Story Ad

Every field, dimension, file type and limit for Story Ad.

IMPACT

Immersive vertical storytelling format optimised for mobile engagement

Logo	Ratio: 1:1 Format: JPG or PNG
Advertiser	Max. 40 characters limit (spaces included)
CTA	15 characters limit (spaces included) HEX code for the colour of the button
Story Cards	Ratio: 9:16 Video: MP4, MOV or GIF / max. 4MB Image: JPG or PNG
Tracking (optional)	Click, impression and completed view tracking