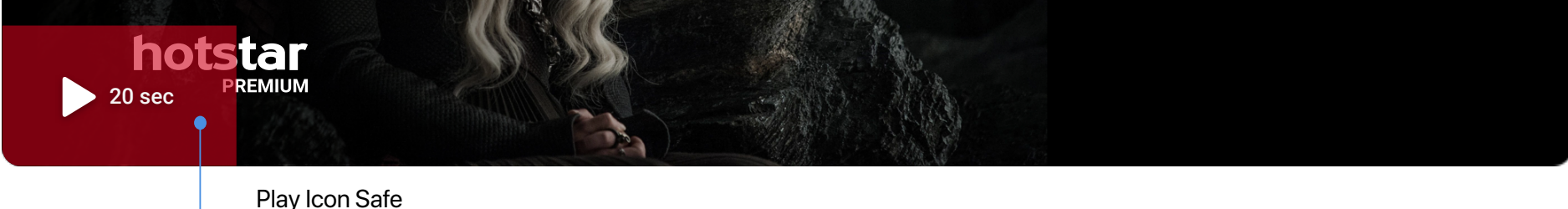
- Do**

Keep the creatives free from any kind of Call-to-Actions. Our designs have accommodated for your Call-to-Actions



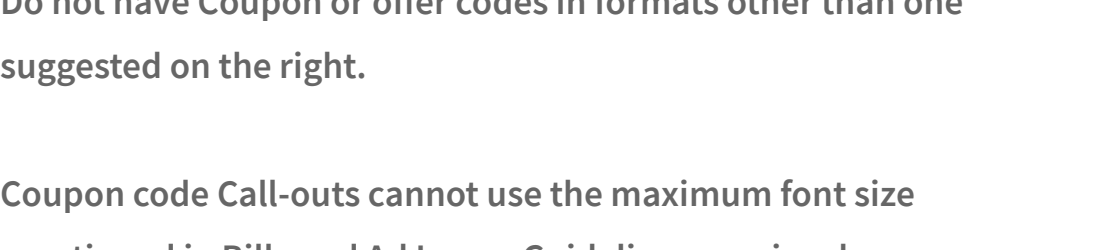
- Don't have elements in the safe zone of Play icon (billboard video)**

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

Do not have Coupon or offer codes in formats other than one suggested on the right.



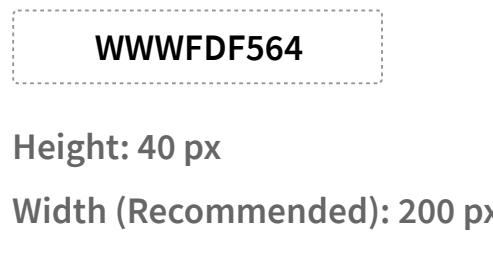
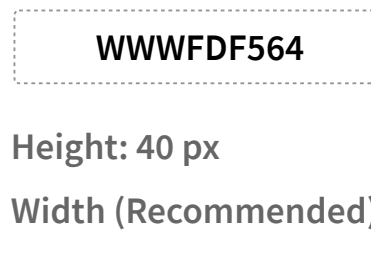
- Do**

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)

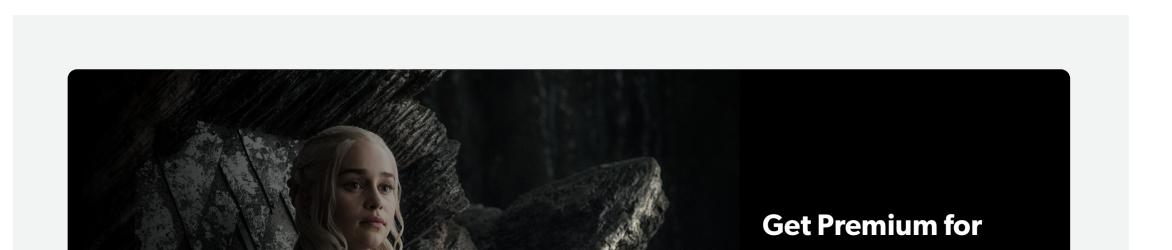
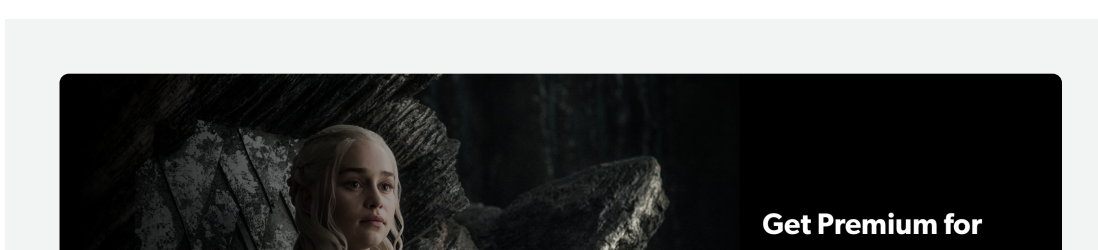
Mobile (1032*444):
Component Title: 20 px (min)
Component Title: 26 px (max)
Mobile (1032*444):

Desktop (1170px × 362px)
Coupon code Text: 26 px (max)
Coupon code Text: 20 px (min)
Desktop (1170px × 362px)



Height: 40 px
Width (Recommended): 200 px
Coupon code Text: 30 px (maximum)
Coupon code Text: 26 px (minimum)
No character limit for coupon code text

Height: 40 px
Width (Recommended): 200 px
Coupon code Text: 26 px (max)
Coupon code Text: 20 px (min)
No character limit for coupon code text



- Don't have Any Background space around Ads**

The Ad Cannot be contained within a background in the creative, even if its a part of the Brand Guideline

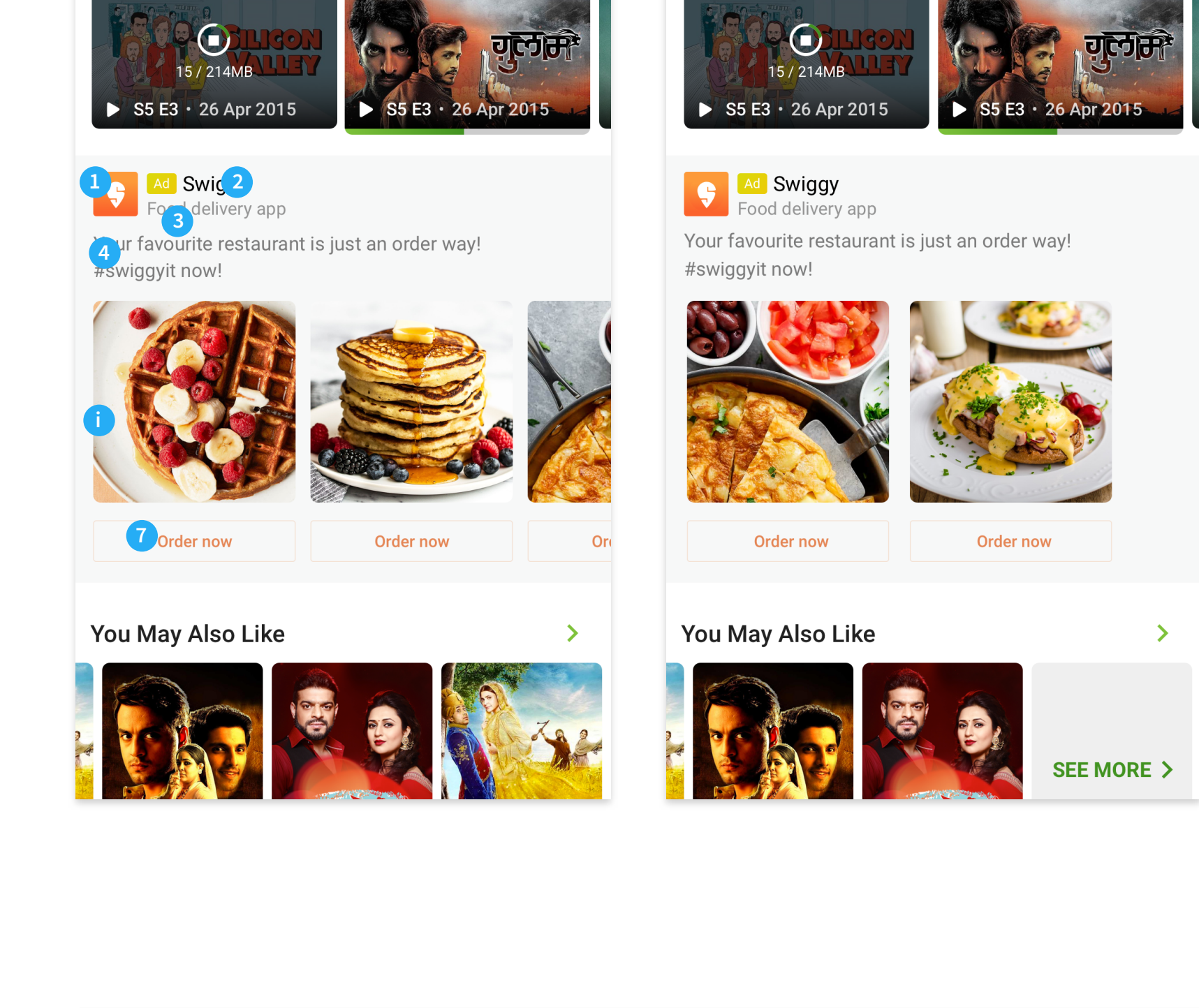


- Do**

Use 100% of the Ad space provided in the designs



2. Carousel



| Specifications: | | | |
|-------------------------|--|-------------------------|--|
| 1. Brand logo | <p>Dimension: 120px x 120px</p> <p>File type: JPG</p> <p>Max. file size: 50 KB</p> | 7. Call-To-Action (CTA) | <p>Choose from:</p> <p>Learn More / Buy Now / Install / Order Now / Shop Now / Contact Us / Apply Now / Sign Up / Book Now</p> |
| 2. Brand name | <p>Max. 20 characters (including spaces)</p> | 8. Brand colour for CTA | <p>Hex code of the brand colour (if the CTA colour merges with the UI of our platform, we will need an alternative hex code)</p> |
| 3. Campaign title | <p>Max. 24 characters (including spaces)</p> | | |
| 4. Headline | <p>Max. 80 characters (including spaces)</p> | | |
| 5. Number of Cards | <p>Recommended: 4</p> <p>Min: 3</p> <p>Max: 6</p> | | |
| 6. Card specifications: | | | |
| i) Card image | <p>Dimensions: 500px × 500px</p> <p>File type: JPG</p> <p>Max. file size: 150 KB</p> | | |
| ii) Card click URL | <p>Landing Page URL</p> | | |

| Specifications: | | | |
|-------------------------|--|-------------------------|--|
| 1. Brand logo | <p>Dimension: 120px x 120px</p> <p>File type: JPG</p> <p>Max. file size: 50 KB</p> | 7. Call-To-Action (CTA) | <p>Choose from:</p> <p>Learn More / Buy Now / Install / Order Now / Shop Now / Contact Us / Apply Now / Sign Up / Book Now</p> |
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| 4. Headline | <p>Max. 80 characters (including spaces)</p> | | |
| 5. Number of Cards | <p>Recommended: 4</p> <p>Min: 3</p> <p>Max: 6</p> | | |
| 6. Card specifications: | | | |
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| Specifications: | | | |
|-------------------------|--|-------------------------|--|
| 1. Brand logo | <p>Dimension: 120px x 120px</p> <p>File type: JPG</p> <p>Max. file size: 50 KB</p> | 7. Call-To-Action (CTA) | <p>Choose from:</p> <p>Learn More / Buy Now / Install / Order Now / Shop Now / Contact Us / Apply Now / Sign Up / Book Now</p> |
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| i) Card image | <p>Dimensions: 500px × 500px</p> <p>File type: JPG</p> <p>Max. file size: 150 KB</p> | | |
| ii) Card click URL | <p>Landing Page URL</p> | | |

| Specifications: | | | |
|-----------------|---|--|--|
| 1. Brand logo | <p>Dimension: 120px x 120px</p> <p>File type: JPG</p> <p></p> | | |