


UPDAY SPECIFICATIONS



DISPLAY AD CARD / VIDEO AD CARD

		Limitations	Comments
Image	S8/S8+ S9/S9+	672 x 1192 Pixels	No closing button and marked with an -Ad- in the corner (not the top right one)
	Other Devices	672 x 1088 Pixels	No closing button and marked with an -Ad- in the corner (not the top right one)
Animated Image	Flagship	336 x 596 Pixels	MRAID, GIF, HTML5, Redirect
	Other	336 x 544 Pixels	 Flashtalking is not supported!
Video		Recommended: 10-20 Seconds	No automatic audio as default, subsequent polite load accepted
Physical File Size		Max. 1 MB	For all available devices
Formats		PNG, JPG, BMP, GIF, HTML 5, MRAID	Find the HTML5 specifications on page 8

Ad Creatives

Imagery

- upday display ads are always full screen
- Select meaningful, beautiful, rich media pictures to capture the attention of our users

Clear Call-to-Action (CTA)

- We recommend that all ad creatives are accompanied by a clear call to action button

Required Ad Units

- Ideally provide upday with at least two ad creatives for A/B testing
- Upon request, ad creatives can be provided by upday