

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