hotstar

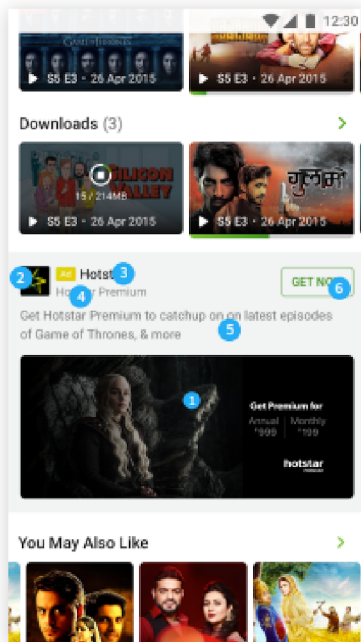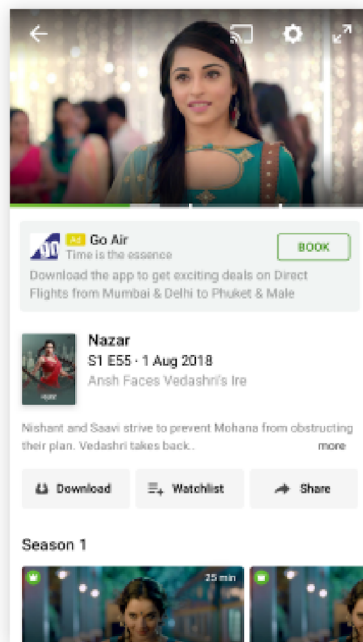# 1. Image

Placements: Frame / Stub / In-stream

Frame
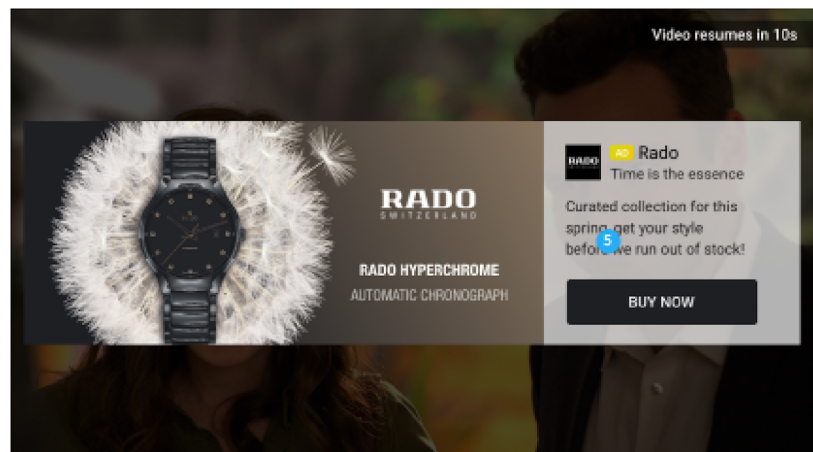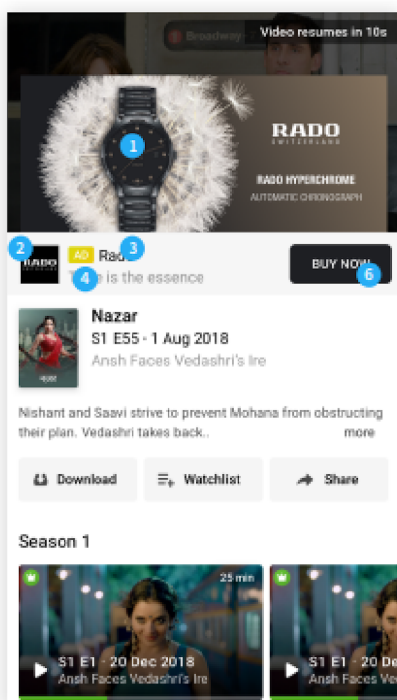
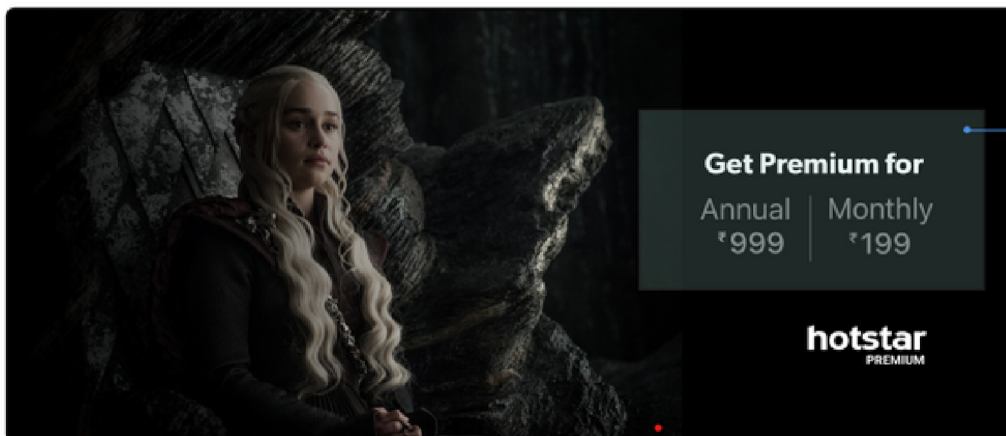Stub

In-stream

1. **Image**

   MOBILE
   Dimensions: 1032px × 444px
   File type: JPG
   Max. file size: 150 KB

   TABLET (billboard only)
   Dimensions: 1752px × 450px
   File type: JPG
   Max. file size: 200 KB

   DESKTOP (billboard only)
   Dimensions: 1170px × 362px
   File type: JPG
   Max. file size: 200 KB

2. **Brand Logo**

   Dimensions: 120px × 120px
   File type: JPG
   Max. file size: 50 KB

3. **Brand Name**

   Max. 20 characters
   (including spaces)

4. **Campaign title**

   Max. 24 characters
   (including spaces)

5. **Headline**

   Max. 80 characters
   (including spaces)

6. **Call-To-Action (CTA)**

   Choose from:
   Learn More / Buy Now / Install / Order Now / Shop Now / Contact Us / Apply Now / Sign Up / Book Now

   Custom: Max. 10 characters
   (including spaces)

7. **Brand colour for CTA (Instream only)**

   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)

8. **Ad click URL**

   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.

9. **Video FIle (Only for video billboard - mobile & web)**

Container	.MP4
Bit rate	50 Mbit/s CBR
Codec	XD CAM HD 422
Dimensions	1920 × 1080 (16:9)
Frame rate	25 fps

Image guidellines

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 following dimensions: (maximum)
(The rectangle is just for an understanding of dimensions for your Logo size, don't add it in the creative)

Width: 160 px
Height: 40px   LOGO

New Season

Annual | Monthly

₹999 | ₹199

hotstar PREMIUM

Body text

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)

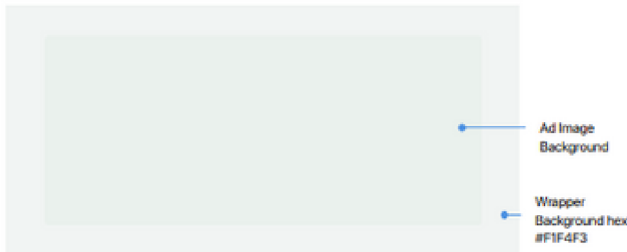(The rectangle is just for an understanding of

Width: 100 px
Height: 26 px

LOGO
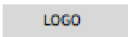
Do's & Don'ts

1

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.)
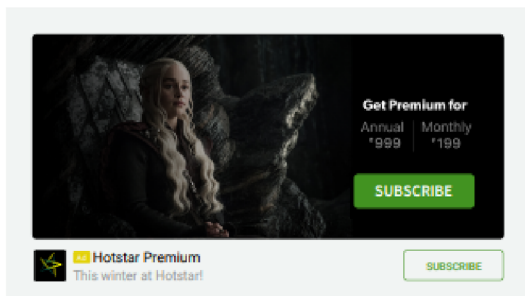
Ad Image Background

Wrapper Background hex #F1F4F3

Do

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

Get Premium for

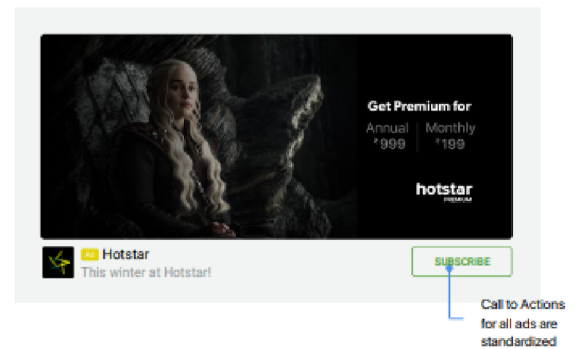Annual | Monthly

₹999 | ₹199

hotstar PREMIUM
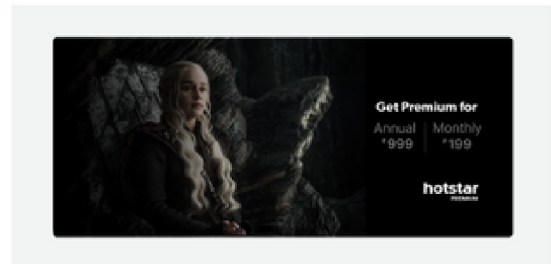
2

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

Get Premium for

Annual | Monthly

₹999 | ₹199

SUBSCRIBE

Hotstar Premium
This winter at Hotstar!

SUBSCRIBE

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

hotstar PREMIUM

Hotstar
This winter at Hotstar!

SUBSCRIBE

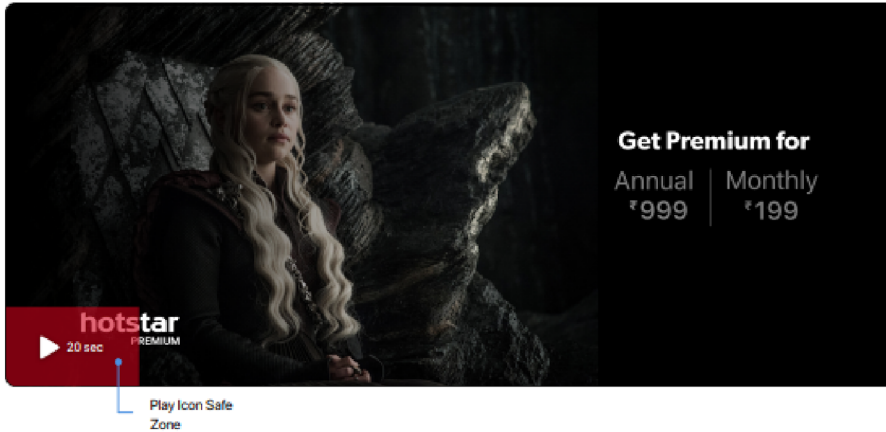Call to Actions for all ads are standardized

3

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)

Play Icon Safe
Zone

4

Don't make Coupon codes look like CTAs

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

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.

Coupon codes should not look like CTAs

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)
Component Title: 20 px (min)	Coupon code Text: 26 px (max)
Component Title: 26 px (max)	Coupon code Text: 20 px (min)
Mobile (1032*444):	Desktop (1170px × 362px)

WWWFDF564	WWWFDF564

Height: 40 px	Height: 40 px
Width (Recommended): 200 px	Width (Recommended): 200 px
Coupon code Text: 30 px (maximum)	Coupon code Text: 26 px (max)
Coupon code Text: 26 px (minimum)	Coupon code Text: 20 px (min)
No character limit for coupon code text	No character limit for coupon code text

Coupon code title

Coupon code component
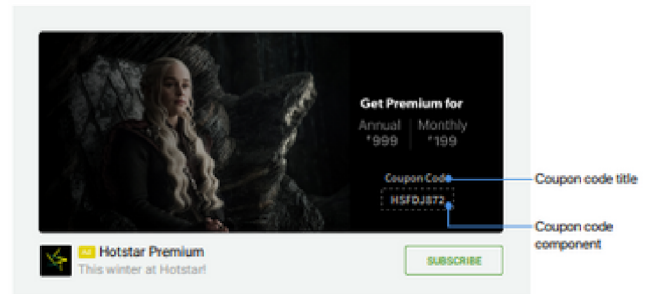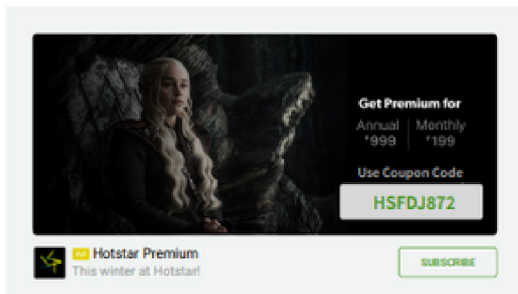
5

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