Skyscanner

Native Inline - Brand Banner

Guide to supplying assets

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Native Inline – Brand Banner

Creative Specs

(1) [Sponsored]

(2) Short, snappy headline here

(3) Sub-heading here for brand or promotional copy to further explain and give incentive to engage with ad

(4)

(5) Call to Action
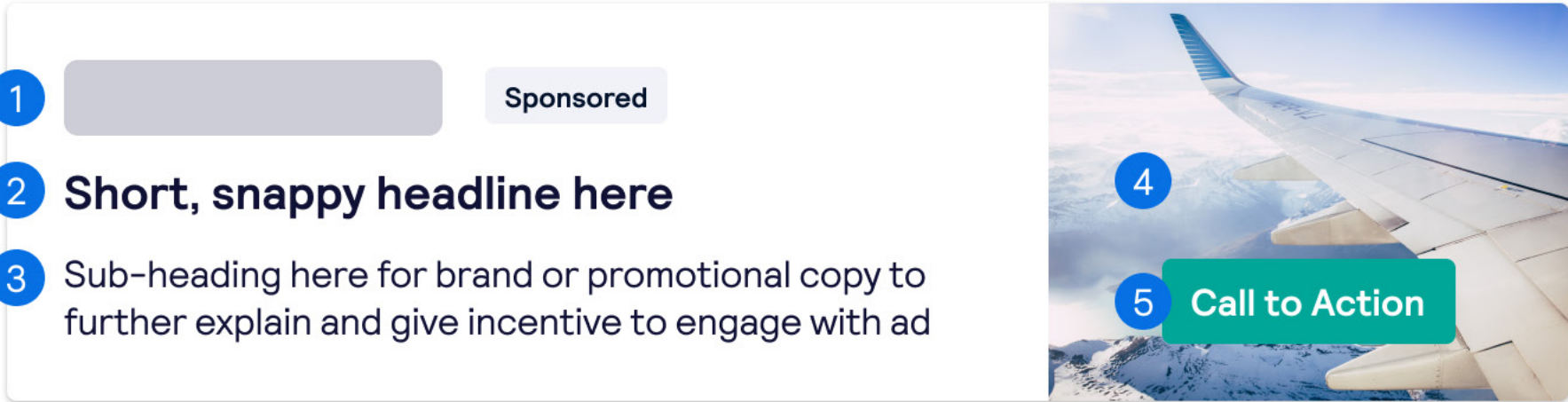
(1) Please supply a high res PNG or JPG file (supplying at **x2 or x3 required size** ensures sharpest possible appearance on retina screens)

Maximum height 32px
Maximum width 160px
Please crop to the edges of your logo: no white space/empty pixels to the left or right of the logo are permitted. For example, if your logo is not 160px wide when sized at 32px high, please crop the image file to the natural width of your logo. For examples or further explanation, please see page 3.

Logo will always appear on a white background, so please supply full colour version on a white or transparent background.

(2) Headline maximum character limit (including spaces): **30** (sentence case only)

(3) Sub-headline maximum character limit (including spaces): **75** (sentence case only)

(4) Image size: 220px wide x 168px high
This size will be used at 100% on the desktop format, but will be cropped automatically on the small screen format.

Image cannot included any text overlays. Safe areas and style of image for consideration shown on page 2.

(5) Call To Action (CTA) button maximum character limit (including spaces): **15** (sentence case only)

Please note that the small screen web/app banner does not include a CTA button

Airline example

Desktop

SkyAirlines » [Sponsored]

Book with confidence

Make your booking with SkyAirlines now, with the flexibility to change if required

More info

Small screen web/app

SkyAirlines » Sponsored

Book with confidence

Make your booking with SkyAirlines now, with the flexibility to change if required

DMO example

Desktop

skyland [Sponsored]

Always in season

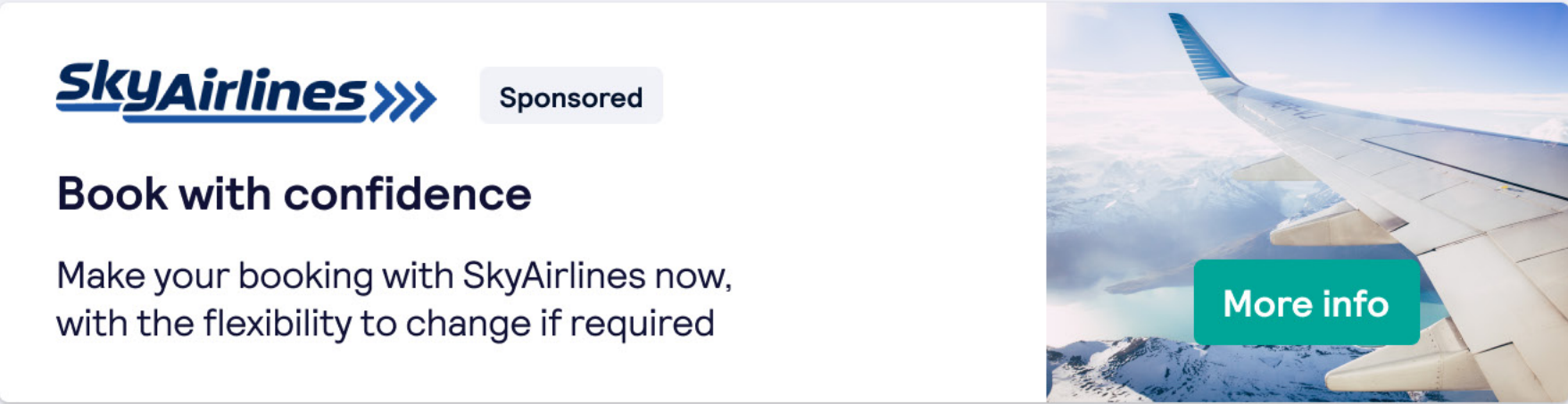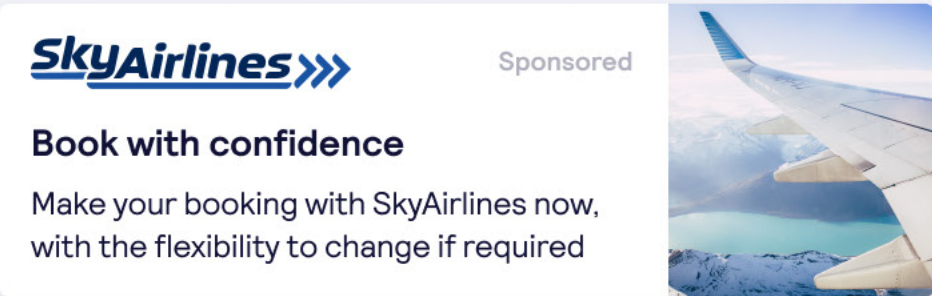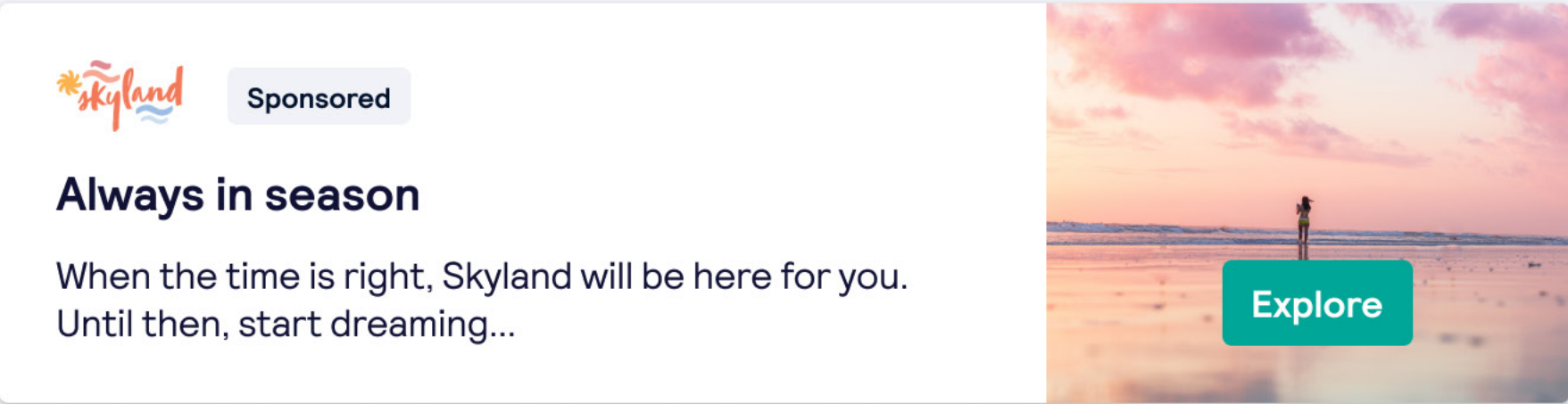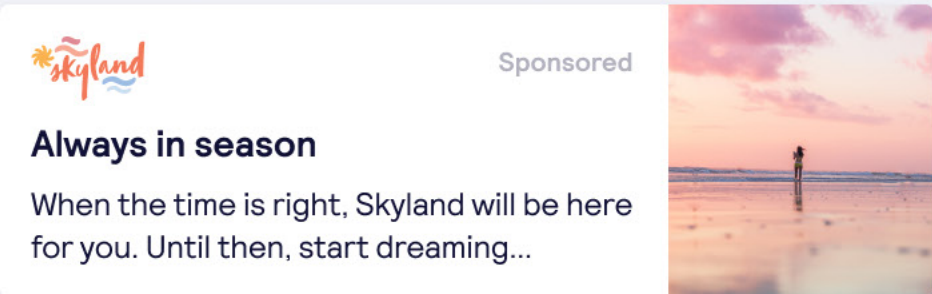When the time is right, Skyland will be here for you. Until then, start dreaming...

Explore

Small screen web/app

skyland Sponsored

Always in season

When the time is right, Skyland will be here for you. Until then, start dreaming...
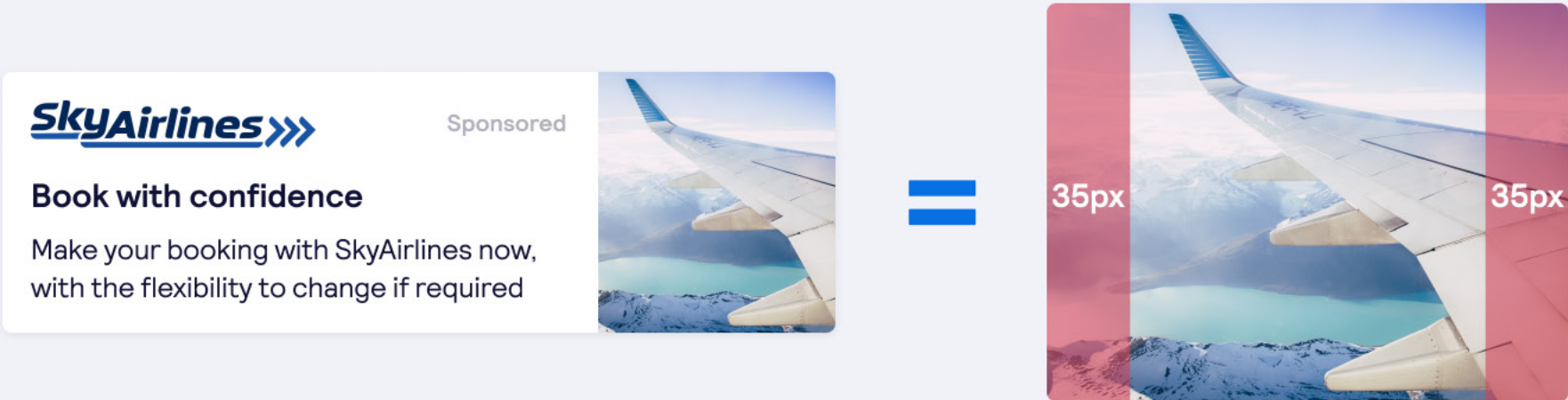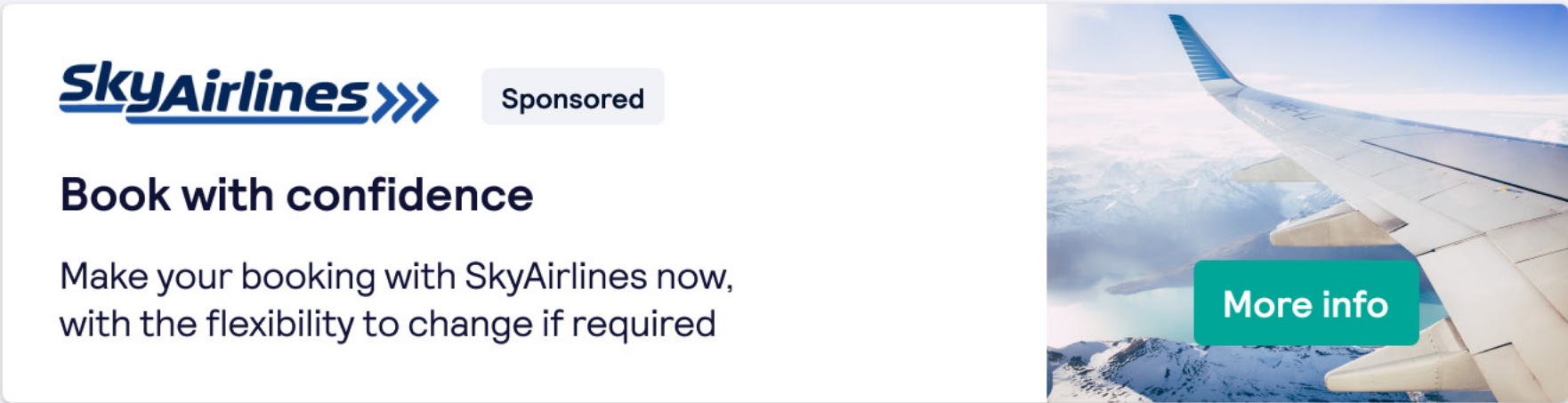
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## Choosing an image

Cropping

The main image you provide will be cropped at the right and left edges when rendered on the small screen version. Nothing from the top or bottom of the image will be lost however.

Button area on desktop banner

Please consider where the button will sit over your image on desktop. The width of the button will vary depending on the length of your copy, but it will always be centred, and 24px up from the bottom.
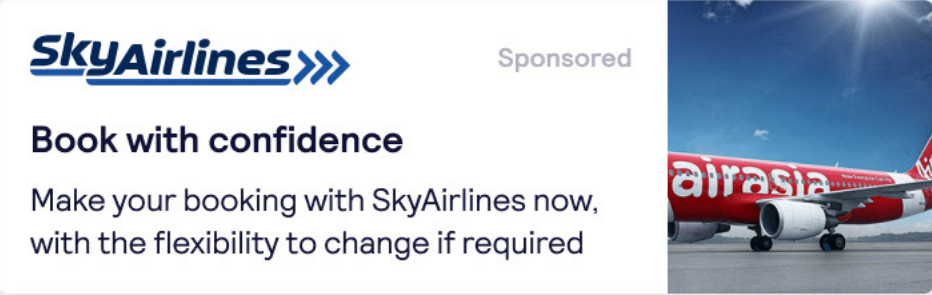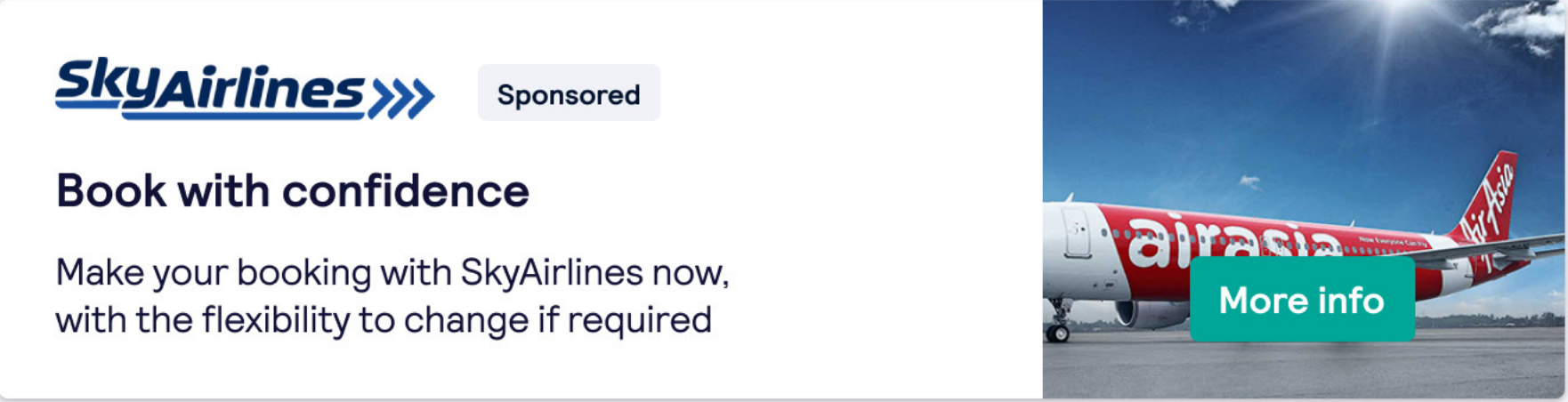
✕ Focal point of image too close to the bottom
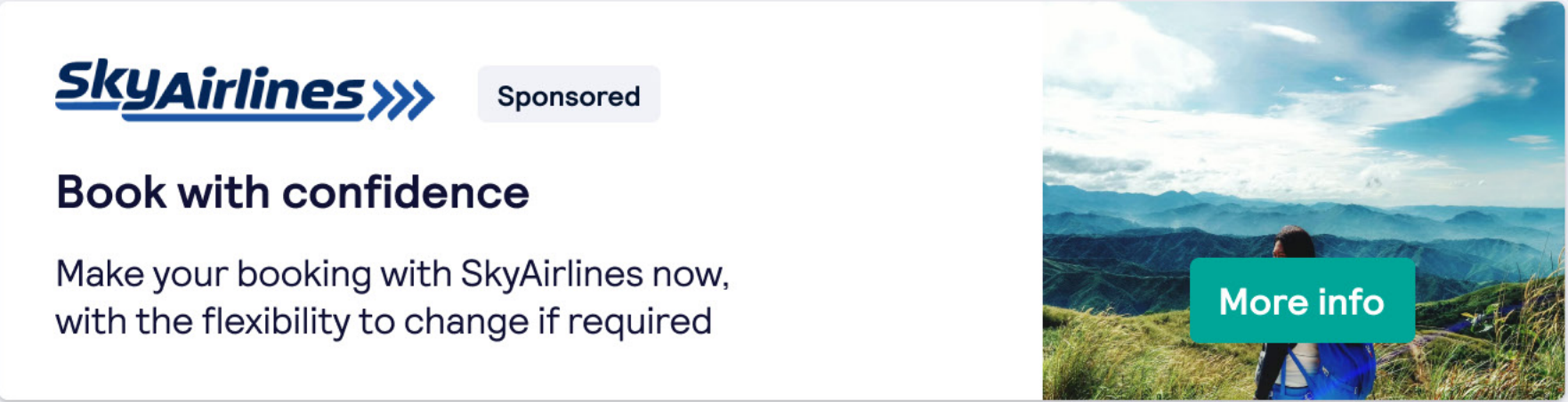
Text or communication within the image

We do not permit extra messaging embedded within the image, but if your image does contain aircraft livery or signage, be mindful of the unsafe areas of the image.

✕ Livery obscured by button on desktop, and cropped at edges on small screen

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Providing your logo file as PNG or JPG

Horizontal/inline logos

If you have a horizontal/inline (wide) version of your logo, this will work best in the space.

You are not required to fill the space of both maximum dimensions. For example, when your logo is 160px wide, it might be less that 32px high. This is ok – you just need to crop your logo file to the edges of the logo, as per this example:

160 x 32 potential logo area

SkyAirlines »»
this logo at 160px wide
= 26px high

SkyAirlines »»
provide your logo cropped to
160px wide by 26px high

Vertical/stacked logos

If you only have a vertical/stacked (tall) version of your logo, this will still work in the space, your logo will just appear smaller than a horizontal/inline version. This is due to the nature of the space available on this banner.

Again, you are not required to fill the space of both maximum dimensions. For example, when your logo is 32px high, it might be a lot less that 160px wide. This is ok – you just need to crop your logo file to the edges of the logo, as per this example:

160 x 32 potential logo area

skyland
logo at 32px high is 57px wide

skyland
provide your logo cropped to
32px high by 57px wide

For retina/high resolution screens

If possible, please **provide your logo at x2 or x3 the sizes outlined above**, to ensure your logo looks sharp on all screens and devices.
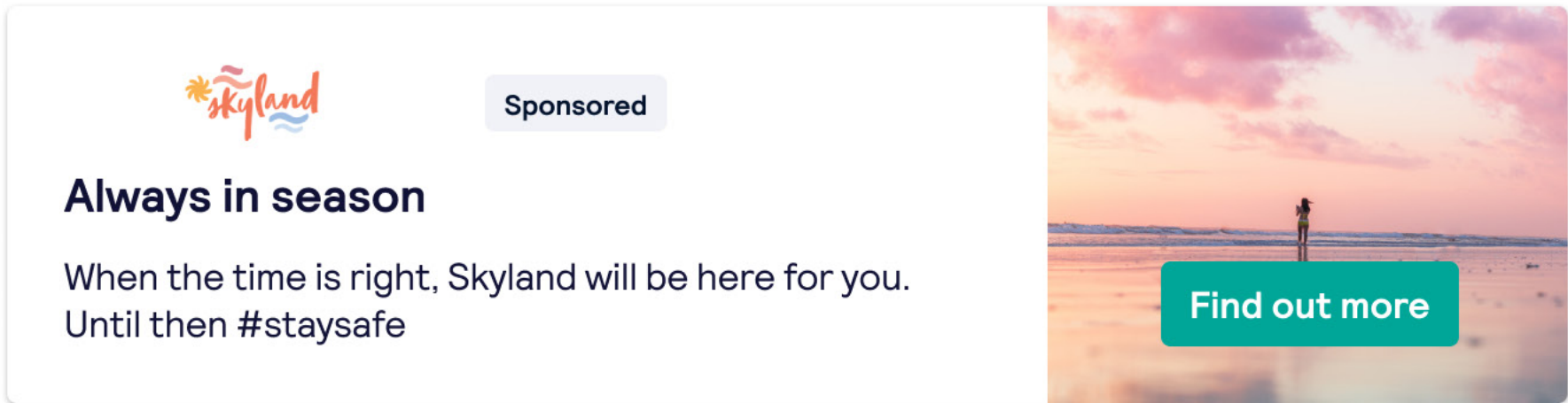
For example, the two logos above would actually be provided at:
Airline example: 480px wide x 78px high (for x3 times)
DMO example: 96px high x 171px wide (for x3 times)

Empty pixels/extra white space

Please **do not** provide your logo file with **empty pixels/extra white space either side of the logo**.
This will cause an error in the alignment and spacing of the logo within the banner.

skyland
logo centred within 160px
wide space

=

skyland   Sponsored

Always in season

When the time is right, Skyland will be here for you.
Until then #staysafe
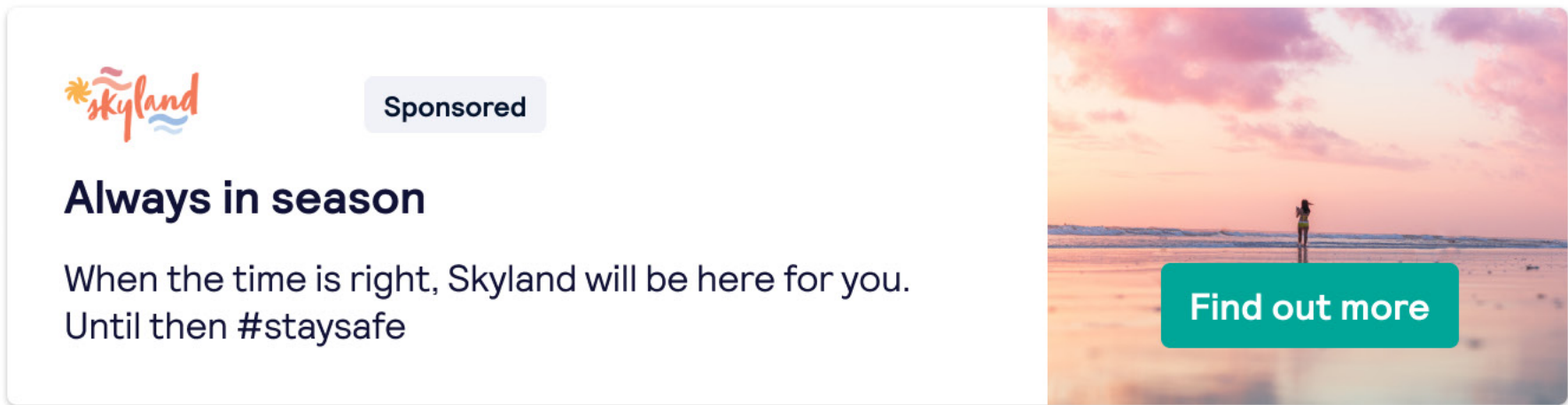
Find out more

✗ Logo and sponsored badge "floating"

skyland
logo left aligned but file not
cropped to logo's right edge

=

skyland   Sponsored

Always in season

When the time is right, Skyland will be here for you.
Until then #staysafe

Find out more

✗ Logo is aligned, but sponsored badge is "floating" in relation to where the empty pixels end

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### Messaging and typography

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Include your brand/destination name

It is important not to rely solely on your logo to convey to the traveller who is speaking to them or what the destination is.
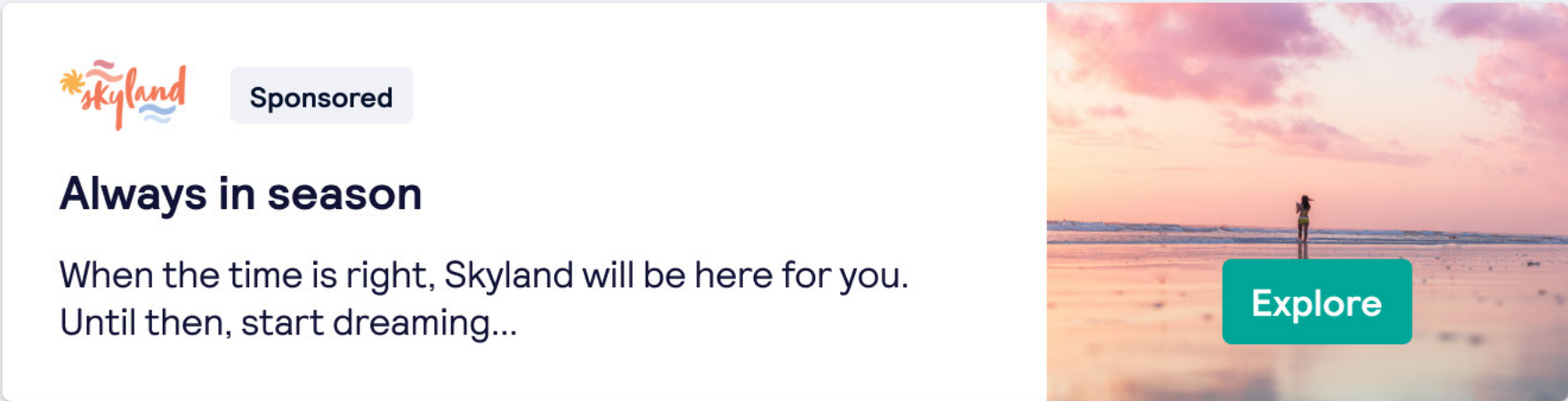
Your logo will be relatively small, especially on small screen devices, so it is especially crucial if your logo is mainly image-based or uses playful letterforms, to include the name of your brand or destination in the messaging.
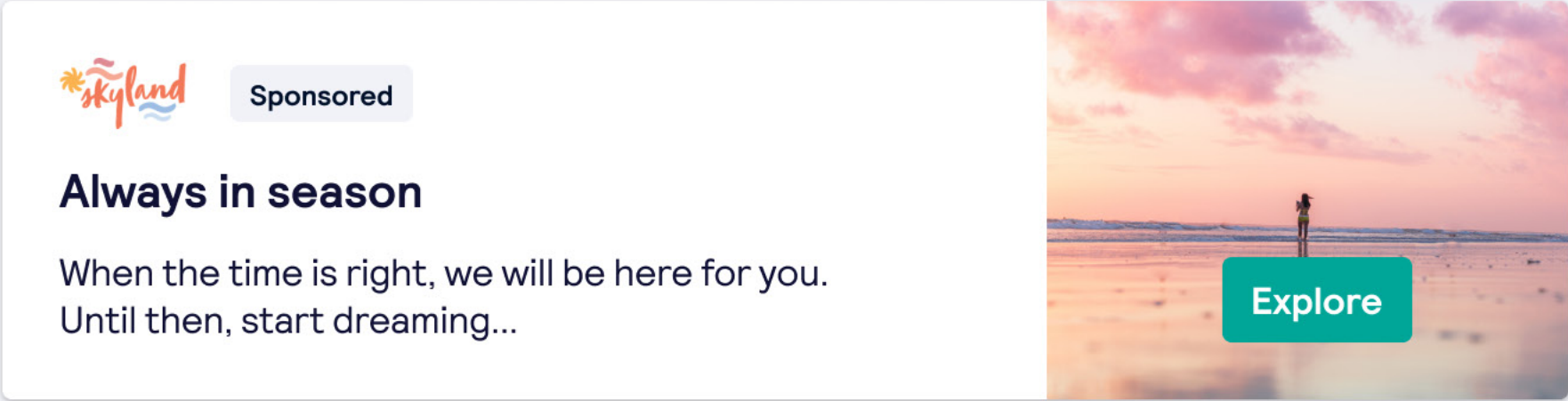
❌ Only the logo indicates the destination name
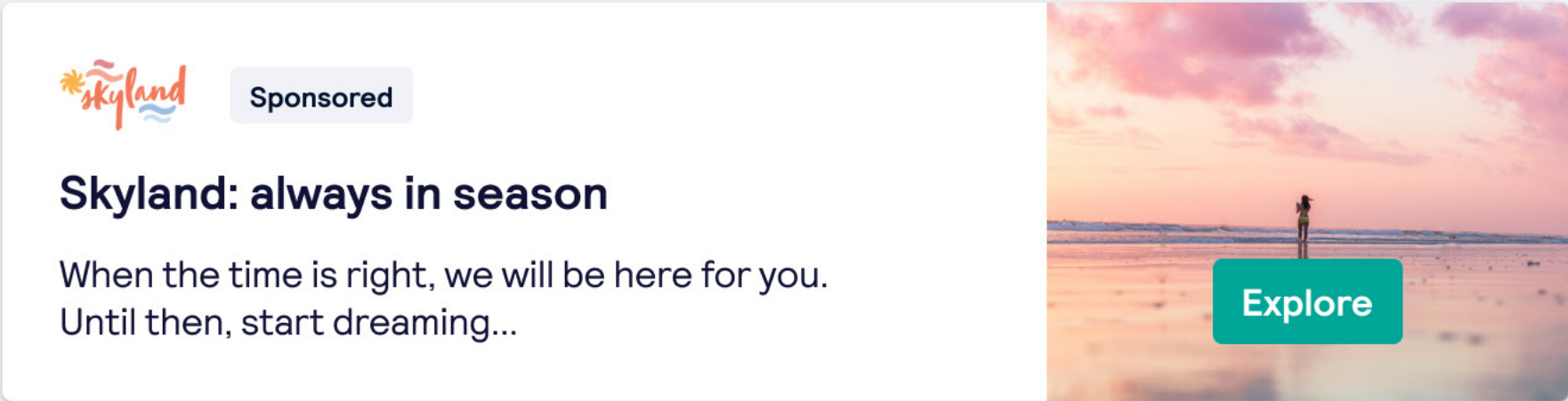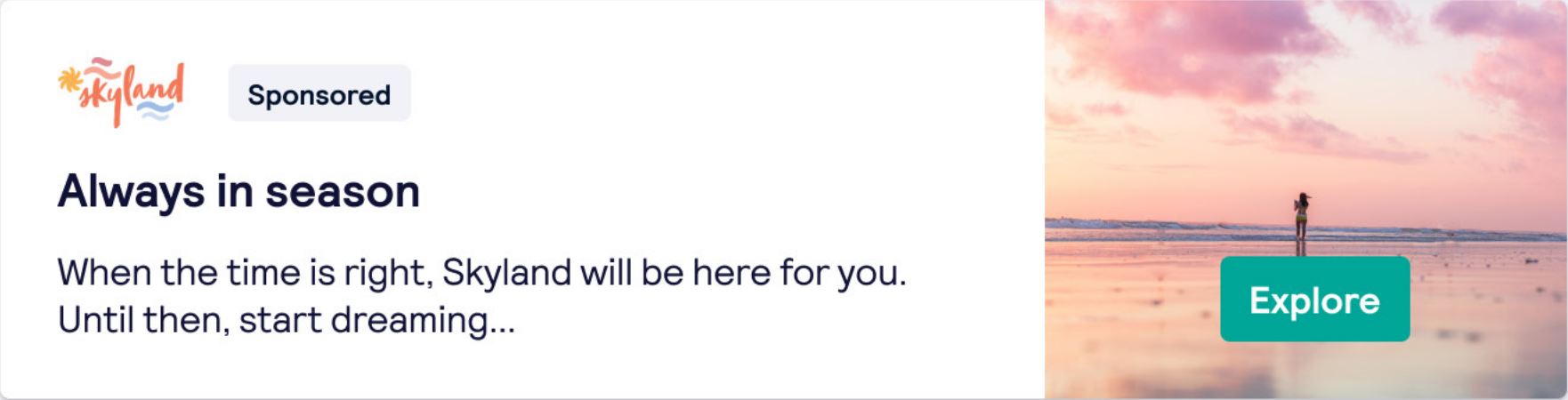

✓ Headline mentions destination name

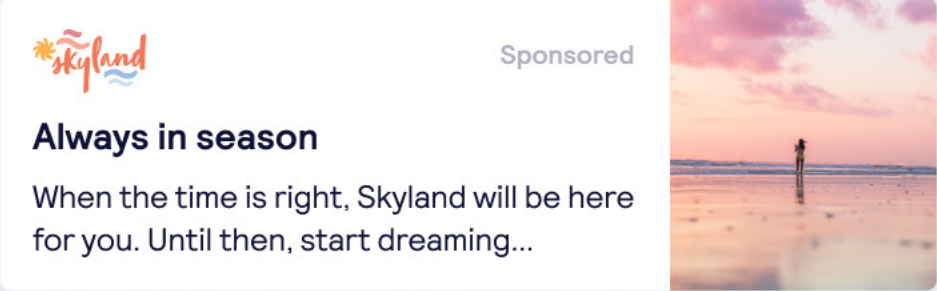✓ Sub-headline mentions destination name

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Include a call to action within your messaging

For our small screen format there is no Call To Action button, so we advise your messaging takes this into consideration.
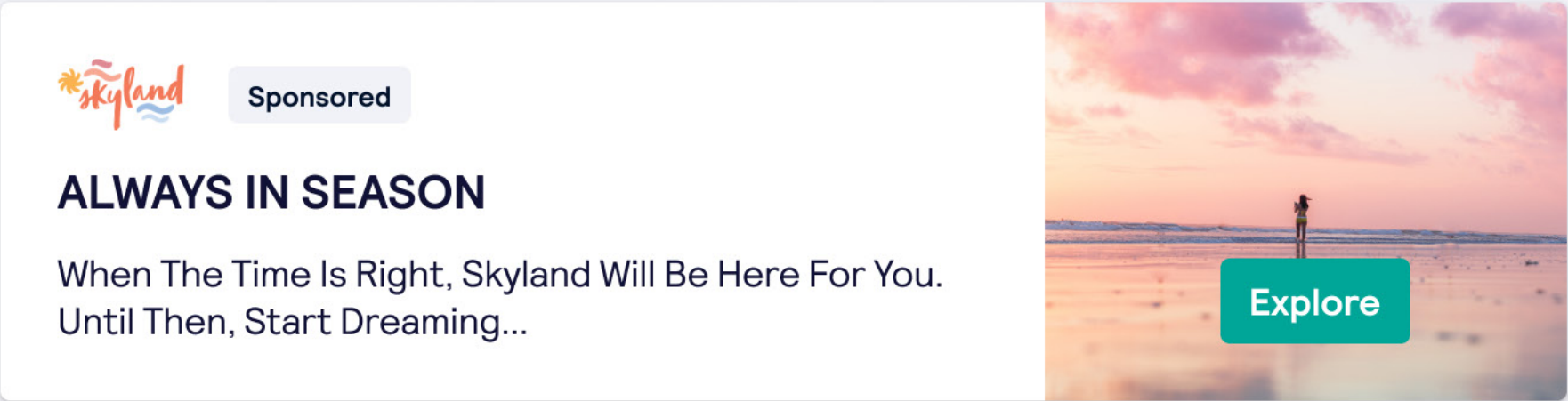
Desktop with CTA button

Small screen web/app: no button

Use sentence case for all messaging

Please do not use ALL CAPS or Title Case for any of the messaging, including the CTA button text. Only the first letter of the first word in a sentence should be capitalised.

❌ ALL CAPS used for headline

❌ Title Case used for sub-headline

✓ Sentence case used for single word CTA

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For any further questions or feedback, please
get in touch with your Skyscanner contact.
Thank you.