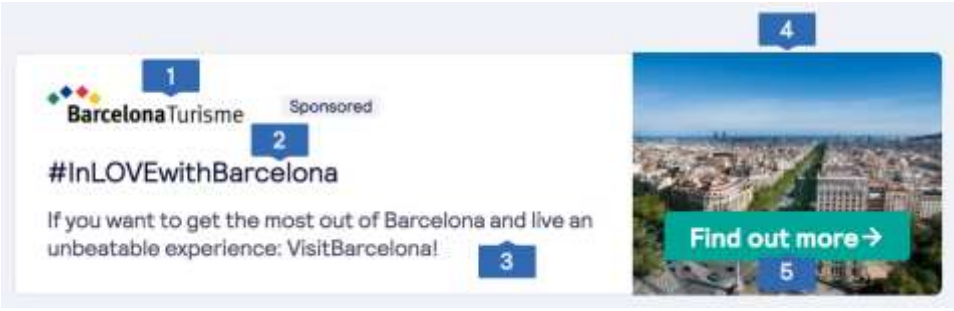
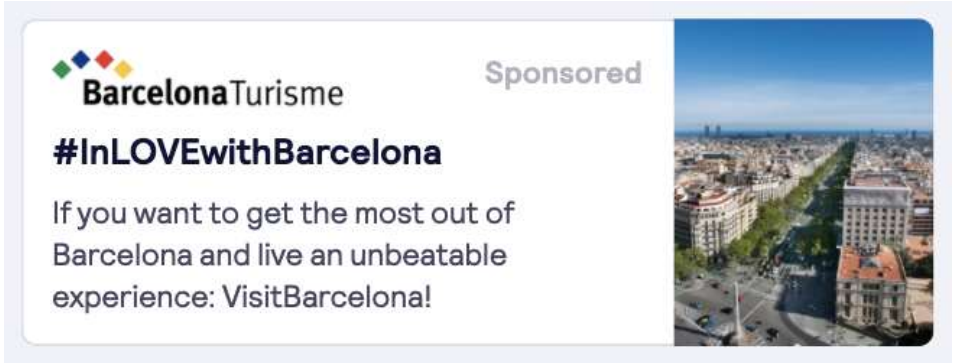


Native Inline - Brand Banner

Creative Requirements		
1	Logo	Max width 480px OR Max height 96px (whichever suits logo best, see asset guide linked below) PNG file with transparent background.
2	Headline	Max 30 characters (including spaces, sentence case only)
3	Body Text	Max 75 characters (including spaces, sentence case only)
4	Image	220x168px PNG or JPG file (Image will be cropped by 35px from left and right on mobile devices. Please refer to asset guide linked below).
5	CTA Button Text	Max 15 characters (including spaces, sentence case only). Displayed on Desktop only.
Desktop		
Mobile		

Requirements

- SSL compliant click-through URL (please provide static or embedded click tracker, if applicable).
- 1x1 impression pixel.
- Viewability measurement is not available for this format.

Notes

- Destination image with lots of visual interest suggested, rather than images with one focal point.
- Images which feature text are not permitted.
- CTA button and text will display on Desktop only (see mobile and desktop examples above).
- [Click here to access our guide for providing creative assets.](#)

Assets must be supplied a minimum of 5 working days prior to going live.

If the route targeted is generic (eg.: DE to IT) also generic creative must be provided to Skyscanner.