

NT Creative Grid Order Page Tracking

Creative Requirement					Ad Text copy requirement		Logo Requirement
Placement	Minimum no. of images/videos required	Ratio	Pixel Dimension	Video Size	Headline char limit	Subtitle char limit	Logo Requirement
Page Header Image	1	1:1	1440X1440	-	30 character	32 character	-
Page Header Video	1	1:1	1440X1440	<10MB	30 character	32 character	-
Brand Carousel	3	1:1	888X854	-	30 character	32 character	500X500 circular
Horizontal Carousel	1	16:9	984X558	-	-	-	-
Banner Ads Image	1	16:9	984X558	-	30 character	32 character	500X500 circular
Banner Ads Video	1	16:9	984X558	<10MB	30 character	32 character	500X500 circular
Vertical Carousel	1	4:5	1168X1460	-	-	-	-
HomePage Banner I	1	16:9	912X570	-	-	-	-
HomePage Banner II	1	4:5	459 × 612	-	-	-	-
Rider App	1	16:9	984X559	-	-	-	-

Note: Creatives can be either shared as per the above guidelines or 3 open creatives along with 500x500 logo, Headline and Subtitle. Need at least 3-4 versions of different creatives.

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MastHead Safe Area Template - <https://drive.google.com/drive/folders/1ZqYrvOmSiTpAmnqdU2lsuVc-gGNHVicj>