UPDAY SPECIFICATIONS - InApp

DISPLAY AD CARD

	Limitations	Comments
Static Image	**672 x 1088 Pixels**	No closing button and marked with an -Ad- in the corner (not the top right one)
Formats	**PNG, JPG, BMP**	
Animated Image	**336 x 544 Pixels**	MRAID, GIF, HTML5, Redirect ⚠ Flashtalking is not supported!
Physical File Size	**Max. 1 MB**	For all available devices
Formats	**GIF, HTML5, MRAID, Redirect**	Find the HTML5 specifications on the following pages
Tracking		All third-party suppliers are accepted including for viewability measurement.

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

> ⚠ **Delivery of ad creatives**
> All ad creatives should be delivered separately to
> **ads@upday.com** 3 workdays prior to campaign start

Preview-Video

UPDAY HTML5 - SPECIFICATIONS

Banner Formats

The following standards apply to all formats with fixed size, i. e. fixed height and width, analogous to the IAB advertising media standards for standard forms of advertising, with the exception of advertising media that overlay, proportionally or freely scale the content of the web pages (e. g. Sitebar, compare: https://www.iab.com/newadportfolio/).

File Size

Like web pages, HTML5 advertising media consists of several elements that cannot be merged and compressed in a file the same way as Flash.
These are:

• HTML
• Files
• CSS
• Libraries (Javascript, JQuery, etc.)
• Pictures
• Videos

In order to avoid an unnecessary delay of the website structure and advertising material, it is important to ensure that the individual elements of the HTML5 advertising material are kept as small as possible – both in terms of their number and file size, in order to minimize server processes/requests. For this purpose, compilation methods of the code and code optimizations in a file must be applied.

The following limits must be observed:

• 1 MB physical, unpacked
• polite subsequent load is supported

This is to be kept by compression and optimization procedures as well as by economical use of animations and integration of external elements such as fonts and libraries, which are added to the file size as well. Subdirectory structures should be avoided.

Delivery

The HTML5 advertising material must be delivered as a zip file for each banner element. For example a wallpaper consists of 2 banner elements, 2 zip files would be necessary. Each zip file contains all objects of the advertising medium or the banner element, except externally loaded libraries, videos or fonts. The zip file(s) must contain an index.html file as starting point and all included scripts as well as all objects contained in the zip file(s) must be relatively linked.

Alternatively a redirect can be delivered.

Please note:
- VAST-Redirects are not supported.
- The click macro %%CLICK_URL_UNESC%% must be pasted in the scripts of HTML 5 advertising material and redirects to enable Google Ad Manager to count clicks. For further explanation see https://support.google.com/admanager/answer/7046799?hl=en
- The viewability pixel has to be included within the script directly.

SSL capability (mandatory)

We would like to point out that as of May 2016, all components of a campaign (script, iFrame, redirect tags, agency counting pixels and other externally hosted resources) must be delivered as HTTPS compatible components in order to exclude display and measurement errors relating to violations of security settings of the different browsers across websites.

To do this, make sure that all resources are hosted on SSL-certified servers. Therefore, please check whether the systems you use for hosting the advertising media provide this option in a standardized way.

With this measure, the developments of the Internet Engineering Task Force (IETF) and the increasing importance of HTTPS-compatible advertising resources should be taken into account.

For further technical support, please contact ads@upday.com.

Graphic Compression

Graphics should be optimized with regard to the file size.
The use of PNG crushers and scalable vector graphics is recommended.

Video

Videos in HTML5 advertising media are integrated via the tag <video></video>.
Ads with videos have to be provided with a preview image (poster), the video starts as soon as it is loaded or through user interaction on most mobile devices.

It should be noted that no click tags can be placed on videos on mobile devices.
The clicktag must be placed on an area outside the video. For further explanation see
https://support.google.com/admanager/answer/7046799?hl=en

The video must be optimized in regard to quality and file size and must be streamed in a suitable server environment.

Animation

When using animations, make sure that they do not strain the client CPU unnecessarily. Several parallel running animations and overlapping transparent graphics need to be avoided.
The use of CSS3 or Javascript animations should be chosen with consideration of the CPU and GPU load.

FULL VIDEO DISPLAY

	Limitations	Comments
Video	**Recommended: 10-20 seconds, max. 30 seconds**	No automatic audio as default, subsequent polite load accepted. Marked with an -Ad- in the corner (not the top right one)
Physical File Size for direct implementation	**336 x 544 Pixel** **Max. 1 MB**	For all available devices
Physical File Size for external hosting	**No MP4 limitation**	For all available devices
Formats	**HTML5, MRAID, Redirect, MP4**	Find the HTML5 specifications on the following pages. Flashtalking is not supported!
Tracking		All third-party suppliers are accepted including for viewability measurement. No measurement of specific video metrics, such as exposure time, due to not using VAST tags etc.

Ad Creatives

Imagery

- upday video ads are always full screen
- Select meaningful, beautiful, rich media videos 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

> ⚠️ **Delivery of ad creatives**
> All ad creatives should be delivered separately to
> **ads@upday.com** 3 workdays prior to campaign start

Preview-Video

UPDAY HTML5 - SPECIFICATIONS

Banner Formats

The following standards apply to all formats with fixed size, i. e. fixed height and width, analogous to the IAB advertising media standards for standard forms of advertising, with the exception of advertising media that overlay, proportionally or freely scale the content of the web pages (e. g. Sitebar, compare: https://www.iab.com/newadportfolio/).

File Size

Like web pages, HTML5 advertising media consists of several elements that cannot be merged and compressed in a file the same way as Flash.
These are:

* HTML
* Files
* CSS
* Libraries (Javascript, JQuery, etc.)
* Pictures
* Videos

In order to avoid an unnecessary delay of the website structure and advertising material, it is important to ensure that the individual elements of the HTML5 advertising material are kept as small as possible – both in terms of their number and file size, in order to minimize server processes/requests. For this purpose, compilation methods of the code and code optimizations in a file must be applied.

The following limits must be observed:

* 1 MB physical, unpacked
* polite subsequent load is supported

This is to be kept by compression and optimization procedures as well as by economical use of animations and integration of external elements such as fonts and libraries, which are added to the file size as well. Subdirectory structures should be avoided.

Delivery

The HTML5 advertising material must be delivered as a zip file for each banner element. For example a wallpaper consists of 2 banner elements, 2 zip files would be necessary. Each zip file contains all objects of the advertising medium or the banner element, except externally loaded libraries, videos or fonts. The zip file(s) must contain an index.html file as starting point and all included scripts as well as all objects contained in the zip file(s) must be relatively linked.

Alternatively a redirect can be delivered.

Please note:
- VAST-Redirects are not supported.
- The click macro %%CLICK_URL_UNESC%% must be pasted in the scripts of HTML 5 advertising material and redirects to enable Google Ad Manager to count clicks. For further explanation see https://support.google.com/admanager/answer/7046799?hl=en
- The viewability pixel has to be included within the script directly.

SSL capability (mandatory)

We would like to point out that as of May 2016, all components of a campaign (script, iFrame, redirect tags, agency counting pixels and other externally hosted resources) must be delivered as HTTPS compatible components in order to exclude display and measurement errors relating to violations of security settings of the different browsers across websites.

To do this, make sure that all resources are hosted on SSL-certified servers. Therefore, please check whether the systems you use for hosting the advertising media provide this option in a standardized way.

With this measure, the developments of the Internet Engineering Task Force (IETF) and the increasing importance of HTTPS-compatible advertising resources should be taken into account.

For further technical support, please contact ads@upday.com.

upday

Graphic Compression

Graphics should be optimized with regard to the file size.
The use of PNG crushers and scalable vector graphics is recommended.

Video

Videos in HTML5 advertising media are integrated via the tag <video></video>.
Ads with videos have to be provided with a preview image (poster), the video starts as soon as it is loaded or through user interaction on most mobile devices.

It should be noted that no click tags can be placed on videos on mobile devices.
The clicktag must be placed on an area outside the video. For further explanation see
https://support.google.com/admanager/answer/7046799?hl=en

The video must be optimized in regard to quality and file size and must be streamed in a suitable server environment.

Animation

When using animations, make sure that they do not strain the client CPU unnecessarily. Several parallel running animations and overlapping transparent graphics need to be avoided.
The use of CSS3 or Javascript animations should be chosen with consideration of the CPU and GPU load.

▶ INSTREAM VIDEO

	Limitations	Comments
Pre-Roll	**Max. 6 minutes**	Click-to-Play skippable after 5 seconds
Pre-Roll	**Max. 20 seconds**	Click-to-Play non-skippable
Physical File Size for direct implementation	**Max. 512 MB**	-
Formats	**Recommendation: up to VAST 4** **others: WebM, MPEG4, 3GPP, MOV, AVI, MPEGPS, WMV, HLS**	-
Tracking		All third-party suppliers are accepted including for viewability measurement.

Preview-Link

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

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 (see next page for more information)
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
Tracking			All third-party suppliers are accepted including for viewability measurement.

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

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

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

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
- Native-Template for inserting all information

Brand Logo

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

Preview-Video

NATIVE AD CARD
Safe area

IMAGE ANATOMY

Min 840 px

80 px

80 px

SAFE AREA

Images Ratio 16:9
Min 840 width

min 48 - max 302 px

40 px

AD tag - size can be different based on the country languages

60 px

30 px

EXAMPLE

ANZEIGE

upday

▤ INTERSTITIAL

	Type	Limitations	Comments
Image	**Image**	**640 x 960 Pixels**	Display Ad only
Video	**Video**	**Recommended: 10 – 20 Seconds**	No automatic audio as default, subsequent polite load accepted
Physical File Size for direct implementation		**Max. 1 MB**	For all available devices
Formats		**PNG, JPG, BMP, GIF, HTML5**	Find the HTML5 specifications on the following pages
Tracking			All third-party suppliers are accepted including for viewability measurement.

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

Preview-Video

UPDAY HTML5 - SPECIFICATIONS

Banner Formats

The following standards apply to all formats with fixed size, i. e. fixed height and width, analogous to the IAB advertising media standards for standard forms of advertising, with the exception of advertising media that overlay, proportionally or freely scale the content of the web pages (e. g. Sitebar, compare: https://www.iab.com/newadportfolio/).

File Size

Like web pages, HTML5 advertising media consists of several elements that cannot be merged and compressed in a file the same way as Flash.
These are:

- HTML
- Files
- CSS
- Libraries (Javascript, JQuery, etc.)
- Pictures
- Videos

In order to avoid an unnecessary delay of the website structure and advertising material, it is important to ensure that the individual elements of the HTML5 advertising material are kept as small as possible – both in terms of their number and file size, in order to minimize server processes/requests. For this purpose, compilation methods of the code and code optimizations in a file must be applied.

The following limits must be observed:

- 1 MB physical, unpacked
- polite subsequent load is supported

This is to be kept by compression and optimization procedures as well as by economical use of animations and integration of external elements such as fonts and libraries, which are added to the file size as well. Subdirectory structures should be avoided.

Delivery

The HTML5 advertising material must be delivered as a zip file for each banner element. For example a wallpaper consists of 2 banner elements, 2 zip files would be necessary. Each zip file contains all objects of the advertising medium or the banner element, except externally loaded libraries, videos or fonts. The zip file(s) must contain an index.html file as starting point and all included scripts as well as all objects contained in the zip file(s) must be relatively linked.

Alternatively a redirect can be delivered.

Please note:
- VAST-Redirects are not supported.
- The click macro %%CLICK_URL_UNESC%% must be pasted in the scripts of HTML 5 advertising material and redirects to enable Google Ad Manager to count clicks. For further explanation see https://support.google.com/admanager/answer/7046799?hl=en
- The viewability pixel has to be included within the script directly.

SSL capability (mandatory)

We would like to point out that as of May 2016, all components of a campaign (script, iFrame, redirect tags, agency counting pixels and other externally hosted resources) must be delivered as HTTPS compatible components in order to exclude display and measurement errors relating to violations of security settings of the different browsers across websites.

To do this, make sure that all resources are hosted on SSL-certified servers. Therefore, please check whether the systems you use for hosting the advertising media provide this option in a standardized way.

With this measure, the developments of the Internet Engineering Task Force (IETF) and the increasing importance of HTTPS-compatible advertising resources should be taken into account.

For further technical support, please contact ads@upday.com.

Graphic Compression

Graphics should be optimized with regard to the file size.
The use of PNG crushers and scalable vector graphics is recommended.

Video

Videos in HTML5 advertising media are integrated via the tag <video></video>.
Ads with videos have to be provided with a preview image (poster), the video starts as soon as it is loaded or through user interaction on most mobile devices.

It should be noted that no click tags can be placed on videos on mobile devices.
The clicktag must be placed on an area outside the video. For further explanation see
https://support.google.com/admanager/answer/7046799?hl=en

The video must be optimized in regard to quality and file size and must be streamed in a suitable server environment.

Animation

When using animations, make sure that they do not strain the client CPU unnecessarily. Several parallel running animations and overlapping transparent graphics need to be avoided.
The use of CSS3 or Javascript animations should be chosen with consideration of the CPU and GPU load.

📄 MEDIUM RECTANGLE AD

	Type	Limitations	Comments
Static Image In-Stream	**Image**	**600 x 500 Pixel***	No closing button and marked with an -Ad- in the corner (not the top right one)
Static Image Push	**Image**	**600 x 500 Pixel***	No closing button and marked with an -Ad- in the corner (not the top right one)
Carousel Ad	**Image**	**300 x 250 Pixel**	Minimum of 3 images for a Carousel Ad
Cube Ad	**Image**	**300 x 250 Pixel**	4 images for a Cube Ad
Tracking			All third-party suppliers are accepted including for viewability measurement.

*The double pixel count ensures optimal sharpness of the image.

> ⚠️ **Delivery of ad creatives**
> All ad creatives should be delivered separately to
> **ads@upday.com** 3 workdays prior to campaign start

Preview-Video

😊 **upday**

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	**Image**	**Portrait – Min. Resolution 720 x 1280 Pixels**	Recommended: Minimum 5 images for the Snap Story
	Video	Ø	Recommended: 5 - 10 seconds for each sequence
Logo	**Image**	**Min. Resolution 500 x 500 Pixels**	EPS or SVG format. Alternatively as transparent PNG
Colours	Ø	Ø	Definition of Brand Colours
Tracking			All third-party suppliers are accepted including for viewability measurement.

Delivery of ad creatives
All ad creatives should be delivered separately to **ads@upday.com 7** workdays prior to campaign start

Preview-Video

📄 CAROUSEL AD (RICH MEDIA)

Carousel Ad created by upday

	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 3 images for Carousel
Price Tag Title	**Text**	**Max. 30 Characters**	For Product Name
Price Tag Copy	**Text**	**Max. 80 Characters**	For Product Description
Tracking		Ø	All third-party suppliers are accepted including for viewability measurement.

Display Ad as a Carousel Ad

	Limitations	Comments
Images	**672 x 1088 Pixel**	No closing button and marked with an -Ad- in the corner (not the top right one)
Tracking		All third-party suppliers are accepted including for viewability measurement.

Note: In order for a Carousel Ad to be complete, at least 3 images should be delivered. Our recommendation is to deliver 3-6 images, which rotate in the Carousel Ad.

⚠️ **Delivery of ad creatives**
All ad creatives should be delivered separately to
ads@upday.com 7 workdays prior to campaign start

Preview-Video

upday

BRAND STORY / ADVERTORIAL

The upday Brand Story contains a native ad card and a sponsored story presented on a landing page created especially for you. Through the upday brand story, you are enabled to engage users through storytelling.

Required components

1. Determine the theme and focus of the brand story, including whether the brand story will be a native story or rather focus on new product highlights
2. Supply upday with at least five key facts about the brand story content and/or your product
3. Provide upday with at least five pictures along with optional videos or gifs for the brand story. Upon request, these can also be provided by upday
4. Target URL that leads to your website or your product
5. Your brand Logo

Benefits

Positive associations

• Acquire positive associations to your brand and products through your brand story

Display ad card KPIs include:

Delivery of ad creatives
All ad creatives should be delivered separately to **ads@upday.com 7** workdays prior to campaign start

• Clicks and ad impressions

KPI reporting

• Detailed reporting of all relevant campaign KPIs
• This includes visits, reading time, users who scrolled at least 75% of the page, bounce rate and clicks on CTA

Content

• The brand story includes a unique landing page designed by upday
• The brand story is written by journalistic partners of upday who know our audience and what content they love

Preview-Video

HALF PAGE AD

	Type	Limitations	Comments
Image	**Image**	**300 x 600 Pixels**	No closing button and marked with an -Ad- in the corner (not the top right one)
Video	**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, GIF, HTML5, MRAID, Rich Media, Redirect, MP4**	Find the HTML5 specifications on the following pages
Tracking			All third-party suppliers are accepted including for viewability measurement.

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

Preview-Video

UPDAY HTML5 - SPECIFICATIONS

Banner Formats

The following standards apply to all formats with fixed size, i. e. fixed height and width, analogous to the IAB advertising media standards for standard forms of advertising, with the exception of advertising media that overlay, proportionally or freely scale the content of the web pages (e. g. Sitebar, compare: https://www.iab.com/newadportfolio/).

File Size

Like web pages, HTML5 advertising media consists of several elements that cannot be merged and compressed in a file the same way as Flash.
These are:

- HTML
- Files
- CSS
- Libraries (Javascript, JQuery, etc.)
- Pictures
- Videos

In order to avoid an unnecessary delay of the website structure and advertising material, it is important to ensure that the individual elements of the HTML5 advertising material are kept as small as possible – both in terms of their number and file size, in order to minimize server processes/requests. For this purpose, compilation methods of the code and code optimizations in a file must be applied.

The following limits must be observed:

- 1 MB physical, unpacked
- polite subsequent load is supported

This is to be kept by compression and optimization procedures as well as by economical use of animations and integration of external elements such as fonts and libraries, which are added to the file size as well. Subdirectory structures should be avoided.

Delivery

The HTML5 advertising material must be delivered as a zip file for each banner element. For example a wallpaper consists of 2 banner elements, 2 zip files would be necessary. Each zip file contains all objects of the advertising medium or the banner element, except externally loaded libraries, videos or fonts. The zip file(s) must contain an index.html file as starting point and all included scripts as well as all objects contained in the zip file(s) must be relatively linked.

Alternatively a redirect can be delivered.

Please note:
- VAST-Redirects are not supported.
- The click macro %%CLICK_URL_UNESC%% must be pasted in the scripts of HTML 5 advertising material and redirects to enable Google Ad Manager to count clicks. For further explanation see https://support.google.com/admanager/answer/7046799?hl=en
- The viewability pixel has to be included within the script directly.

SSL capability (mandatory)

We would like to point out that as of May 2016, all components of a campaign (script, iFrame, redirect tags, agency counting pixels and other externally hosted resources) must be delivered as HTTPS compatible components in order to exclude display and measurement errors relating to violations of security settings of the different browsers across websites.

To do this, make sure that all resources are hosted on SSL-certified servers. Therefore, please check whether the systems you use for hosting the advertising media provide this option in a standardized way.

With this measure, the developments of the Internet Engineering Task Force (IETF) and the increasing importance of HTTPS-compatible advertising resources should be taken into account.

For further technical support, please contact ads@upday.com.

Graphic Compression

Graphics should be optimized with regard to the file size.
The use of PNG crushers and scalable vector graphics is recommended.

Video

Videos in HTML5 advertising media are integrated via the tag <video></video>.
Ads with videos have to be provided with a preview image (poster), the video starts as soon as it is loaded or through user interaction on most mobile devices.

It should be noted that no click tags can be placed on videos on mobile devices.
The clicktag must be placed on an area outside the video. For further explanation see
https://support.google.com/admanager/answer/7046799?hl=en

The video must be optimized in regard to quality and file size and must be streamed in a suitable server environment.

Animation

When using animations, make sure that they do not strain the client CPU unnecessarily. Several parallel running animations and overlapping transparent graphics need to be avoided.
The use of CSS3 or Javascript animations should be chosen with consideration of the CPU and GPU load.

UPDAY SPECIFICATIONS - WEBSITE

📄 DISPLAY AD

	Type	Limitations	Comments
Image	**Image**	**320 x 100 Pixels** **320 x 50 Pixels**	No closing button and marked with an -Ad- in the corner (not the top right one)
Physical File		**Max. 1 MB**	For all available devices
Formats		**PNG, JPG, BMP, HTML5**	Find the HTML5 specifications on the previous pages
Tracking			All third-party suppliers are accepted including for viewability measurement.

> ⚠️ **Delivery of ad creatives**
> All ad creatives should be delivered separately to **ads@upday.com** 3 workdays prior to campaign start

📄 [INTERSTITIAL](#)

📄 [MEDIUM RECTANGLE AD](#)

📄 [HALF PAGE AD](#)