



CAROUSEL AD

	Type	Limitations	Comments
Headline	Text	Max. 40 Characters	Ø
CTA Text	Text	Max. 30 Characters	Ø
Brand logo	Image	Ø	EPS or SVG format. Alternatively as transparent PNG
Images	Image	Portrait – Minimum Resolution 600 x 800 Pixels	Minimum 2 images for Carousel
Price Tag Title	Text	Max. 30 Characters	For Product Name
Price Tag Copy	Text	Max. 80 Characters	For Product Description



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	Ø
Copy	Text	Max. 280 Characters	Ø
Images/ Videos	Image	Portrait – Min. Resolution 720 x 1280 Pixels	Minimum 5 images for the Snap Story
Logo	Image	Min. Resolution 500 x 500 Pixels	EPS or SVG format. Alternatively as transparent PNG
Colours	Ø	Ø	Definition of Brand Colours