

WiCONNECT

Creative Assets Specification Guidelines

Only WiConnect brings together network and adtech expertise to create winning connections for everyone.

WiCONNECT

Sponsorship User Experience

1. Background

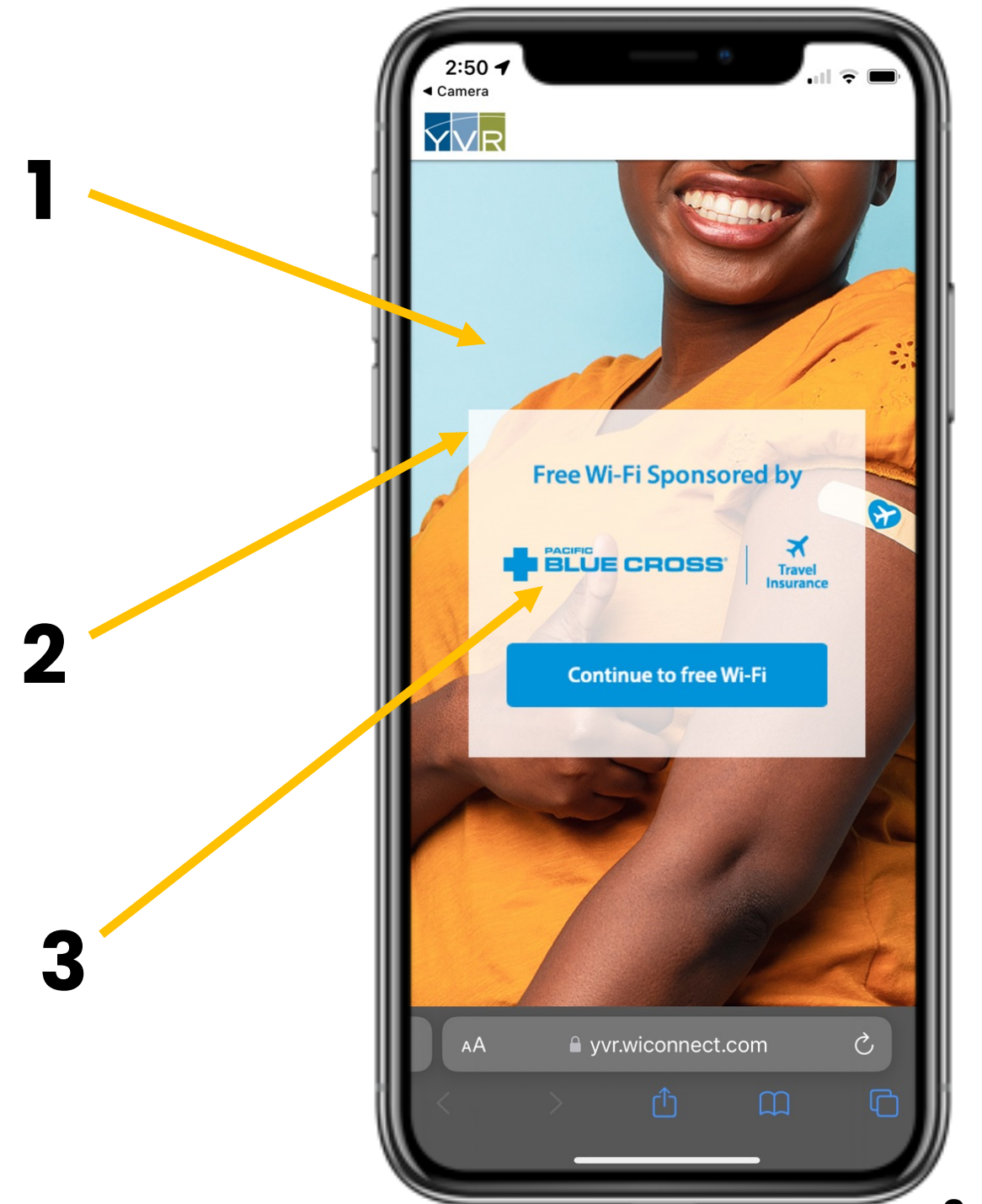
Laptop/Tablet: 1200x750px **Mobile:** 640x960px
Image or solid color/gradient. Can be anchored to one of the page's sides or four corners. Must remain the same throughout the entire flow.

2. Splash Container

***OPTIONAL –**
Laptop/Tablet: 560x600px or smaller
Mobile: 600x640px or smaller.
Can use custom colors, shadows, corner-rounding and transparency.

3. Brand Logo

Laptop/Tablet: 200–400px wide
Mobile: 400–500px wide
Transparent background PNG



4. Video Container

***OPTIONAL – LAPTOP/TABLET ONLY**

Laptop/Tablet: 700x500px or smaller. Can use custom colors, shadows, corner-rounding and transparency.

5. Video Message Banner

***OPTIONAL – LAPTOP/TABLET ONLY**

Laptop/Tablet: 640x60px.

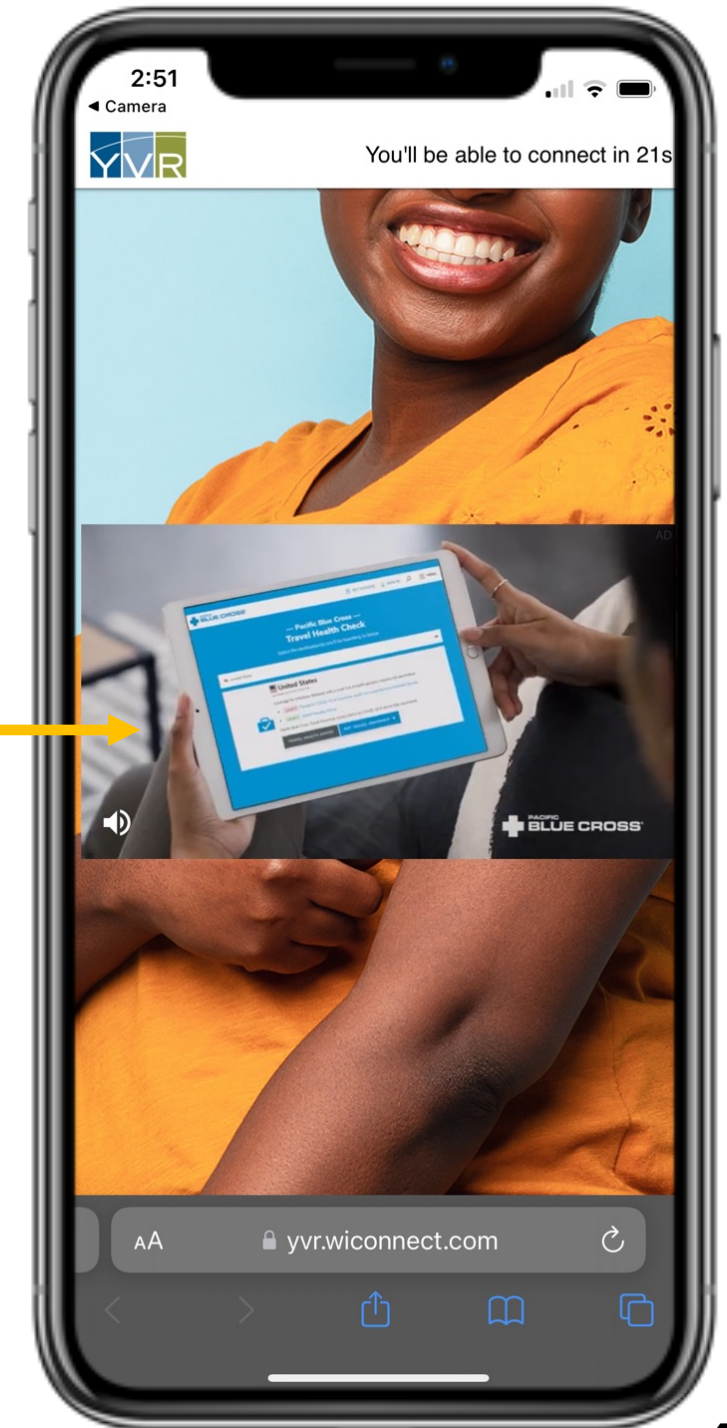
6. Video

Laptop/Tablet: 16:9 Ratio

Mobile: 16:9 Ratio or 9:16 Ratio (Vertical)

Up to :30 seconds length. Can be skipped after :15 seconds. Supported file types: .MOV, .MP4, .AVI.

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7. CTA Container

***OPTIONAL**

Laptop/Tablet: 560x600px or smaller

Mobile: 600x640px or smaller.

Can use custom colors, shadows, corner-rounding and transparency.

8. CTA Image/Copy

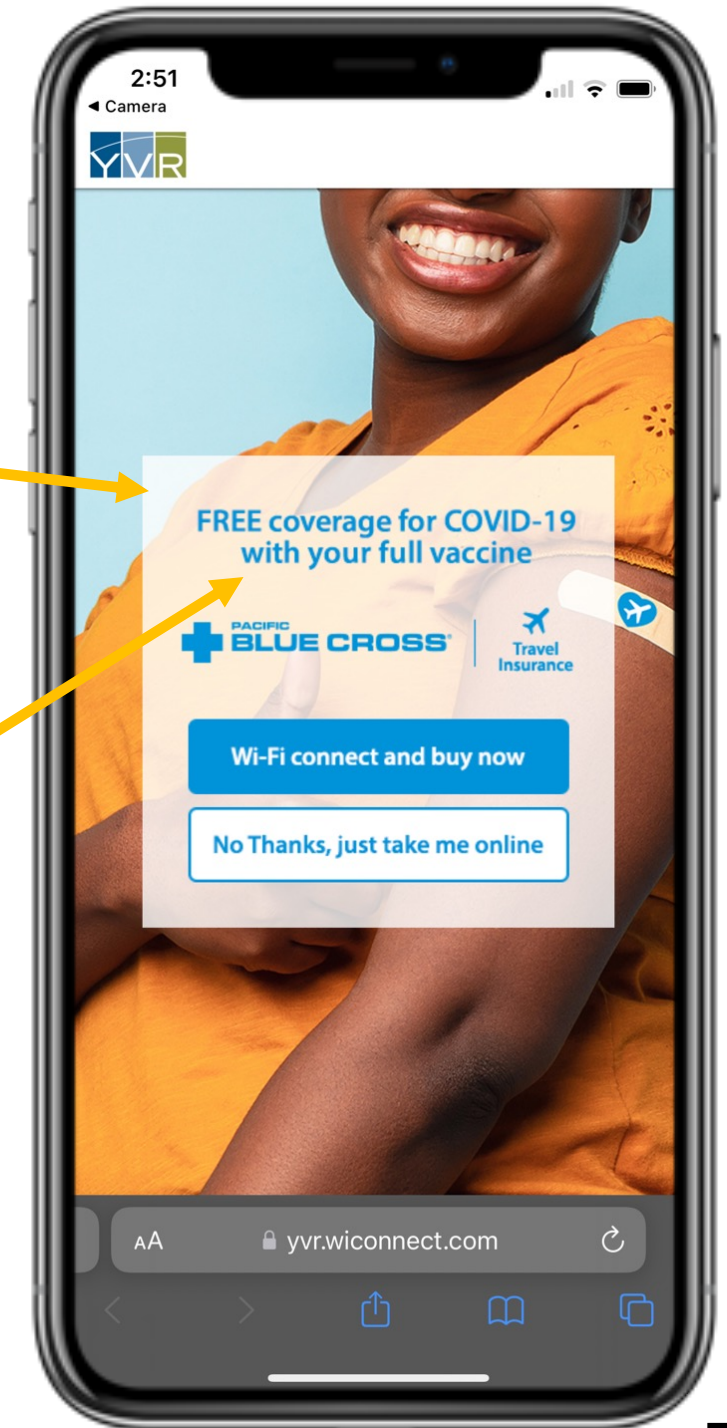
Laptop/Tablet: 300-500px wide

Mobile: 400-500px wide

Transparent background PNG. Should contain messaging/images pertaining to the campaign.

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9. CTA Button

Laptop/Tablet: 200-360×50-100px

Mobile: 400-500×60-120px

Text required to start with “Wi-Fi Connect and/&”. The rest can be filled out as pertains to the campaign. The most common text used is “Wi-Fi Connect & Learn More”. Can use custom fonts, colors and corner rounding.

10. No Thanks Button

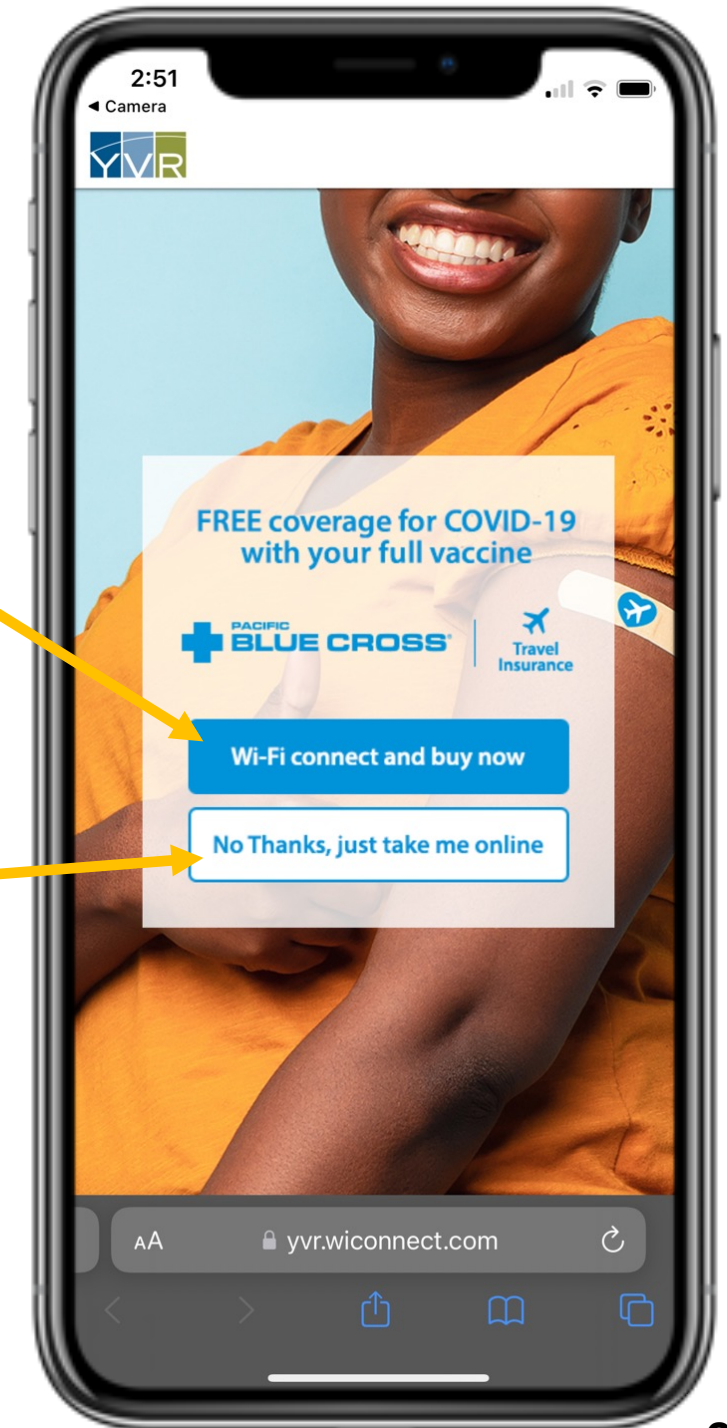
Laptop/Tablet: 200-360×50-100px

Mobile: 400-500×60-120px

Required text is “No Thanks, Just Take Me Online”. Must be exactly the same size as the “CTA Button”. Can use custom fonts, colors and corner-rounding.

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WiCONNECT

Individual Ad Purchase User Experience

1. Branding Page

At the Auth Page

Available Formats: JPEG, PNG, GIF, HTML5

300x400/240x400/300x250/250x250/300x300

(Non-Standard Available)

Page Customization by Brand Colors

Please provide click-through URL

2. Interstitial

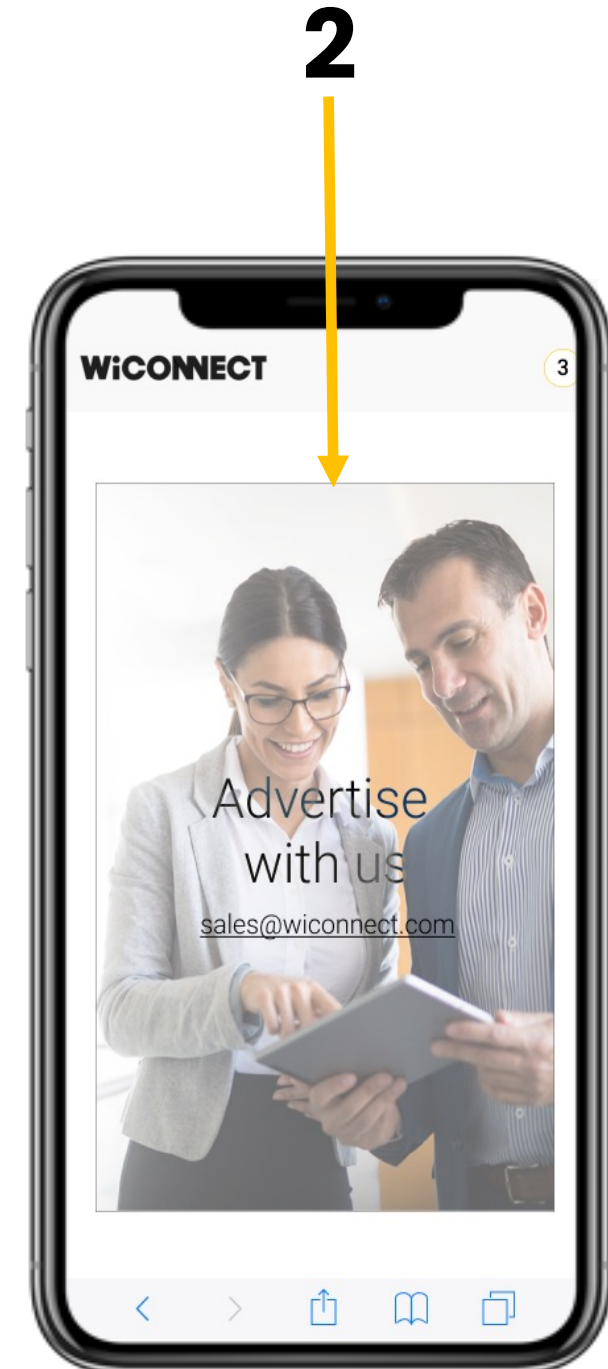
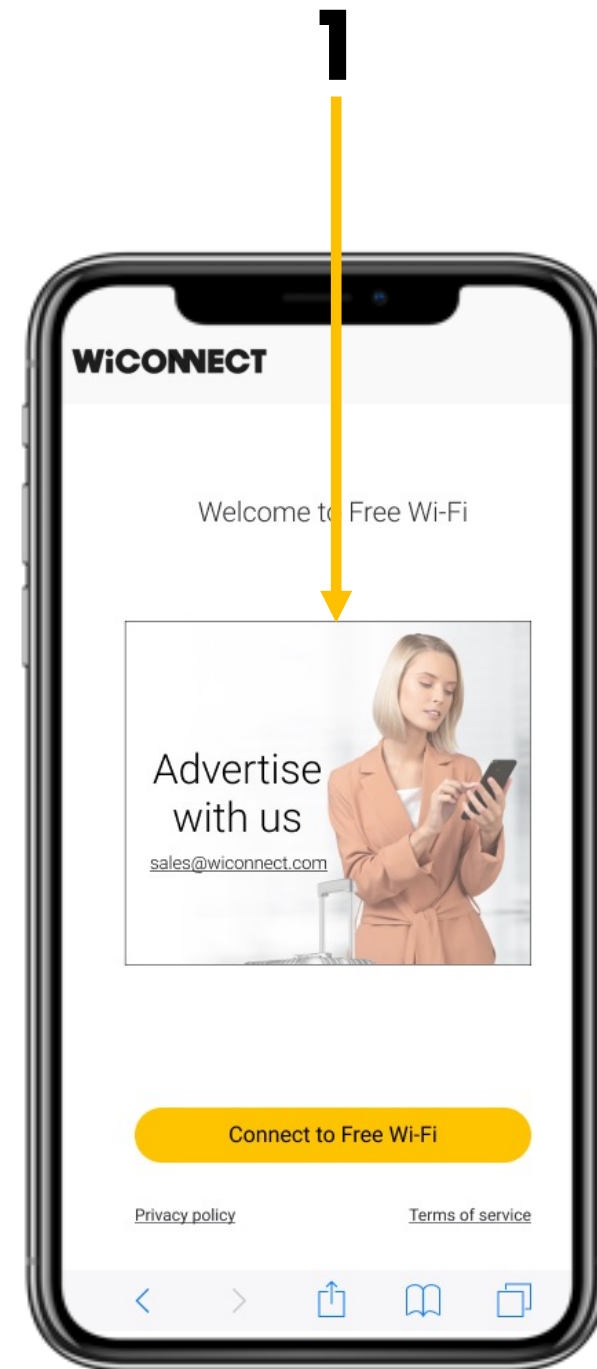
Between Auth Page & Media Portal

Available Formats: JPEG, PNG, GIF, HTML5, :15s
Video (Skippable after :06)

240x400/250x250/250x360/300x250/300x300/
300x320/300x600/320x480/336x280

(Non-Standard Available)
Available via Direct or PMP

Please provide click-through URL



3. Media Portal Top

1st Screen on Media Portal

Available Formats: JPEG, PNG, GIF, HTML5

300x250/300x100/250x250/300x300/300x320/320x100

Available via Direct or PMP

Please provide click-through URL

4. Sticky Banner

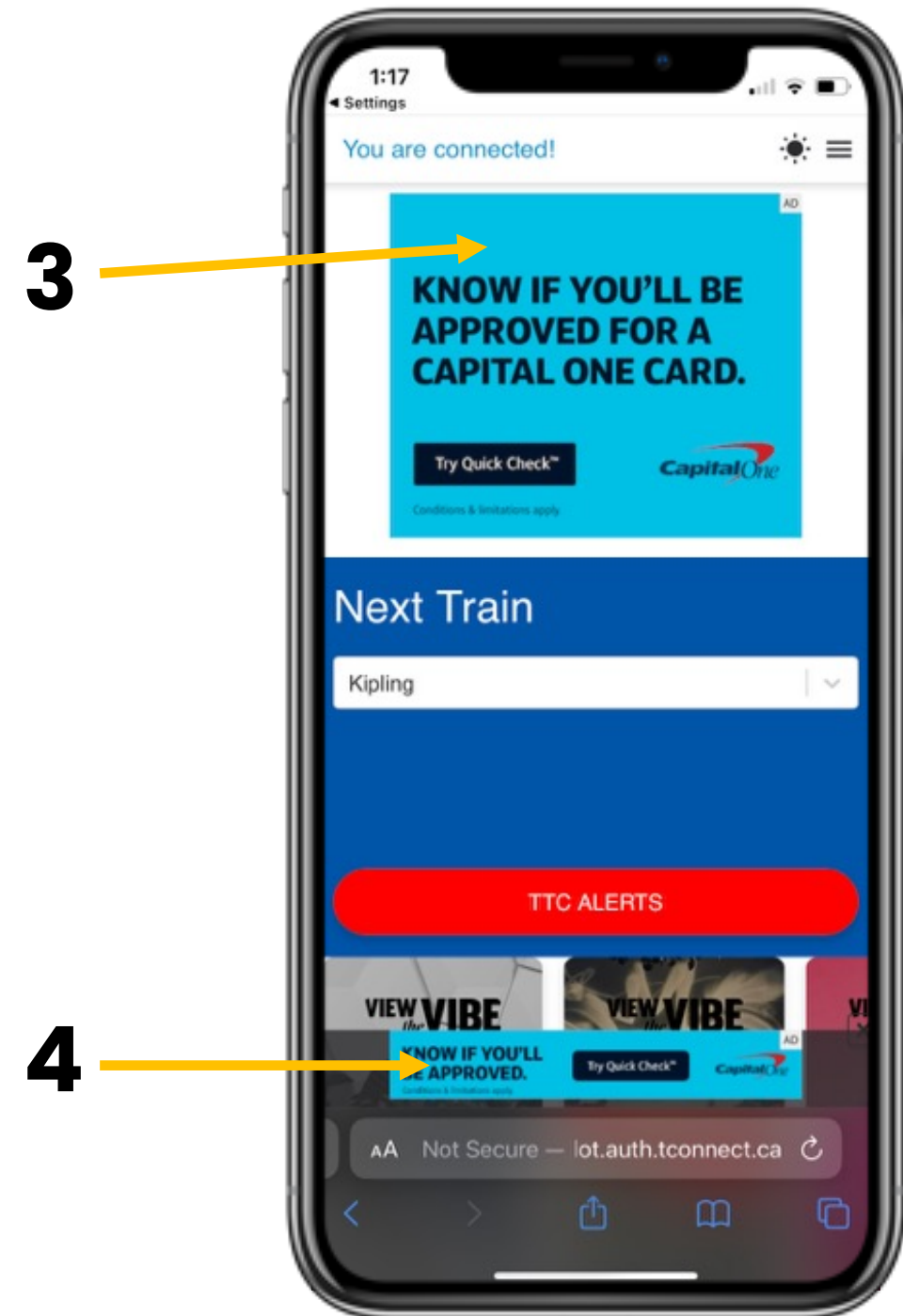
Glued at bottom of Screen on All Media Portal Pages

Available Formats: JPEG, PNG, GIF, HTML5

300x50/300x75/320x50/320x75

Available via Direct or PMP

Please provide click-through URL



General Guidelines

- ❑ We need approved creative assets (according to the specs) a minimum of two weeks prior to your campaign's launch date for any CPE campaign, and a minimum of 3 business days for any static placements.
- ❑ The promo's background must remain the same throughout the entire flow of the promo for the CPE sponsorship.
- ❑ For Individual static placements, assets must be scaled to spec and included in the asset pack.
- ❑ Please include any tracking tags/pixels in your asset pack, along with click-through URLs to your brands' website. For any static placement, please indicate whether the same URL will be used for each ad unit, or if required, multiple click-through URLs will be used.
- ❑ If any custom fonts are used, please provide the font files in the delivered assets.
- ❑ If possible, provide a brand style guide or brand color palette.

WiCONNECT

Thank you

For more information, please contact sales@wiconnect.com