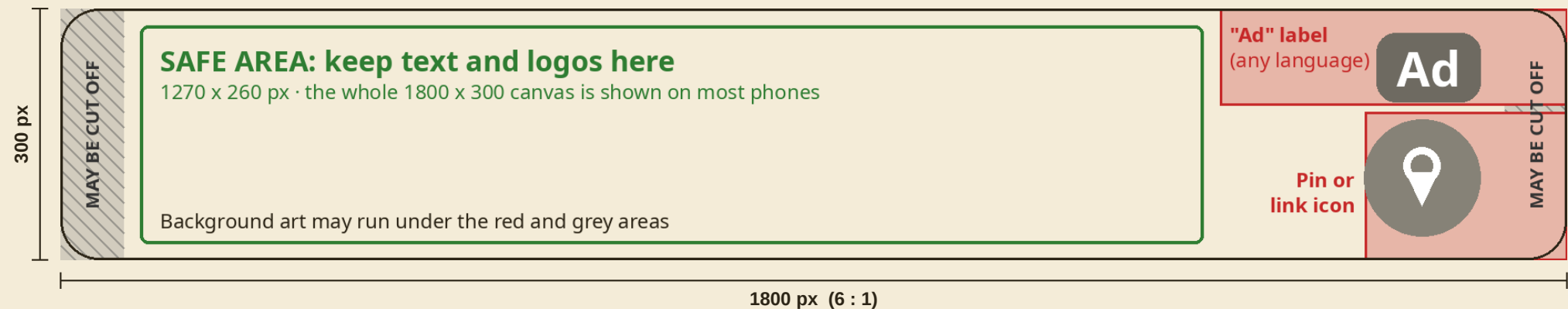


sup? banner ads: artwork guide

The ad bar sits at the bottom of the map in the sup? app. Send us your own art (an image ad) or a title, a line of text and a colour (a text ad).



Size	1800 x 300 px (6:1). At least 1200 x 200 px.
File	PNG or JPEG, sRGB, at most 1 MB. Transparent areas show your banner colour.
Safe area	Keep all text and logos inside the green frame (1270 x 260 px). Background art can fill the whole canvas.
Covered by the app	Top right: the "Ad" label (every ad has one). Bottom right: the icon that shows where a tap goes. Both have a dark backing, so they read on any art.
Edges	On smaller phones up to 75 px is cut off at each side (more on the smallest ones). On wide screens your banner colour fills the space beside the art. The corners are rounded.
Text	At least 70 px tall, so it reads like normal app text. Short is best: the banner is about 8 mm tall on a phone.

Where a tap goes	Your website (https link) or your business, event or place on the sup? map.
No art?	Send a title (up to 40 characters), one line of text (up to 60) and a colour, and the app lays out a text ad.
What to send	The image; the link or the sup? item; a banner colour (hex, e.g. #8D6E63); a short description, which screen readers read aloud; the dates it should run.
Rules	Suitable for everyone 13 and older. It must not look like a sup? button, message or notification, and must follow Czech and EU advertising law.
Send to	support@grimmgroup.eu. Grimm Group AB, Sweden.

An image ad in the app

