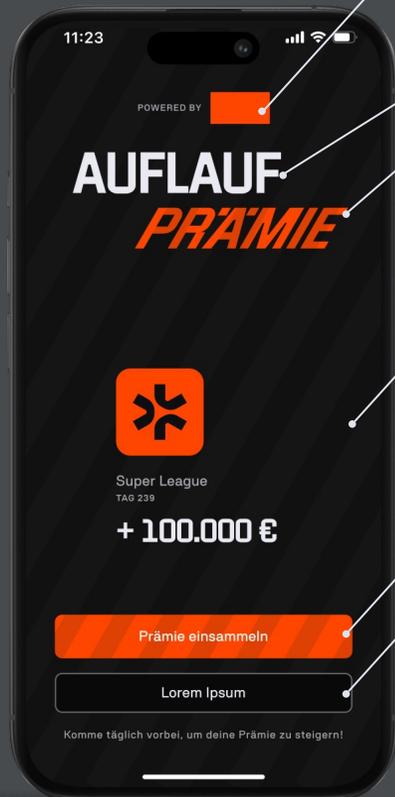


 **KICKBASE**

AD SPECS



Touchpoint: App Start Screen

Your Logo
PNG, transparent
Max. 1 MB

Custom Color Selection

Background Image
1170 x 2532 px
Dark Background
JPG · PNG
Max. 8 MB

Button Color
Custom CTA/Slogan
Max. 35 Zeichen

AWARENESS

AUFLAUFPRÄMIE

What to Deliver

Your Logo · Custom Color Selection (HEX) · Background Image ·
Button Color (HEX) · Custom CTA/Slogan · Click URL

Additional Details:

- For long-term partners only
- Must Have: Dark Background
- If a feedback cycle is required, please provide notice and schedule at least 7 days ahead



Best Cases:

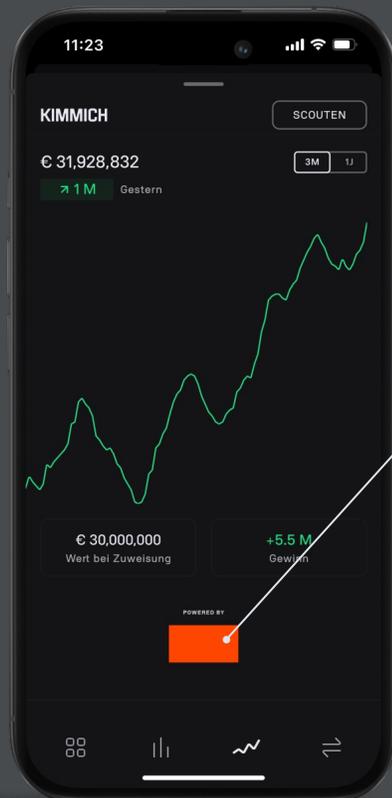
[Link](#)

AWARENESS

IN-APP PRESENTER

What to Deliver

Your Logo (Dark + Light) · Click URL



Your Logo
SVG, PNG
Two colors (Dark + Light)

Touchpoint: Market-Value · Transfer Market · Top Players

Best Cases:
[Link](#)

AWARENESS

FORMAT PRESENTER

What to Deliver

Your Logo · Brand Guidelines · IG Account for co-post



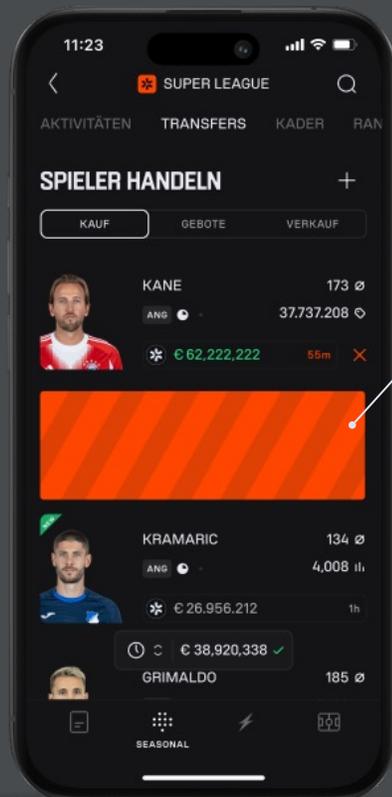
Your Logo
SVG

Touchpoint: Instagram, MVP Post, Top-11

Best Cases:
[Link](#)

ACTIVATION

PREMIUM BANNER



Premium Banner

Physical Image:

720 x 240 px

540 x 180 px

360 x 120 px

(All required)

JPG · PNG · GIF

Max. 500 KB

or

AD-Tag:

HTML / Javascript /
iFrame

360 x 120 px

Touchpoint: Base · Transfer Market · Top Players

What to Deliver

Asset(s) · Click URL · Image Pixel (Optional) · DV-Tracking (Optional) ·
Exact timings in case of rotation (Optional) · A/B Testing (Optional,
multiple Assets required)

Additional Details:

- Target Specifications: Location (City, Region) and Device (iOS, Android) with individual frequency capping options
- Click - and impressions tracker can be integrated
- A/B Testing possible

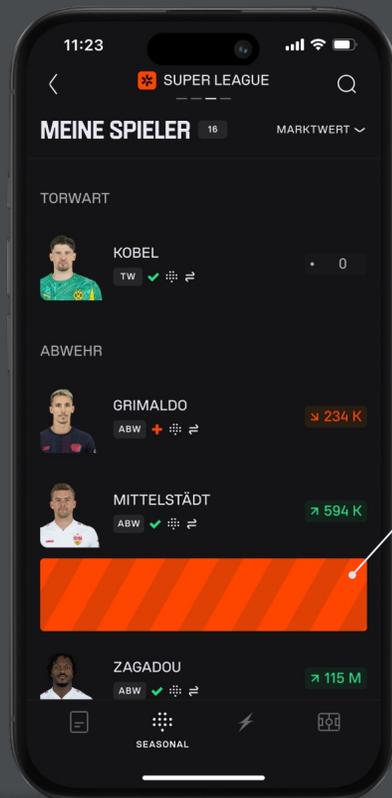


Best Cases:

[Link](#)

ACTIVATION

PREMIUM BANNER SLIM



Premium Banner Slim

Physical Image:

- 720 x 160 px
- 540 x 120 px
- 360 x 80 px

(All required)

JPG · PNG · GIF
Max. 500 KB

or

AD-Tag:

HTML / Javascript /
iFrame
360 x 80 px

Touchpoint: Player/Manager Profile · Fixtures

What to Deliver

Asset(s) · Click URL · Image Pixel (Optional) · DV-Tracking (Optional) ·
Exact timings in case of rotation (Optional) · A/B Testing (Optional,
multiple Assets required)

Additional Details:

- Target Specifications: Location (City, Region) and Device (iOS, Android) with individual frequency capping options
- Click - and impressions tracker can be integrated
- A/B Testing possible



Best Cases:

[Link](#)

ACTIVATION

PREMIUM INTERSTITIAL

What to Deliver

Asset(s) · Click URL · Image Pixel (Optional) · DV-Tracking (Optional) · Exact timings in case of rotation (Optional) · A/B Testing (Optional, multiple Assets required)

Additional Details:

- Target Specifications: Location (City, Region) and Device (iOS, Android) with individual frequency capping options
- Click - and impressions tracker can be integrated
- A/B Testing possible

Best Cases:
 [Link](#)

Premium Interstitial

Physical Image:

800 x 1200 px

600 x 900 px

400 x 600 px

(All required)

JPG · PNG · GIF

Max. 500 KB

or

AD-Tag:

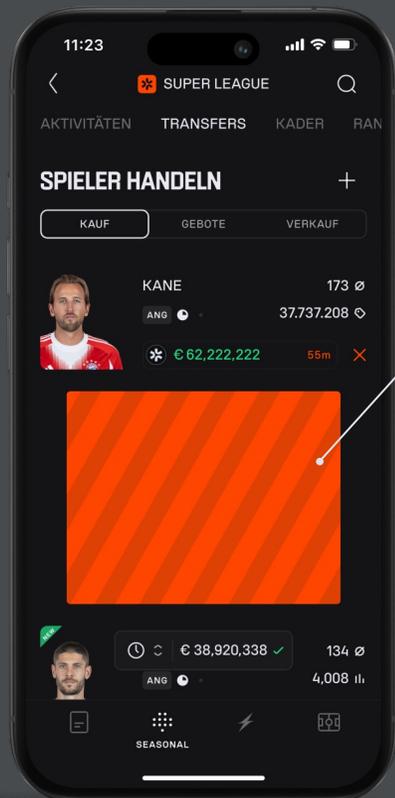
HTML / Javascript /

iFrame

400 x 600 px



Touchpoint: Player Profile · Top Players · League
 Switch · Transfer Market · Manager Profile



Medium Rectangle

Physical Image:

600 x 500 px

400 x 333 px

300 x 250 px

(All required)

JPG · PNG · GIF

Max. 500 KB

or

AD-Tag:

HTML / Javascript /
iFrame

300 x 250 px

Touchpoint: Base · Transfer Market · Top Players

ACTIVATION

MEDIUM RECTANGLE

What to Deliver

Asset(s) · Click URL · Image Pixel (Optional) · DV-Tracking (Optional) ·
Exact timings in case of rotation (Optional) · A/B Testing (Optional,
multiple Assets required)

Additional Details:

- Target Specifications: Location (City, Region) and Device (iOS, Android) with individual frequency capping options
- Click - and impressions tracker can be integrated
- A/B Testing possible

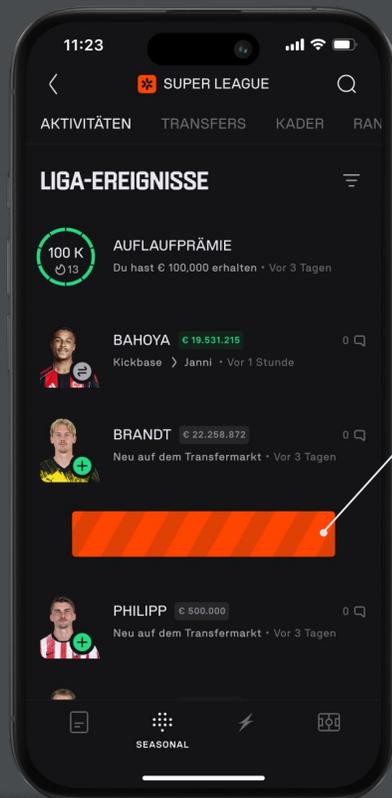


Best Cases:

[Link](#)

ACTIVATION

MOBILE BANNER



Mobile Banner

Physical Image:

640 x 100 px

480 x 75 px

320 x 50 px

(All required)

JPG · PNG · GIF

Max. 500 KB

or

AD-Tag:

HTML / Javascript /

iFrame

320 x 50 px

Touchpoint: Activity Tab

What to Deliver

Asset(s) · Click URL · Image Pixel (Optional) · DV-Tracking (Optional) · Exact timings in case of rotation (Optional) · A/B Testing (Optional, multiple Assets required)

Additional Details:

- Target Specifications: Location (City, Region) and Device (iOS, Android) with individual frequency capping options
- Click - and impressions tracker can be integrated
- A/B Testing possible

ACTIVATION

VIDEO INTERSTITIAL



Video Interstitial

Preferred Option:

VAST-Tag

2:3 Ratio

(e.g. 800 x 1200 px)

or

Alternative Option:

Video

2:3 Ratio

(e.g. 800 x 1200 px)

MP4

Max. 5 MB

Touchpoint: Player Profile · Top Players · League
Switch · Transfer Market · Manager Profile

What to Deliver

Asset(s) · Click URL · Image Pixel (Optional) · DV-Tracking (Optional) ·
Exact timings in case of rotation (Optional) · A/B Testing (Optional,
multiple Assets required)

Additional Details:

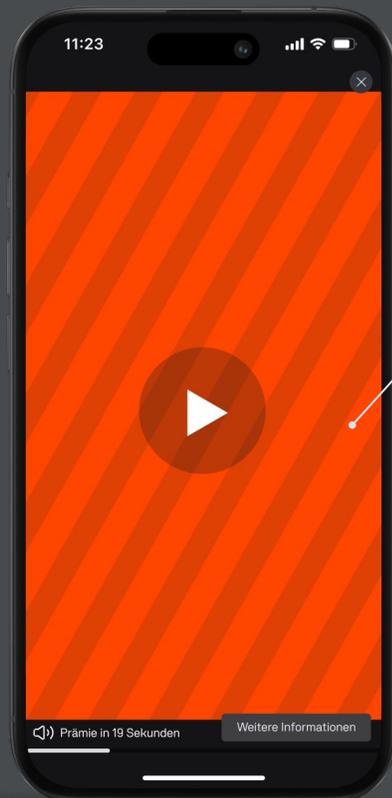
- Target Specifications: Location (City, Region) and Device (iOS, Android) with individual frequency capping options
- Click - and impressions tracker can be integrated
- A/B Testing possible



Best Cases:

[Link](#)

ACTIVATION

REWARDED VIDEO AD

Rewarded Video Ad

Preferred Option:
VAST-Tag9:16 Ratio
(e.g. 1080 x 1920 px)

or

Alternative Option:
Video9:16 Ratio
(e.g. 1080 x 1920 px)
MP4
Max. 5MB

Touchpoint: User receives live points by watching

What to Deliver

Asset(s) · Click URL · Image Pixel (Optional) · DV-Tracking (Optional) ·
Exact timings in case of rotation (Optional) · A/B Testing (Optional,
multiple Assets required)

Additional Details:

- Target Specifications: Location (City, Region) and Device (iOS, Android) with individual frequency capping options
- Click - and impressions tracker can be integrated
- A/B Testing possible



Best Cases:

[Link](#)

ACTIVATION

PUSH NOTIFICATION AD

What to Deliver

Asset(s) · Short Headline · Caption incl. CTA · Click URL

Additional Details:

- Must Have: Thematic link to Kickbase
- Preferred Timing



Best Cases:

[Link](#)

Push Notification Ad

Short Headline
Max. 35 characters

Caption inkl. CTA
Max. 140 characters

540 x 270 px (Android)
JPG
Max. 40 KB

and

477 x 268 px (iOS)
JPG
Max. 40 KB

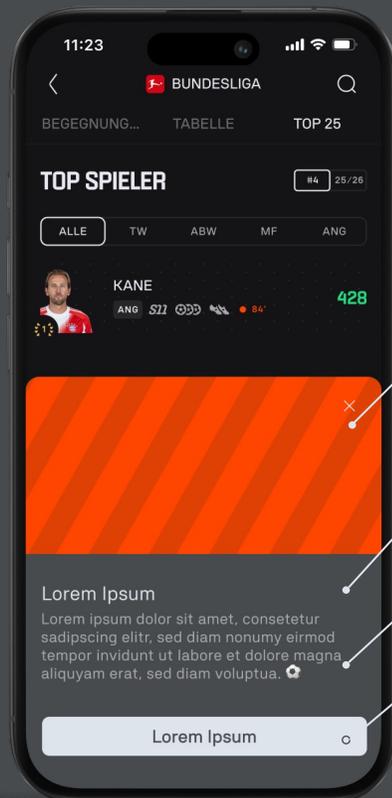
(Both required)



Touchpoint: Users Device Lockscreen

ACTIVATION

IN-APP PUSH NOTIFICATION AD



In-App Push Notification

1920 x 1080 px
JPG
Max. 40 KB

Short Headline
Max. 30 characters

Caption
Max. 300 characters

CTA
Max. 30 characters

Touchpoint: App-Overlay

What to Deliver

Asset(s) · Short Headline · Caption incl. CTA · Click URL

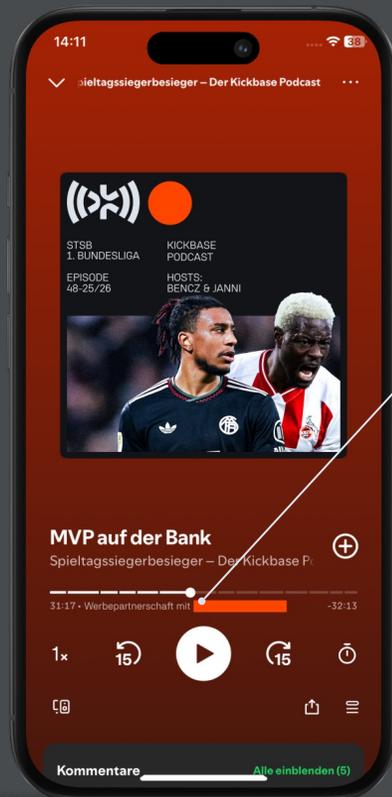
Additional Details:

- Must Have: Thematic link to Kickbase
- Preferred Timing

Best Cases:
[Link](#)

ACTIVATION

PODCAST HOST READ AD



Your Spot
60 - 120 secs

What to Deliver

Product Briefing (Talking Points) · Your Logo · Do's & Dont's
· Your Brand Guidelines · Click URL

Additional Details:

- If a feedback cycle is required, please provide notice and schedule at least 7 days ahead

Touchpoint: Spotify, Apple Music, Social Media



ACTIVATION

INSTAGRAM STORY



Your Product

Click URL

Touchpoint: Instagram

What to Deliver

Product Briefing (Talking Points) · Click URL · Products (Optional)
 · IG Account for co-post · Do's & Dont's

Additional Details:

- Send Products to our Munich office (only if they should be shown during the ad)
- If a feedback cycle is required, please provide notice and schedule at least 7 days ahead

Best Cases:

[Link](#)

ENGAGEMENT

BRANDED CHALLENGE



Branded Challenge

Your Logo
SVG

Challenge Name
Short

Challenge Prizes
JPG · PNG · TIFF · PSD

Your Product Shots /
Brand Visuals
JPG · PNG · TIFF · PSD

Touchpoint: Base · Explore Hub/Lobby ·
Challenge Profile

What to Deliver

Challenge Name · Challenge Prizes · Brand Guidelines · Logo
· Accent Colors (HEX) · CTA (Optional) · Product Shots (Optional, but preferred) · Brand Visuals (Optional, but preferred)

Additional Details:

- Nice to Have: Product Shots or Visuals that represent your brand
- Our brand team creates all assets based on the provided materials
- If a feedback cycle is required, please provide notice and schedule at least 7 days ahead



Best Cases:

[Link](#)

ENGAGEMENT

COOP GEWINNSPIEL

What to Deliver

Your Logo · Prizes · CTA + Caption · IG Account for co-post
 · Product Shots (Optional, but preferred) · Brand Visuals (Optional, but preferred)

Additional Details:

- Our brand team creates all assets based on the provided materials
- If a feedback cycle is required, please provide notice and schedule at least 7 days ahead

Best Cases:
[Link](#)



Your IG Account

Your Logo
 PNG · SVG

CTA

Prizes
 JPG · PNG · TIFF · PSD

Touchpoint: Instagram

ENGAGEMENT

BRANDED CONTENT

What to Deliver

Your Logo · Prizes · CTA · Your Platform Account for tag

Additional Details:

- If a feedback cycle is required, please provide notice and schedule at least 7 days ahead

Best Cases:
[Link](#)



Your Logo
 PNG · SVG

Your Platform Account
 e.g. IG, TikTok, YouTube,
 Twitch

Touchpoint: Instagram, YouTube, Twitch, TikTok

ENGAGEMENT

BRAND SURVEY

What to Deliver

Question Formats (e.g., Multiple Choice, Single Choice, Open-Ended Questions) · Exact Questions · Answer Options



Various Question Formats

Touchpoint: App-Overlay