

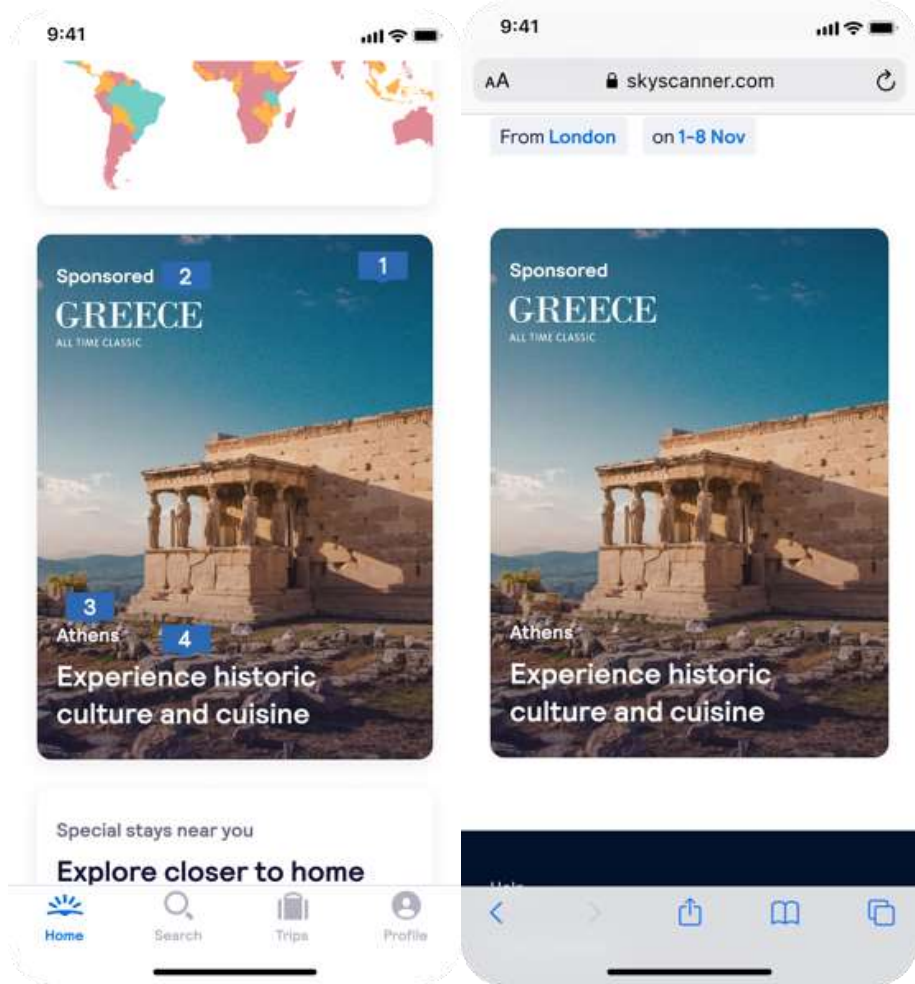
Homepage Hero

Desktop Creative Requirements		
1	Background Image	Selected from Skyscanner's curated archive of travel photography, image size 1800x1375px. Please refer to asset guide linked below.
2	Sponsored Destination	City and country name of featured destination (sentence case only) e.g. Antalya, Turkey. This should not be a specific description of the featured image location.
3	Marketing Message	Sentence case only, translations must be supplied if running across several locales. Character count should not exceed 70.
4	Destination Pre-fill (Optional)	Autopopulate the 'To' field in our flight search which your desired city/airport (desktop only).
5	Logo	White logo with transparent background sized max width 480px OR max height 72px (whichever suits logo best, see asset guide linked below) to be supplied in PNG or vector format (preferably SVG).
Example		<p>The example image shows the Skyscanner homepage hero section. It features a background image of a beach (1). A sponsored destination 'Antalya, Turkey' is displayed (2). A marketing message 'Open & ready to welcome you. Discover your next holiday destination' is shown (3). The search bar has 'Antalya (AYT)' pre-filled in the 'To' field (4). The Skyscanner logo is visible in the top left corner (5).</p>

Mobile & App Creative Requirements

1	Cover Image	Image aspect ratio is 3:4, optimal size 1200x1600px, PNG or JPG.
2	Logo	White logo with transparent background sized max width 500px OR max height 280px (whichever suits logo best) in PNG format.
3	Subtitle	25 characters (including spaces, sentence case only). Please note the subtitle appears above the title, see example below.
4	Title	50 characters (including spaces, sentence case only).

Examples (App & Mobile Web)



Notes

- Homepage Hero is targeted on a market and locale basis.
- The marketing message should be inspirational, in the form of a call to action and give an indication of what to expect when clicking the link. This must link to another Skyscanner onsite landing experience e.g. Sponsored City Guide Page.
- The background image will act as a visual prompt for the "Let the journey begin" headline on our homepage. This should be immediately recognisable and celebrate the sponsored destination. Our team will work with you to source and select the perfect image to inspire our travellers.
- On the Skyscanner app the Homepage Hero will appear in the second position in the feed.
- [Click here to access our guide for providing creative assets.](#)

Assets must be supplied a minimum of 5 working days prior to going live.

If the route targeted is generic (eg.: DE to IT) also generic creative must be provided to Skyscanner.