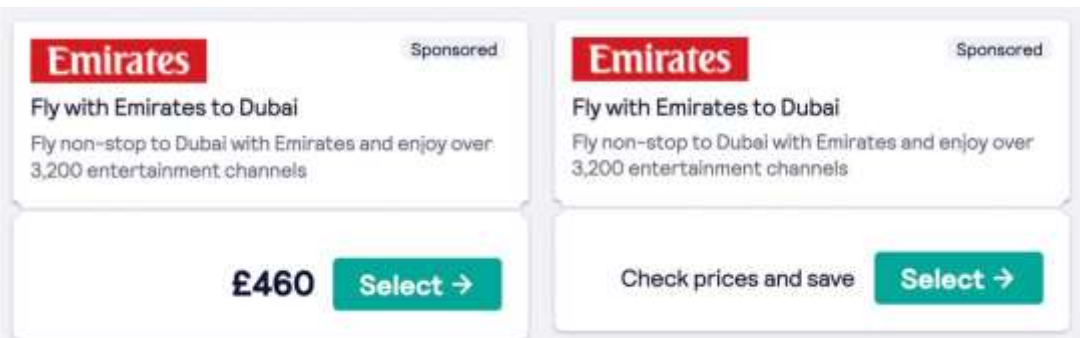## Native Inline – Standard

All partners wishing to run a dynamic in-line adverts must be integrated into the flight search results in order for prices to be populated.

		Creative Requirements
1	**Logo**	360x180px (Desktop), 120x30px (Mobile) PNG or JPG, Max file size of 50kb
2	**Headline**	Max 50 characters (including spaces)
3	**Body Text**	Max 90 characters (including spaces)
Priced		
Unpriced		
Mobile		

Requirements
- SSL compliant redirects.
- Static click tracker.
- 1x1 impression pixel.
- Tracked clickthrough URL (if displaying unpriced).

Notes
- Live prices are displayed on the ad for integrated partners.
- Deeplink directs to the partner's results page or booking funnel.
- We can dynamically populate outbound and destination location names within the ad copy (*Book flights from Outbound City to Destination City on ...*).
- Viewability measurement is not available for this format.

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.