



NATIVE AD CARD

	Type	Limitations	Comments
Main Image	Image	840 x 480 Pixels	Must be JPG or PNG and landscape format, royalty-free or with usage rights
Title	Text	Max. 50 Characters	Should be an “eye catcher“ of the article
Main text	Text	Max. 250 Characters	Should stick to the tone and style of our upday NEWS
Link	Ø	Ø	Links directly to your individual landing page or to your brand story created by upday
Brand name	Text	Max. 35 Characters	Ø
Brand logo	Image	128 x 128 Pixels	Ø

Note: The upday native ad card in editorial appearance leads directly to your website. Being “natively looking”, the promotion card is a natural part of the reading experience. Native ad cards are available on all devices.

Ad Creatives

Imagery

- Upon request, ad images can be provided by upday. (Additional charges may apply)



Delivery of ad creatives

All ad creatives should be delivered separately to ads@upday.com 3 workdays prior to campaign start

Text

- The native ad card includes a headline and a teaser text. To catch the reader’s attention, the headline must stand out as an “eye-catcher“ for the article
- Furthermore, to make the native ad card an integral part of the reader experience, the main text should stick to the tone and style of our upday NEWS

Brand Logo

- The native ad card must contain your brand logo and brand name