



NATIVE HOME TEASER / PUSH AD

	Type	Limitations	Comments
Main Image / Logo	Image	128 x 128 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

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.

Daily Fixed Placement

Native Home Teaser

Reach	Package Price
800.000 AI guaranteed for DE, UK, FR	35.000 €

Other countries upon request



INTERSTITIAL

	Type	Limitations	Comments
Image	Image	320 x 480 Pixels	Display Ad only
Video	Video	Recommended: 10 – 20 Seconds	No automatic audio as default, subsequent polite load accepted
Physical File Size		Max. 1 MB	Ø
Formats		PNG, JPG, BMP, GIF, HTML 5, MRAID	Find the HTML5 specifications on page 8