



CAROUSEL AD (RICH MEDIA)

Carousel Ad created by upday

	Type	Limitations	Comments
Headline	Text	Max. 40 Characters	Ø
CTA Text	Text	Max. 30 Characters	Ø
Brand logo	Image	Ø	EPS or SVG format. Alternatively as transparent PNG
Images	Image	Portrait – Minimum Resolution 600 x 800 Pixels	Minimum 3 images for Carousel
Price Tag Title	Text	Max. 30 Characters	For Product Name
Price Tag Copy	Text	Max. 80 Characters	For Product Description
Tracking		Ø	All third-party suppliers are accepted including for viewability measurement.

Display Ad as a Carousel Ad

	Type	Limitations	Comments
Images	S8/S8+ S9/S9+	672 x 1192 Pixel	No closing button and marked with an -Ad- in the corner (not the top right one)
	Other Devices	672 x 1088 Pixel	No closing button and marked with an -Ad- in the corner (not the top right one)
Tracking			All third-party suppliers are accepted including for viewability measurement.

Note: In order for a Carousel Ad to be complete, at least 3 images should be delivered. Our recommendation is to deliver 3-6 images, which rotate in the Carousel Ad.



Delivery of ad creatives

All ad creatives should be delivered separately to ads@upday.com 7 workdays prior to campaign start

[Preview-Video](#)