

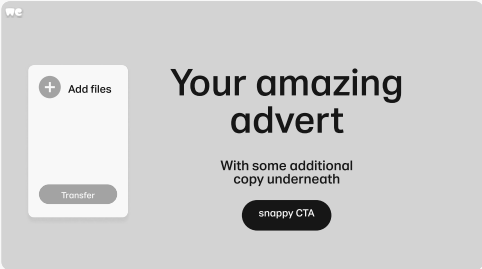
## Responsive advertising

Our ads seamlessly adapt to different screen sizes and orientations. This ensures your logo, call-to-action (CTA), and key elements remain clear, visible, and perfectly positioned on any desktop screen.

Large desktop viewport



Small desktop viewport



## Key requirements

For responsiveness, elements like logos or CTAs must be separate from the background to adjust properly on all screens.

You can choose whether to:

- Provide layered files using templates (.fig, .psd)
- Supply separate elements (logo, text, background) as individual files.

## Assets checklist

- ☒

Layered source files

- Use our template files, Figma (.fig) or Photoshop (.psd)
  - All design elements (logo, text, images, background) should be on separate layers
  - All design elements must be embedded in high quality—see “Tech specs.”
- ☐

Logos

- High quality. Preferably SVG (vector). Alternatively, high-resolution PNG (Raster).
- ☐

Copy

- Editable text or outlined layer when font file is not available
  - Plain text, 140 character limit, excluding logo or wordmark with English translations
- ☐

Links and trackers

- The URL where the ad will click out to
  - Trackers GPDR compliant and approved by our legal department
- ☐

Videos

- See “Tech specs”
  - For autoplay formats, videos should be clean—without text or logos on overlay.

## Tech specs

- Photography

- High-quality RGB, uncropped versions
  - Minimum resolution 2560x1600 pixels
  - Recommended 8x5 landscape ratio
- Illustrations

- High-quality RGB, uncropped versions, flat or vector
  - Vector files: .svg, .eps, or Illustrator file (.ai)
  - Flat files: .png, .jpg
- Click-to-play Videos

- Full resolution as captured: 1920x1080 (HD) or higher
  - High quality bitrate (max. 30 Mbps for HD, 60 Mbps for 4K)
- Intro videos (autoplay)

- As per “Click-to-play Videos” specs
  - Maximum 30-second long
  - Clean versions, without logos or overlays
  - For looping videos, provide single scene with limited moving elements and no camera movement

If you're looking for something unique, reach out to our creative studio to bring your vision to life.