

Behavioural Push Notification Specification

Artwork sizes:

Please supply the artwork in the following sizes, this can be in PNG or JPEG formats:

- Banner: 400x250px (w/h)
Max file size 150Kb
- Logo: 96x96px
Max file size 50Kb.

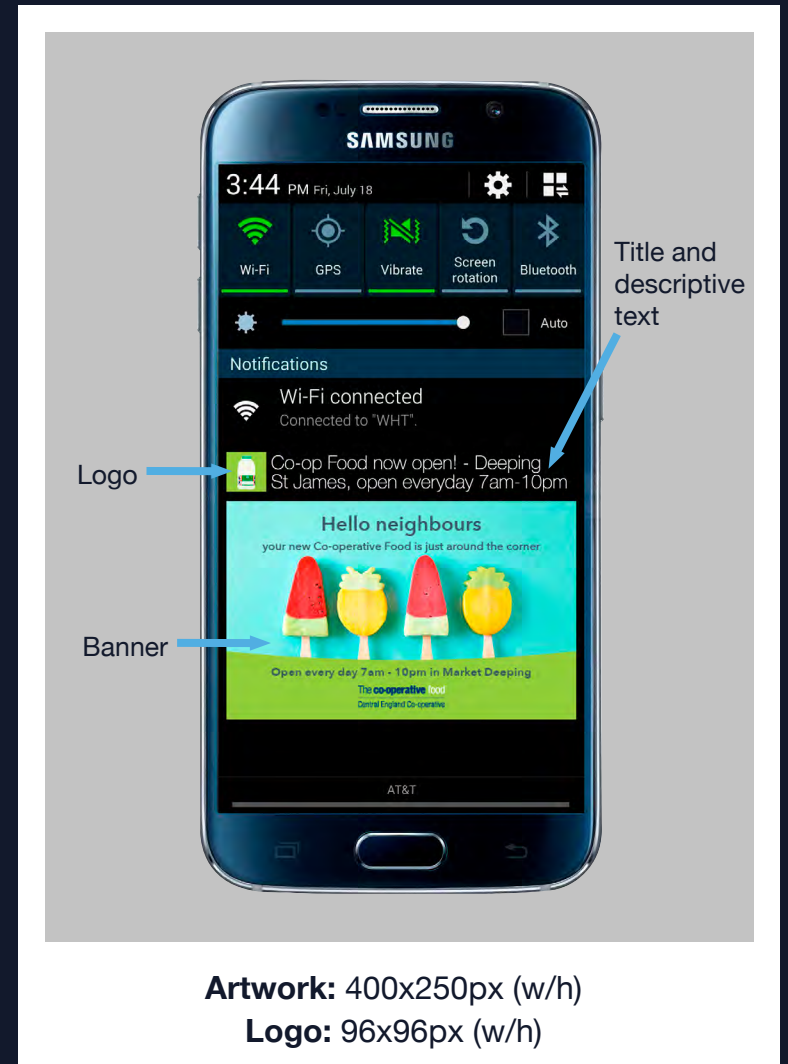
What we need:

- Target location - preferably a list of towns
- Time and date of campaign
- Target audience information:
Demographic, geographic and behavioural (interests, activity etc.)
- Genre of app you would like to serve through
- Title: 25 characters (including spaces)
- Descriptive text: 40 characters (including spaces)
- **URL for the click through.**

Lead time: 24 hours to begin a campaign from receipt of all collateral.

Tracking links:

Please ensure if you would like to add click tracking links to your campaign this is sent across as your URL. Please note we **cannot** accept 3rd party tags on artwork.



**Examples are for illustrative purposes only. These are not to scale, please follow the measurements given.*