

Behavioural Push Notification Specification

Artwork sizes:

Please supply the artwork in the following size.
This can be in PNG or JPEG format:

- Logo: 192x192px
Max file size 200Kb.

What we need:

- Target location - preferably a list of towns
- Time and date of campaign
- Target audience information:
Demographic, geographic and behavioural (interests, activity etc.)
- Genre of app you would like to serve through
- Title: 25 characters (including spaces)
- Descriptive text: 75 characters (including spaces)
- **URL for the click through.**

Lead time: 24 hours to begin a campaign from receipt of all collateral.

Tracking links:

Please ensure if you would like to add click tracking links to your campaign this is sent across as your URL. Please note we **cannot** accept 3rd party tags on artwork.

