

## Welcome — and thank you for advertising with us

HorseAppCompare is the global comparison platform for equestrian software. Each week we feature one app on the homepage banner (sold via weekly auction). Premium listings, category sponsorships and standard sidebar ads run continuously.

This document lists ALL ad dimensions, file formats and safety zones so your design team can prepare creative that displays perfectly across all devices.

<b>22</b>	<b>4</b>	<b>25+</b>	<b>€499</b>	<b>€25</b>
LANGUAGES	REGIONS	APPS CATALOGUED	LIST PRICE/WEEK	BIDS START FROM

## Inventory at a glance

- **Featured App of the Week (homepage banner)** €499 list — bid from €25 — auction
- **Premium Listing (verified publisher)** €99/mo or €990/yr — fixed price
- **Sidebar / Square ad (300x300)** On request — monthly retainer
- **Category sponsorship** Custom — contact us

## 1. Homepage Banner (standard)



### DIMENSIONS

**1440 x 220 px desktop · 720 x 180 px mobile**

### ASPECT RATIO

**~6.5:1 desktop · 4:1 mobile**

### FILE FORMAT

**JPG or PNG · max 350 KB**

- Safe area: keep text 60 px from edges
- Title + subtitle are overlaid by us
- No CTA needed — entire banner is clickable
- Avoid heavy text — must work as background

## 2. Featured App of the Week (auction winner banner)



### IMAGE DIMENSIONS

**1200 x 520 desktop · 720 x 360 mobile**

### ASPECT RATIO

**~2.3:1 desktop · 2:1 mobile**

### FILE FORMAT

**JPG or PNG · max 500 KB**

- Gold/amber 'Featured App of the Week' ribbon added by us
- Right ~40% fades to amber-cream — keep subject left
- Title + winning bid amount overlay on the right
- Auto-replaced every Monday after auction closes

## 3. Sidebar / Square ad



### DIMENSIONS

**300 x 300 px (1:1 square)**

### FILE FORMAT

**JPG or PNG · max 200 KB**

### INCLUDES

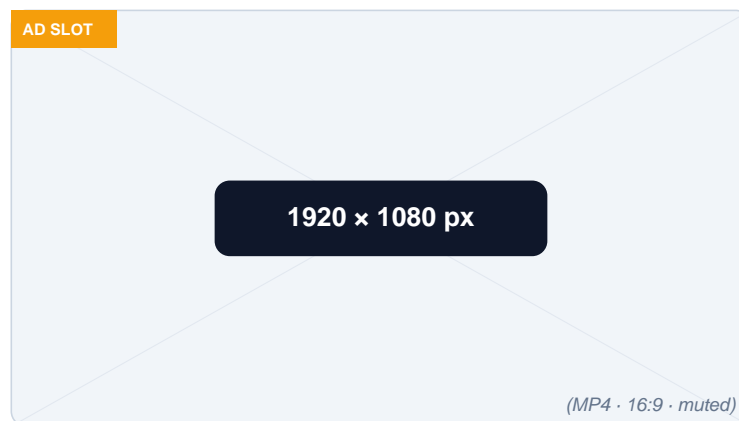
**Logo + 1-line subtitle (we add 'Sponsored' tag)**

- Used on category & detail pages

- Logo should fill ~60% of square

- Avoid full-bleed text near edges

## 4. Homepage Video Ad



### DIMENSIONS

**1920 x 1080 px (16:9)**

### DURATION

**Max 30 seconds · auto-loop**

### FILE FORMAT

**MP4 (H.264) · max 8 MB**

### AUDIO

**Muted — design must work without sound**

- Title overlay at bottom-left (gradient mask)

- First 3 seconds must communicate the value prop

- End with clear logo frame

- No flashing / strobe effects (accessibility)

## 5. Premium Listing (€99/mo or €990/yr)



### APP LOGO

**256 × 256 px PNG (transparent bg)**

### SCREENSHOTS

**1080 × 1920 px PNG/JPG · 1-5 images**

### TAGLINE (EN+NL)

**Max 80 chars each**

### DESCRIPTION (EN+NL)

**Max 800 chars each**

- Verified-publisher badge automatically added
- Pinned to top of category search results
- Premium gold border on catalogue grid
- Edit via /publisher/dashboard anytime

## Recommended brand palette (for visual harmony)



Ink #0F172A



Brand blue #2563EB



Amber #F59E0B



Emerald #059669



Slate #64748B

White #FFFFFF

## How to send us your creative

1. Email assets to [support@horseappcompare.com](mailto:support@horseappcompare.com)
2. Include in the subject line: 'Creative for [your app name]'
3. Attach files using the dimensions on pages 2-3 of this kit
4. Include the click-through URL + UTM parameters (if any)
5. We review within 1 business day and reply with a preview link

## Quality checklist (before sending)

- Image is at correct pixel dimensions (don't upscale!)
- Important content is inside the safe area
- Tested on dark + light background
- No copyrighted material (Disney horses, etc.)
- Click-through URL works on desktop AND mobile
- UTM tags added (utm\_source=horseappcompare)
- Alt-text provided for accessibility (1 sentence)

### Need help? We design for you.

Don't have a designer? We can design your creative for €149 one-off.

Email [support@horseappcompare.com](mailto:support@horseappcompare.com) with 'Design service' to get started.