

# UPDAY SPECIFICATIONS



## DISPLAY AD CARD / VIDEO AD CARD

		Limitations	Comments
Image	S8/S8+ S9/S9+	336 x 596 Pixel (672 x 1192 Pixel)*	No closing button and marked with an -Ad- in the corner
	Other Devices	336 x 544 Pixel (672 x 1088 Pixel)*	No closing button and marked with an -Ad- in the corner
Animated Image	Flagship	336 x 596 Pixel	MRAID, GIF, Rich Media, HTML5 (S8/S8+, S9/S9+)
	Other	336 x 544 Pixel	
File Size		Max. 200 kB	For all available devices
Video		<b>Recommended: 10-20 Seconds</b>	No automatic audio as default
Formats		<b>PNG, JPG, BMP, GIF, HTML 5, MRAID</b>	Please note the “HTML5 specifications” and “special HTML5 specifications”

**Note:** upday display ad cards are always designed as full screen, with rich media visuals. You can find the “HTML5 specifications” and the “special HTML5 specifications” here:

<https://www.upday.com/en/advertising-en/>

## Ad Creatives

### Imagery

- upday display ads are always full screen
- Select bold, 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



# NATIVE AD CARD

	Type	Limitations	Comments
Main Image	Image	840 x 480 Pixel	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 Pixel	Ø

**Note:** The upday native ad card in editorial appearance leads directly to your website. Being “natively looking”, the native ad card occurs as 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



#### Delivery of ad creatives

All ad creatives should be delivered separately to upday

### 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“ of 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

## Practicalities

- All visuals are due at least five business days in advance of campaign start



# NATIVE HOME TEASER

	Type	Limitations	Comments
Main Image / Logo	Image	128 x 128 Pixel	Must be JPG, GIF or PNG format
Title	Text	Max. 50 Characters	Should be an “eye-catcher“ of the article
CTA	Text	Max. 15 Characters	Ø

**Note:** Exclusive native ad placement on the upday HOME page.  
This is the only native ad placement on our Homepage, which is natively integrated.  
It is designed by upday.

## Daily Fixed Placement

Reach	Package Price
Min. 800.000 AI	35.000 €



# BRAND STORY

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

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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 minimum five key facts about the brand story content and/or your product
3. Provide upday with at minimum 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

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### Display ad card KPIs include:

- 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

### Guaranteed views

- 10.000 views are guaranteed for your brand story

### Positive associations

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

# Campaign optimization

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## Optimize campaign by self-determining ad frequency cap

- For each placement, the display ad frequency cap for number of impressions can be self-determined per creative, per device, per user and per day and lifetime
- Our standard frequency cap is 2/24 per creative

## Optimize campaign by making ads responsive

- By delivering open data and all assets of your ad campaign, we adjust your ads in terms of responsiveness within upday

# Targeting

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## Scope

- We provide an array of targeting possibilities. Within upday, it is possible by displaying ad creatives in either TOP NEWS, MY NEWS or ROS (Run of Site)

## Geography

- Ad creatives can be targeted based on geo-location, per country, city (down to ZIP code) and IP address

## Time

- Ad creatives can be targeted based on time, i.e. display ads during a specific time of the day

## Device

- upday is pre-installed on the following Samsung Galaxy devices: Samsung Note 8 & 9, S9, S9+, S8, S8+, S7, S7 Edge, S6, S6 Edge, A3, A5, as from the J-series: J7, J5, and J3

## According to Reading Preferences (1<sup>st</sup> Party Data)

- Discover 12 different interest categories
- Up to 16 sub-categories per category possible
- Semantic keyword targeting based on Reading Preferences

## adsquare (3<sup>rd</sup> Party Data)

- A variety of further accurate data at scale can be included, enabling more relevant campaigns based on audiences and their context (e.g. Gender, Age, Purchasing Power, etc.). Additional charges may apply.

# Practicalities

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- Ad creatives are due at least five business days ahead of campaign start
- Ads will show after every 3<sup>rd</sup> card in the Top News section and after every 5<sup>th</sup> card in the My News section

## Interest Categories & Sub-Categories

- Our 1<sup>st</sup> party data allow advertisers to segment and target our audience within one or more of the following Interest Groups and Sub-Categories:

### Interest Groups

### Sub-Categories

<b>Business</b>	Companies; Career; Digital Economy; Media & Advertising; More Business; Personal Finance; Start Ups; Stock Markets
<b>Cars &amp; Transport</b>	Planes; Boats & Yachts; Cars; More Cars & Transport; Motorbike
<b>Culture</b>	Architecture; Art & Design; Art-house Film; Books; More Culture; Photography; Stage
<b>Entertainment</b>	More Entertainment; Cinema; TV & Radio; Celebrities
<b>Life &amp; Style</b>	Beauty; Sex & Relationships; Fashion; Food & Drink; Health & Fitness; Home & Garden; More Lifestyle; Pets
<b>Music</b>	Pop; Classical; Electro; Hip Hop & R&B; More Music; Rock; Country & Folk
<b>News</b>	World News; UK News; Opinion
<b>Politics</b>	Local Politics; World Politics; Politics Opinion
<b>Science &amp; Education</b>	Body & Mind; Earth & Nature; History; More Science; Physics & Space; School & University
<b>Sports</b>	Boxing; Cricket; Cycling; Extreme Sports; National Football; International Football; Formula 1; Golf; Martial Arts; More Sports; Motor Sports; Rugby; Tennis; Athletics; US Sports; Winter Sports
<b>Tech</b>	Apps; Smart Living; Games; Gadgets & Computer; More Tech; Mobiles & Tablets; Software & Development; Internet
<b>Travel</b>	Activity Holidays; Cruises; More Travel; Local Destinations; Ski Holidays; World Destinations