



# SNAP STORY



This Rich Media visual consists of multiple layers, taking the user on a colourful journey. This unique way of **storytelling** will be **customized** to the client's needs by **our Creative Studio**.

	Type	Limitations	Comments
Headline	Text	Max. 40 Characters	∅
Copy	Text	Max. 280 Characters	∅
Images	Image	Portrait – Min. Resolution 720 x 1280 Pixels	Recommended: Minimum 5 images for the Snap Story
	Video	∅	Recommended: 5 - 10 seconds for each sequence
Logo	Image	Min. Resolution 500 x 500 Pixels	EPS or SVG format. Alternatively as transparent PNG
Colours	∅	∅	Definition of Brand Colours

## Tracking

All third-party suppliers are accepted including for viewability measurement.



### Delivery of ad creatives

All ad creatives should be delivered separately to [ads@upday.com](mailto:ads@upday.com) 7 workdays prior to campaign start

[Preview-Video](#)