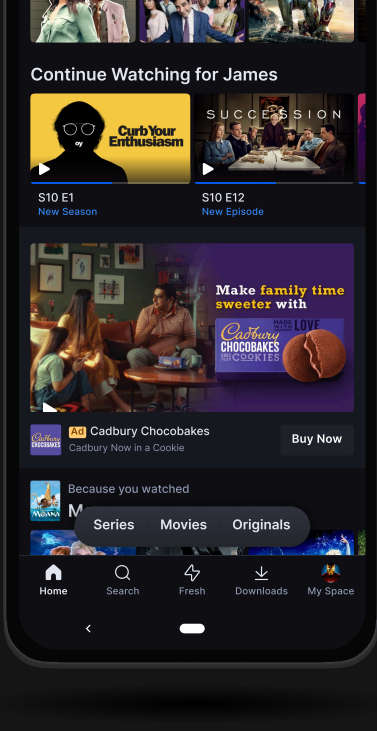


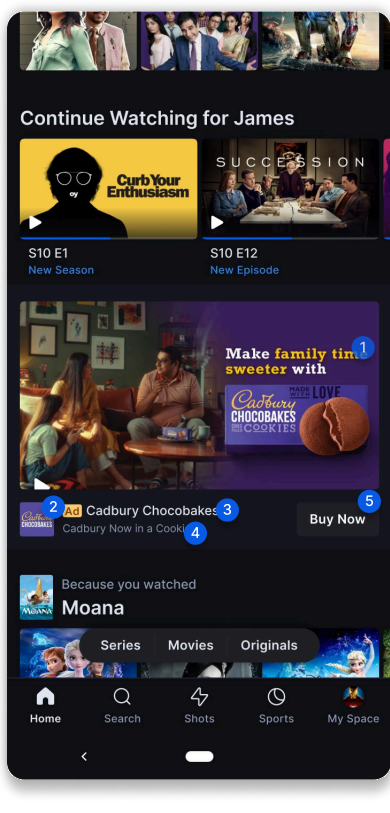
DISPLAY FRAME ADVERTISEMENT



Available On



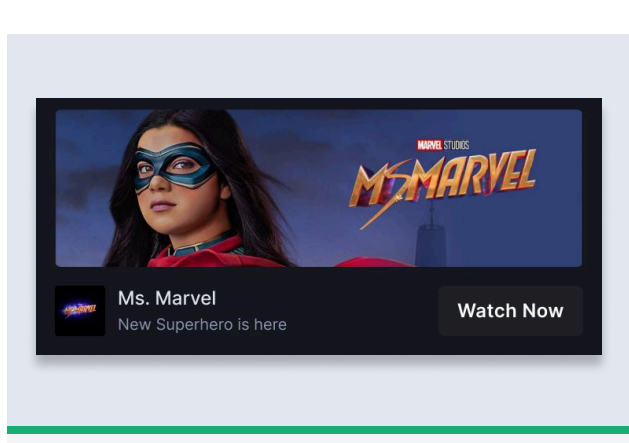
Display Frame Ad



1. Poster Image	1200 × 628 px (Ratio - 1.91:1) [Mobile] Max file size: 2 MB Format: JPEG
2. Brand Logo	120 × 120 px [Aspect Ratio: 1:1] Format: JPEG Max file size: 50 KB
3. Brand Name	Maximum 20 characters including spaces
4. Campaign Title	Maximum 24 characters including spaces
5. Call-To-Action (CTA)	Choose from: Learn More Buy Now Install Order Now Shop Now Contact Us Apply Now Sign Up Book Now Get Offer Participate (Case sensitive) Custom CTA : Maximum 10 characters including spaces
6. Ad-Click URL	Deep link URL (Optional; only for apps) ; Landing Page URL Ad will first attempt to open the deep link URL. If not, the landing page
7. Special Characters Allowed	- . ₹ - # % * + _ : = ; , ' © () {} ~ ¢ & ? ! @ / \

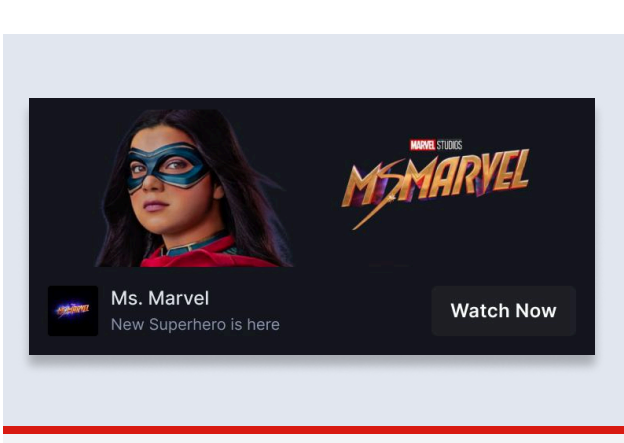
DO'S & DON'TS

1. Image background -



DO

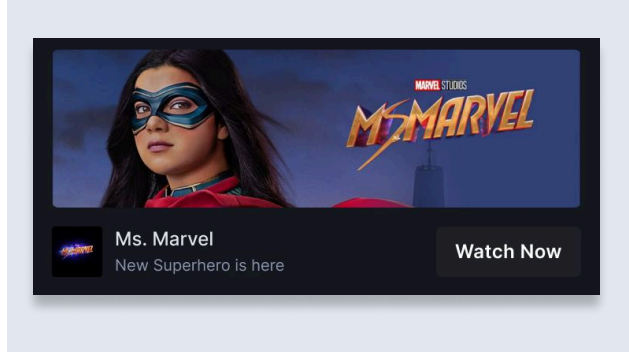
- Use contrasting background for Ads that do not clash with the UI background color (Hex: #16181F).



DON'T

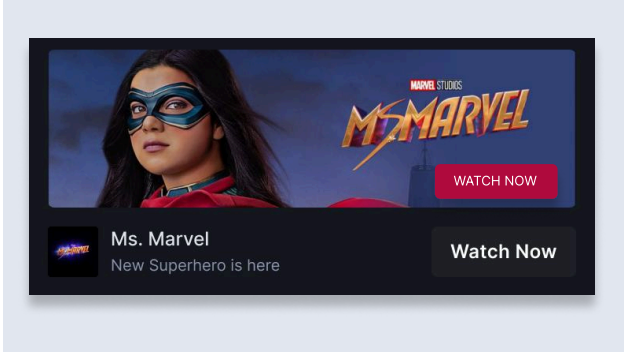
- Do not choose background color of creatives that clash with the UI.

2. Call-To-Action on creative



DO

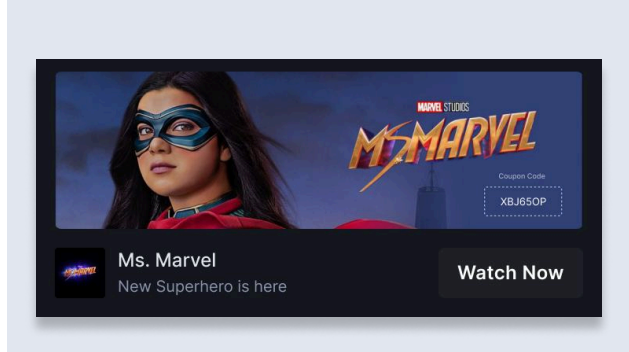
- Keep the creative free from any kind of CTAs. Our designs have accommodated for your Call-to-Action.



DON'T

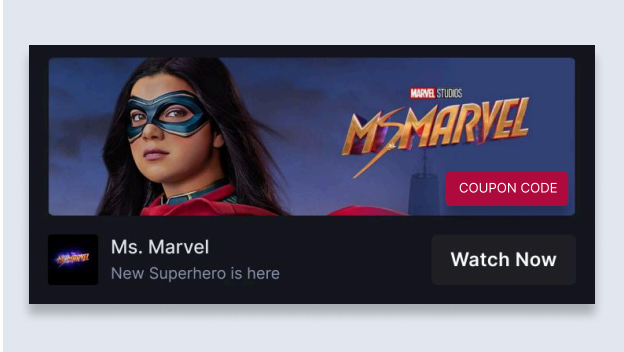
- Keep the creative free from any kind of CTAs. Our designs have accommodated for your Call-to-Action.

3. Coupon Codes



DO

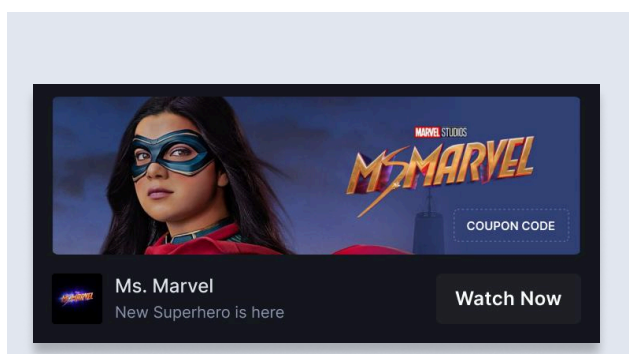
- It should be mentioned as a coupon code and maximum character limit for coupon code is 16 chars including spaces.



DON'T

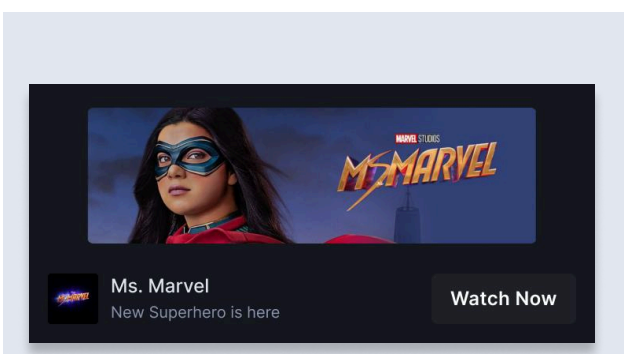
- Coupon codes should not look like CTAs and it shouldn't exceed maximum font size mentioned earlier.

4. Background Space



DO

- Utilize 100% of the Ad space provided in the designs.



DON'T

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

Thank you for your compliance

Creatives are subject to rejection by our in-house team if the guidelines haven't been followed as mentioned above. We take our QC quite seriously