

# DIGITAL ADVERTISING GUIDELINES



## NATIVE ADS

### DESCRIPTION

Native in-feed ad fit seamlessly within the content which gives you an opportunity to promote and advertise your brand editorially via mobile, tablet and desktop with a compelling still image and contextual copy. It offers a better experience to readers as they are part of the user's flow and match the look and feel of the site.

Platforms: Desktop, Mobile web, and Mobile app

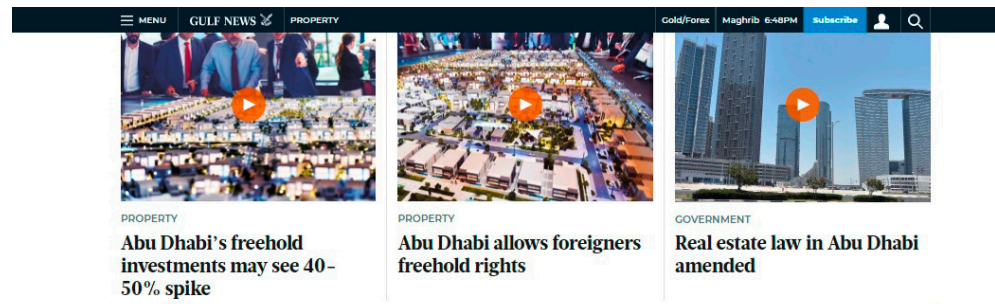
#### Assets needed:

1. Image: (.jpg or .png) free of text, logo or branding (800x600)  
Image aspect ratio (4:3),
2. Headline message- max characters- 55
3. Sub-headline message- max characters- 99
4. Clickthrough URL \*the ad will appear with a disclosure label for in-feed ads- 'Advertisement'

#### Technical Specifications:

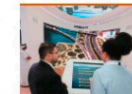
Max File Size : 200kb initial+ 300kb subload  
Animation : N/A

**No in-banner video for this format**



#### MORE FROM PROPERTY

**Abu Dhabi unveils new projects in pursuit of happiness**  
First day of Cityscape Abu Dhabi focuses on happiness, liveability and sustainability



**Bloom expects realty gloom to lift in H2-19**  
Abu Dhabi stimulus package meeting its targets could set off a revival, CEO feels

**ADVERTISEMENT**  
**The Nook sales day 25.04.2019**  
Affordable apartments with 2% first deposit, zero registration fee & flexible payment plan. Venue: Hyatt Regency Creek Heights. Timing: 2pm - 8 pm



**Is it a good idea to refinance your home mortgage?**  
Opting for a refinancing plan totally depends on your financial situation and goals



**AI to engineer UAE's façades of the future**  
Designs using new materials replace conventional glass, aluminium curtain walling



**Mubadala has an appetite for more real estate deals**  
Abu Dhabi's investment giant has just picked up Galleria Mall on Al Maryah Island



**Land is the next big thing in Abu Dhabi market**  
Selling plots in emerging communities is proving a win-win with developers and buyers



**'People are coming back to Abu Dhabi'**  
It's a tenant's market with a great supply of units and bargaining power, say brokers

