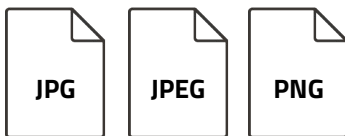


# Native Ads

## Guidelines for advertisers

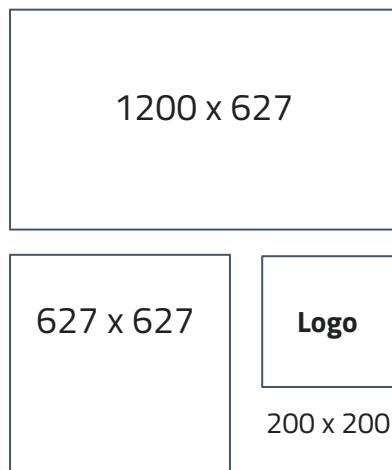
### File Formats



### File Size for Images

max. 100 kB

### Image Formats



**We recommend not to use any text in the image at all.**

### Content

<b>Headline</b>	max. 25 characters
<b>Body text</b>	max. 90 characters
<b>Advertiser name</b>	max. 25 characters
<b>Caption URL</b>	max. 30 characters
<b>Call to action</b>	max. 15 characters



### Layout *\*arrangement of the elements can vary depending on the environment and device*

