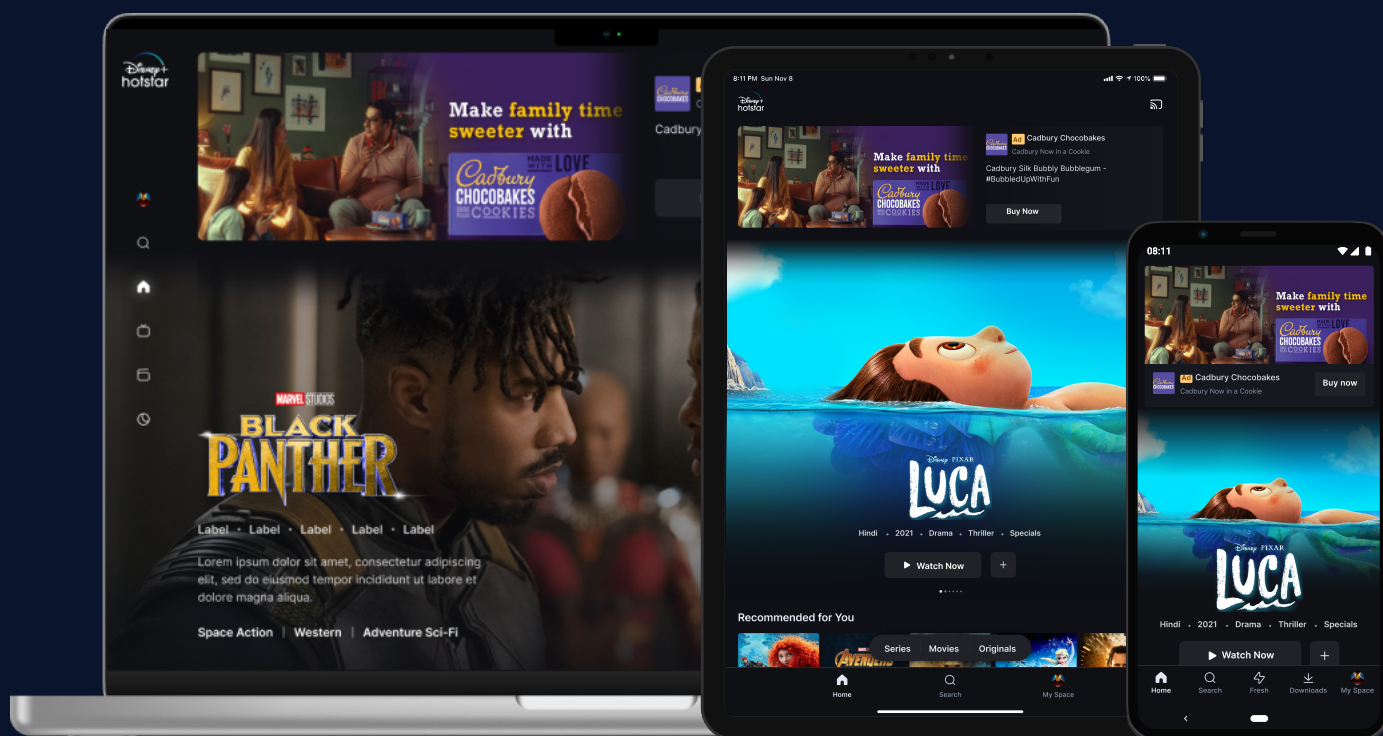


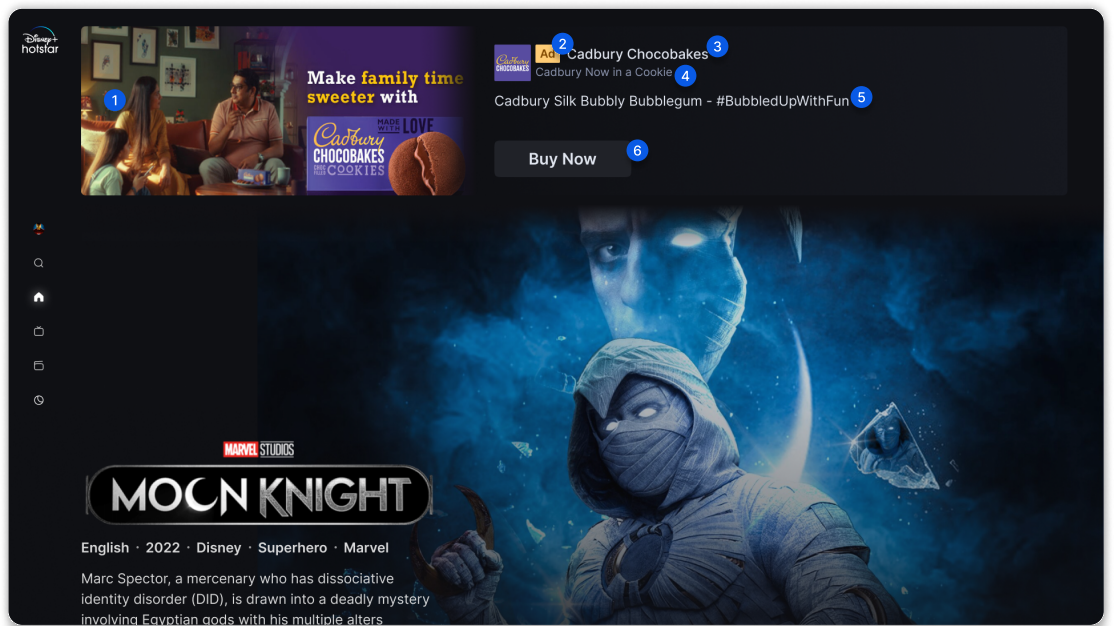
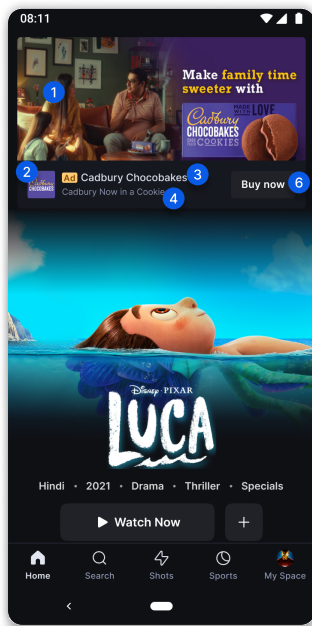
DISPLAY BILLBOARD ADVERTISEMENT



Available On



Display Billboard Ad



1. Poster Image

1032 × 444 px (Ratio - 2.3:1) [Mobile]

1600 × 685 px (Ratio - 2.3:1) [Tablet]

1920 × 820 px (Ratio - 2.3:1) [Web]

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. Headline

Maximum 80 characters including spaces

Note : Headline is for Tablet & Web only

6. 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)

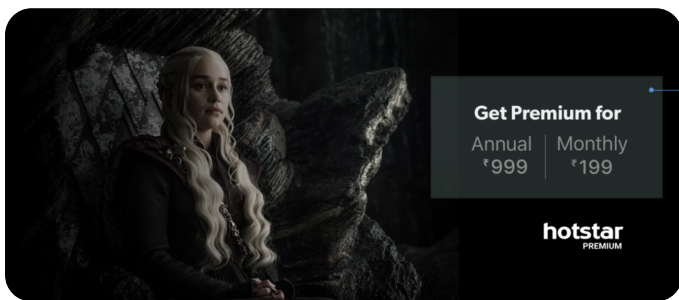
Custom CTA : Maximum 10 characters including spaces

7. Ad-Click URL

Deep link URL (Optional; only for apps); Landing Page URL

Note: Ad will first attempt to open the deep link URL. If not the landing page

General creative guidelines



1. Character limit for body text on creatives

Maximum Characters to be used on the creatives for body text : 40 (Including spaces). Doesn't include Coupon Codes, Brand Logos and Graphic Elements used

2. Font Sizes

- Maximum font sizes to be used is 50px for Mobile
- Maximum font sizes to be used is 40px for Tablet & Web
- Minimum font sizes to be used is 24px for all platforms

3. Use of logos/coupon codes in the creatives

Logos on creatives should be contained within

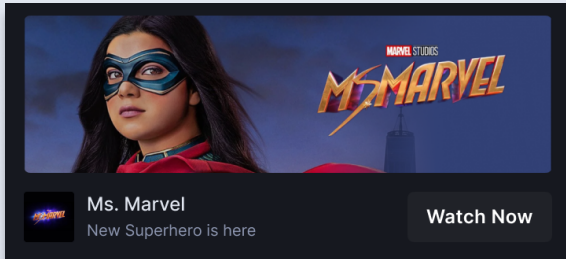
- For Mobile, Tablet & Web :
 - 160 × 40px (for horizontal Logos)
 - or
 - 40 × 160px (for vertical Logos)

Coupon code should be contained within

- 160 × 75 px for all platform

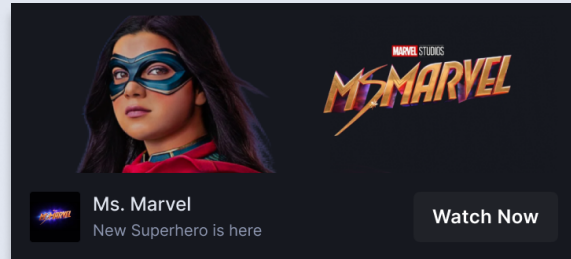
DO'S & DON'TS

1. Image background -



DO

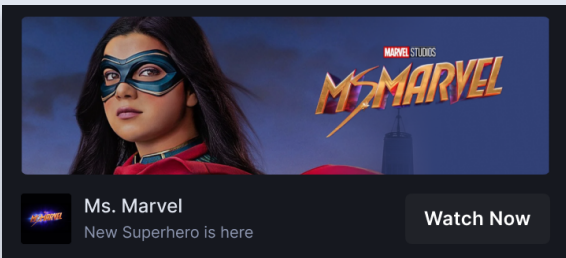
- Use contrasting background for Ads that do not clash with the UI background color (Hex: #16181F).



DON'T

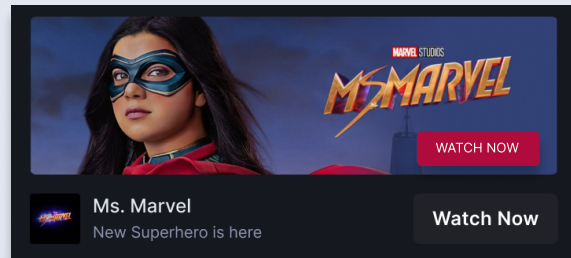
- Do not choose background color of creatives that clash with the UI.

2. Call-To-Action on creative



DO

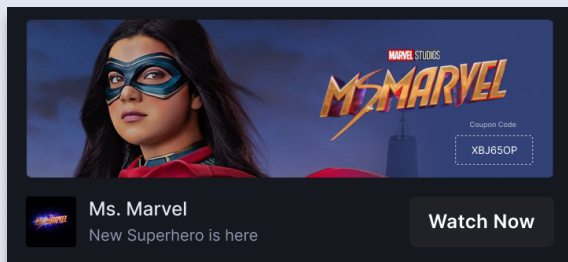
- Keep the creative free from any kind of CTAs. Our designs have accommodated for your Call-to-Action.



DON'T

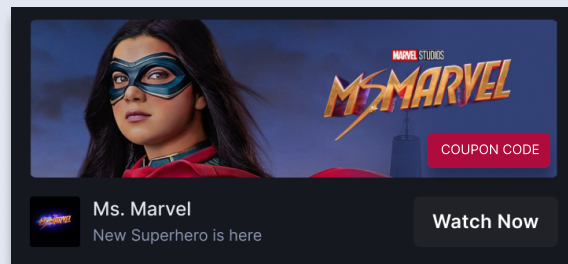
- Keep the creative free from any kind of CTAs. Our designs have accommodated for your Call-to-Action.

3. Coupon Codes



DO

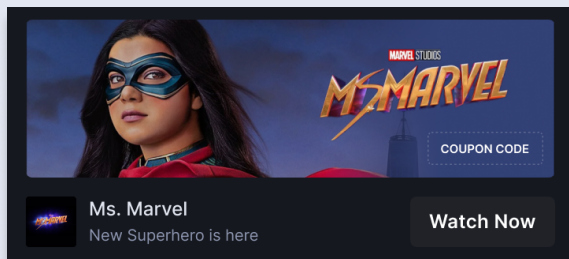
- It should be mentioned as a coupon code and maximum character limit for coupon code is 16 chars including spaces.



DON'T

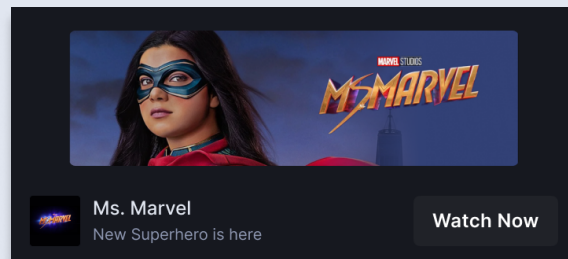
- Coupon codes should not look like CTAs and it shouldn't exceed maximum font size mentioned earlier.

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