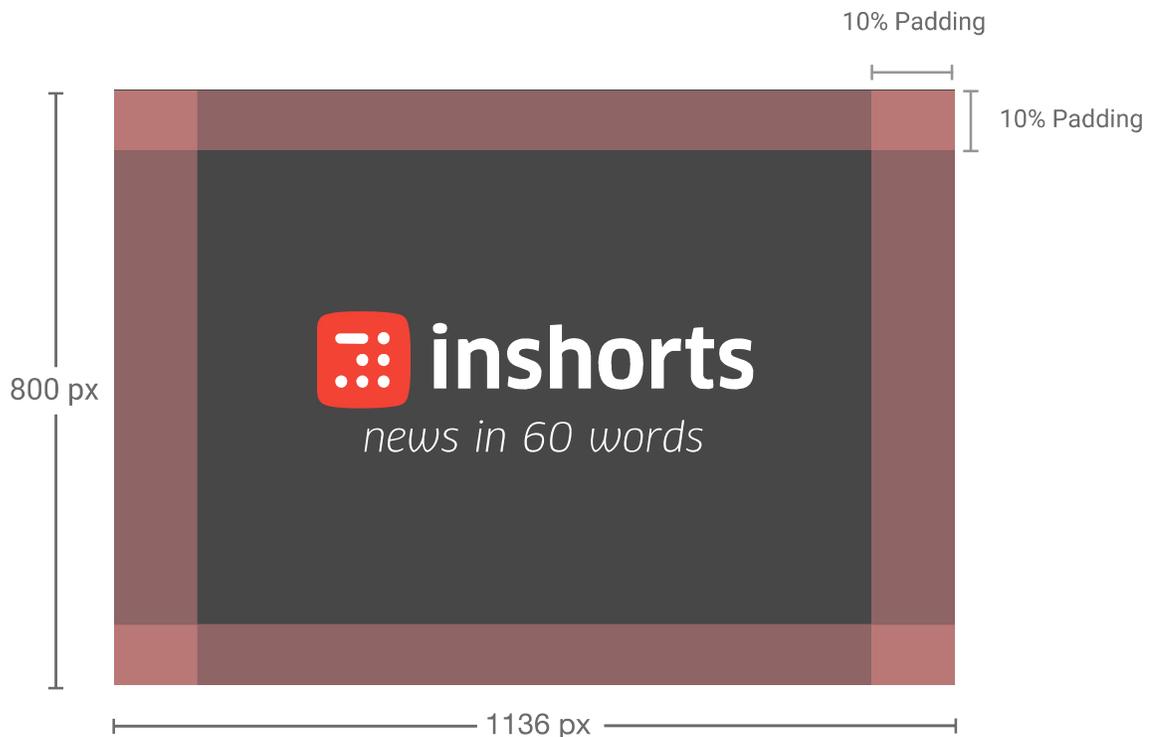


## CONTENT ADS

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For content ads, the advertiser needs to provide with the **Content Image** that goes along with the short. Please follow the instructions below for the image, so that it appears on maximum of the devices without trimming.

- 1) The creative should be of size **1136px X 800px** (width x height). Format should be **JPEG** and size **under 100 KB**.
- 2) In order to avoid trimming of the main content on majority of the devices, give a **padding of 10%** on each sides.
- 3) **Avoid writing any text on the image.**



# CONTENT ADS

## Requirements for publishing a Story/ Article:

Headline - 60 characters (including space)

Body - 60 words (including space)

Footer Line 1 - 48 characters (including space)

Footer Line 2 - 48 characters (including space)

If in case of video story, we need YouTube Link (we can take out thumbnail image from YouTube link)

**Note :** We can't place impressions tracker on Story/ Articles, we only can place landing page or click tracker for tracking clicks. Also, for reporting, Inshort's report is followed for billing.

## EXAMPLES



**Matcha contains antioxidants that give younger-looking skin**

Matcha, a nutrient-rich premium green tea powder from Japan, contains 137 times more antioxidants which prevent ageing thereby giving a younger-looking skin. The green tea powder also helps in fighting against the negative effects of UV radiation. Cosmetics brand Garnier recently introduced Matcha in its Garnier Oil Clear Men's face wash to give men a flawless skin.

powered by Garnier

The face wash ensures a day long oil free feel  
Tap to know more about it



**The 1st ever 'GRAND INDIAN HOLIDAY SALE' begins**

The first ever 'GRAND INDIAN HOLIDAY SALE', offering great deals on holiday packages, has begun from March 1. "If you are planning your Summer Holidays, it's the perfect time to checkout fantastic deals on your dream destinations" says Thomas Cook India who is offering the sale for the quintessential value seeking Indian customer. The holiday sale ends on March 10.

powered by Thomas Cook

Enjoy Singapore at ₹29,955, Thailand at ₹21,635  
Tap to know more about other packages



**Mercedes-Benz India sells over 13,000 units for 2nd year in a row**

India's largest luxury car brand Mercedes-Benz sold over 13,000 units for the second year in a row despite demonetisation and diesel ban for eight months in Delhi-NCR in 2016. "This was the most successful year for Mercedes-Benz in the history of the company," Mercedes said. The SUV range grew by more than 20% with GLE being the highest sold SUV.

powered by Mercedes-Benz

C-Class sedan was the highest selling model  
Check out some of the best selling models