

WeTransfer Advertising

Working with us



Responsive advertising

Our ads respond to fit the most popular screens and ratios. Please note that the WeTransfer user interface is fixed in size and positioning across all desktop breakpoints.

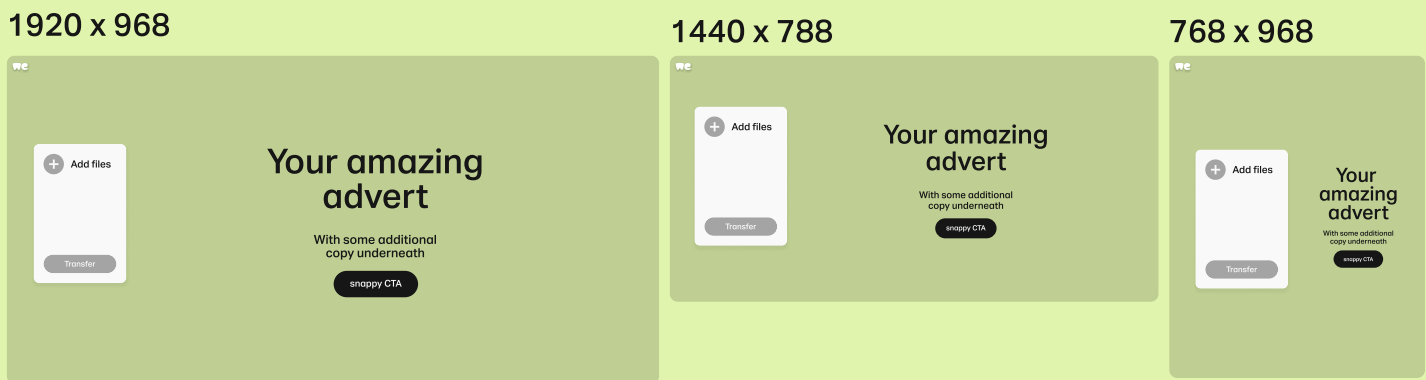
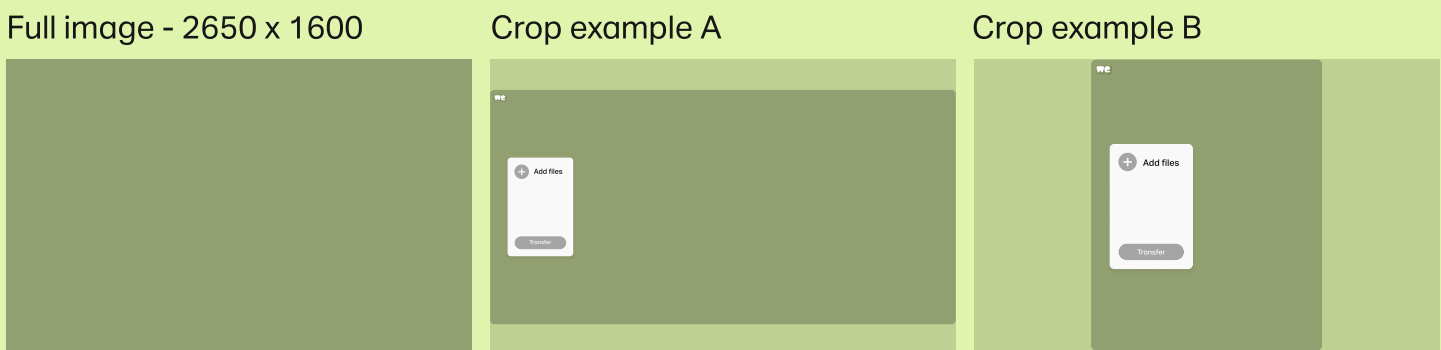


Image cropping

As a result of our responsive advertising space, background images will automatically crop depending on the screen ratio. This is why we ask you to supply images at a specific 8x5 landscape format.



Layered source files	<ul style="list-style-type: none">Layered Photoshop, Illustrator, Figma or similar acceptedInDesign files not accepted	Videos	<ul style="list-style-type: none">Minimum 1920x1080Minimum frame rate of 24fpsIdeally .mov or .mp4 format exported in H.264 or ProRes codec
Images	<ul style="list-style-type: none">Minimum resolution of 2560x1600pxPhotoshop, .tiff and .jpeg preferableLandscape formatOther image formats may be cropped	Intro videos	<ul style="list-style-type: none">As per “Videos” specsIdeally 30fps for smoother editingLimited to 3-8 seconds for file weight restrictionsContains no logos or supers
Illustrations	<ul style="list-style-type: none">Vector - Illustrator file (.ai) or .epsPhotoshop, .tiff and .jpeg preferable for flat illustrations	Cinemagraph videos	<ul style="list-style-type: none">As per “Intro videos” specsSingle scene with limited moving elements and no camera movementA minimum of 60fps if slow motion is desired
Logos	<ul style="list-style-type: none">Vector format such as .ai, .eps and .svg preferredHigh resolution .jpeg or .png	Animations	<ul style="list-style-type: none">After Effects working files preferableStoryboards, visual references and visual assetsOur studio team can assists with animations
Fonts	<ul style="list-style-type: none">.otf, .ttf for desktop fonts.woff, .woff2 for web fonts	3D asset requirements	<ul style="list-style-type: none">Matcaps and texture files requiredOur studio team can collaborate with a freelance 3D artist for an agreed additional budget
Copy	<ul style="list-style-type: none">Editable document such as a Word doc or Google doc	3D file format requirements	<ul style="list-style-type: none">.OBJ or .GLTF formatsDRACO compression acceptable