



# NATIVE HOME TEASER / PUSH AD / RECOMMENDATION AD

	Type	Limitations	Comments
Main Image / Logo	Image	1200 x 627 Pixels	Must be JPG, GIF or PNG format
Title	Text	Max. 50 Characters	Should be an "eye-catcher" for the article
CTA	Text	Max. 15 Characters	Ø
Tracking			All third-party suppliers are accepted including for viewability measurement.

**Note:** The **Native Home Teaser** is an exclusive native ad placement on the upday HOME page for one or multiple countries. This is the only ad placement on our HOME page, which is natively integrated. It is designed by upday. The **Push Ad** is shown at the bottom of a News Card which is shown after clicking on a Push Notification. It is also natively integrated and designed by upday.



## Delivery of ad creatives

All ad creatives should be delivered separately to [ads@upday.com](mailto:ads@upday.com) 3 workdays prior to campaign start

[Preview-Video](#)