

Sponsored Images 1.0

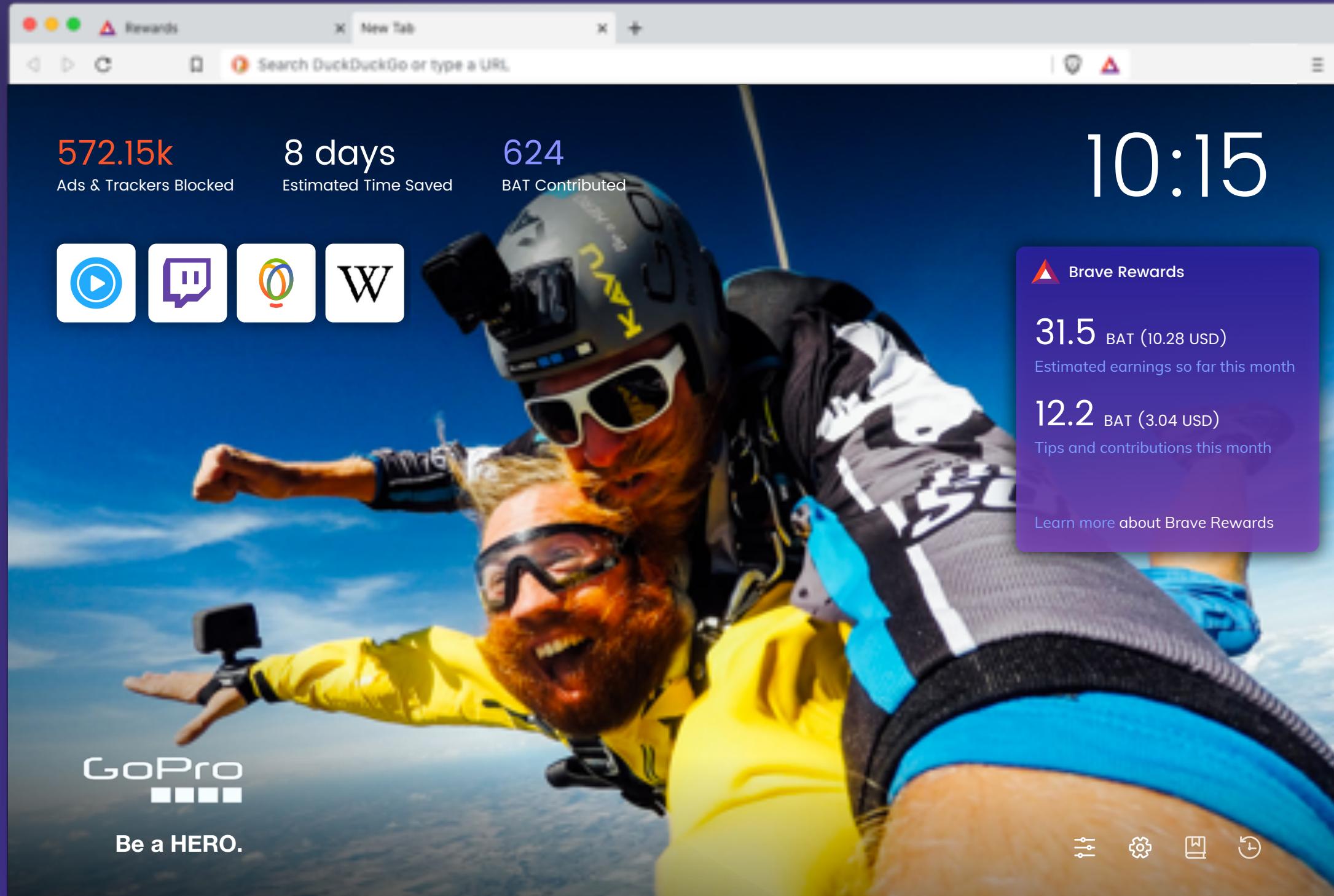
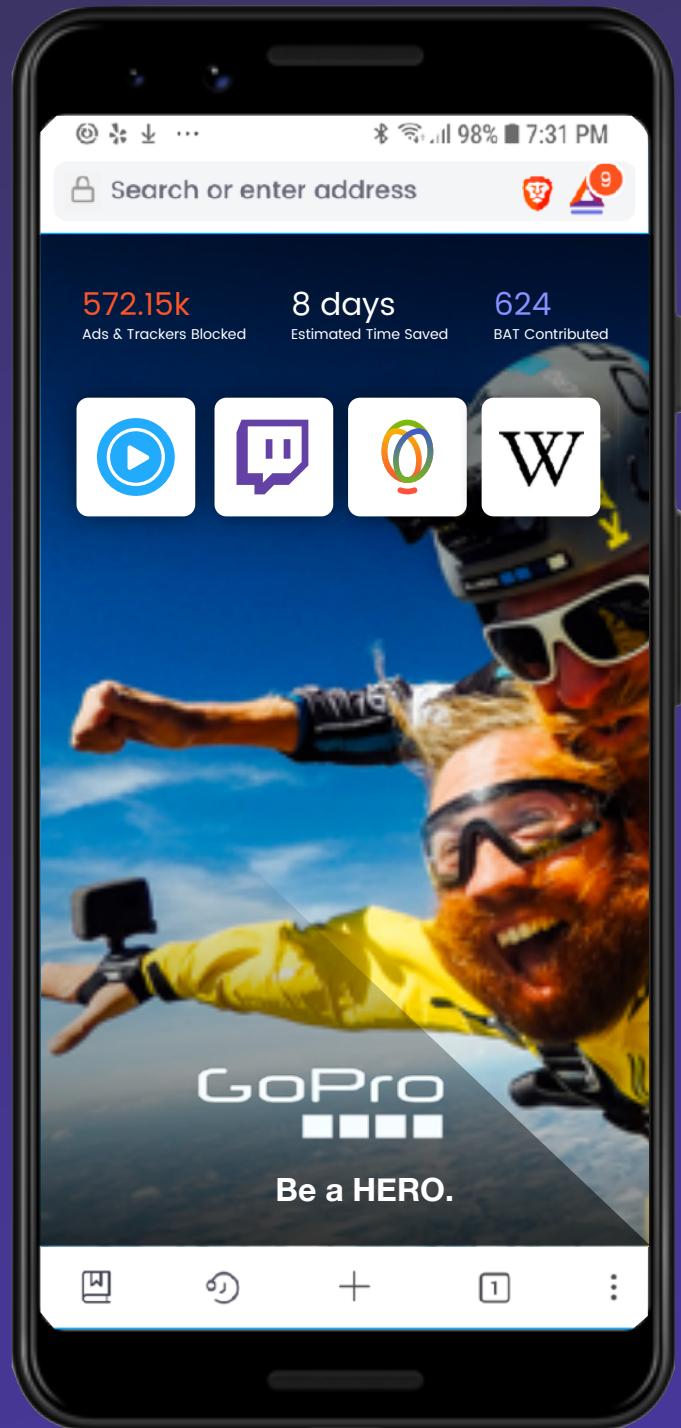
Image Specifications

May 27, 2020



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Introduction



Brave Sponsored Images are a new form of digital advertising to a broad audience. Sponsored images are similar to a highway billboard or a high profile magazine ad where the primary purpose is to present the Brand to a wide audience.

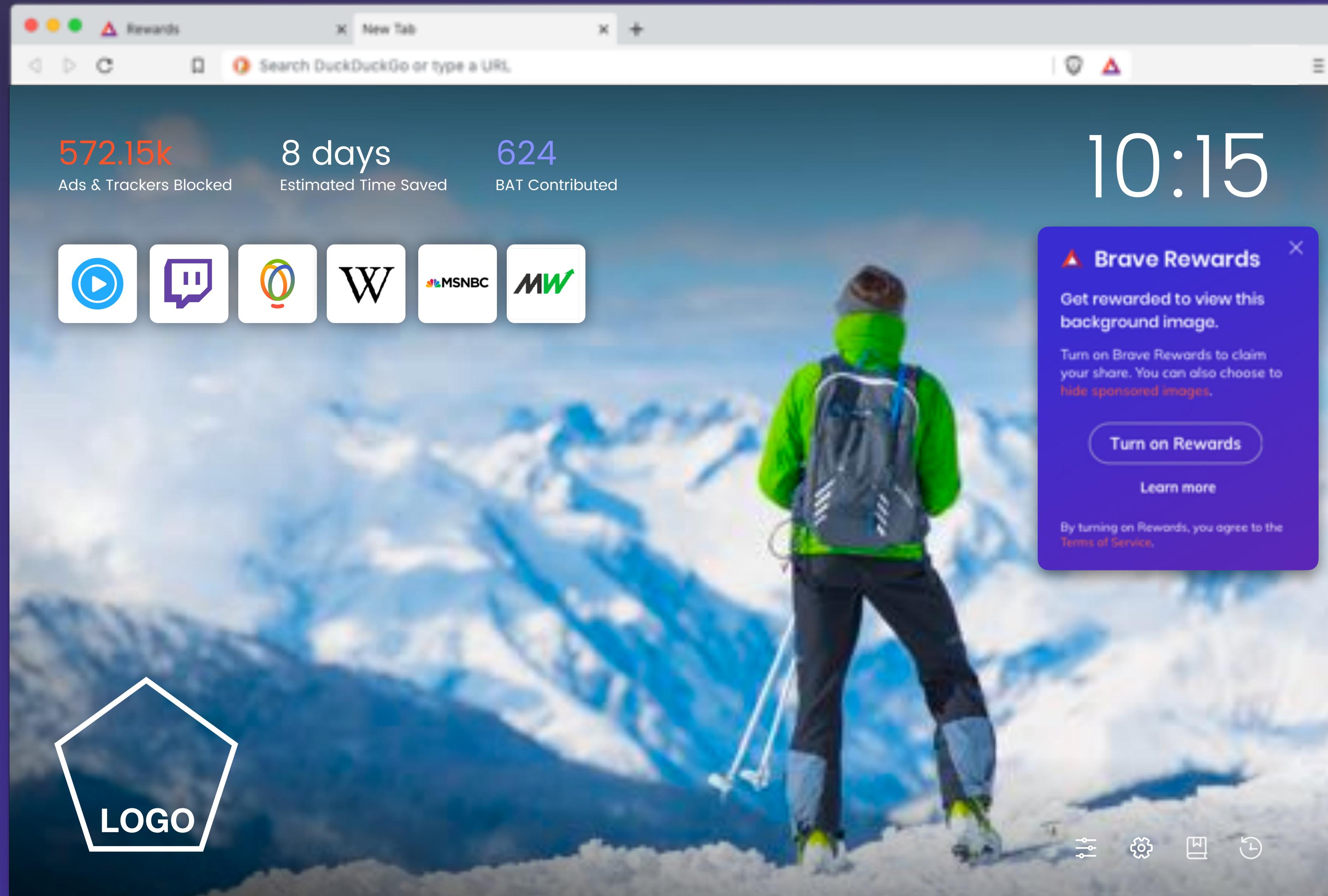
Sponsored Images are placed in rotation with Brave's Dashboard wallpaper.

All Brave users on all devices are presented with these images.

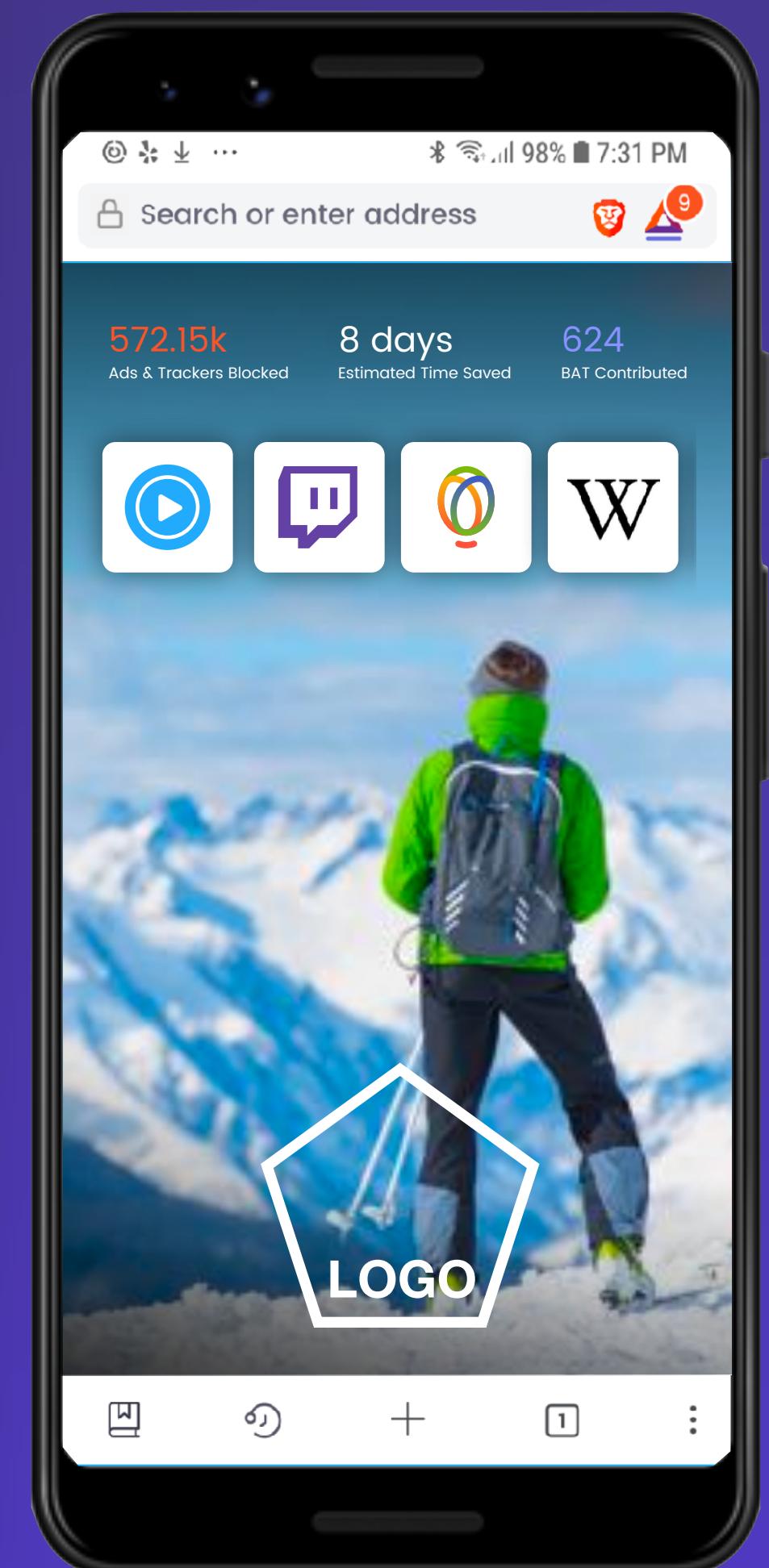
The first time the image is presented, an accompanying alert message explains that the image they are viewing is a sponsored image and they may receive a portion of the ad revenue by opting in to Brave Rewards.

Sponsored Image Example

Mac OS, Windows and Linux

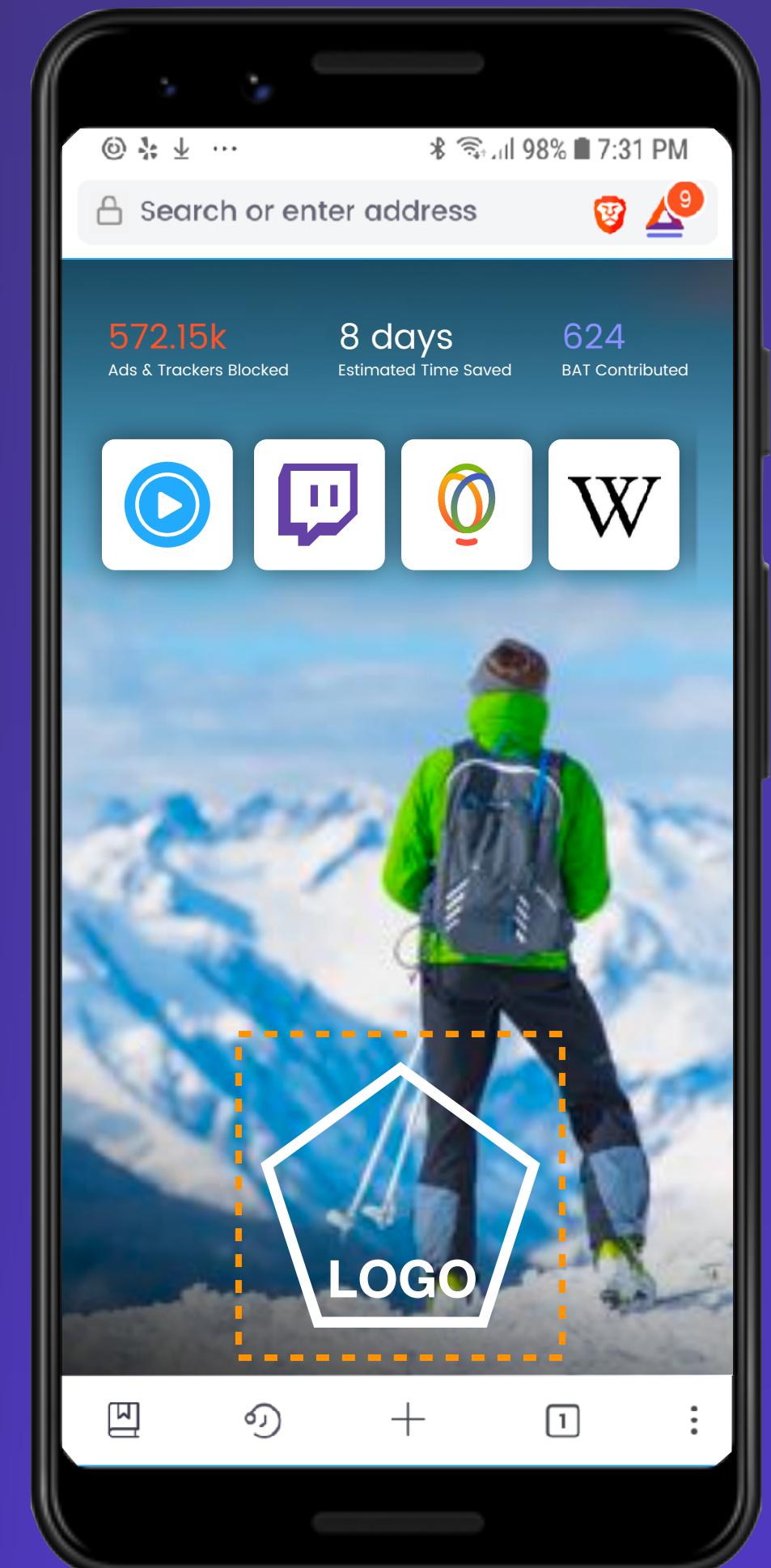
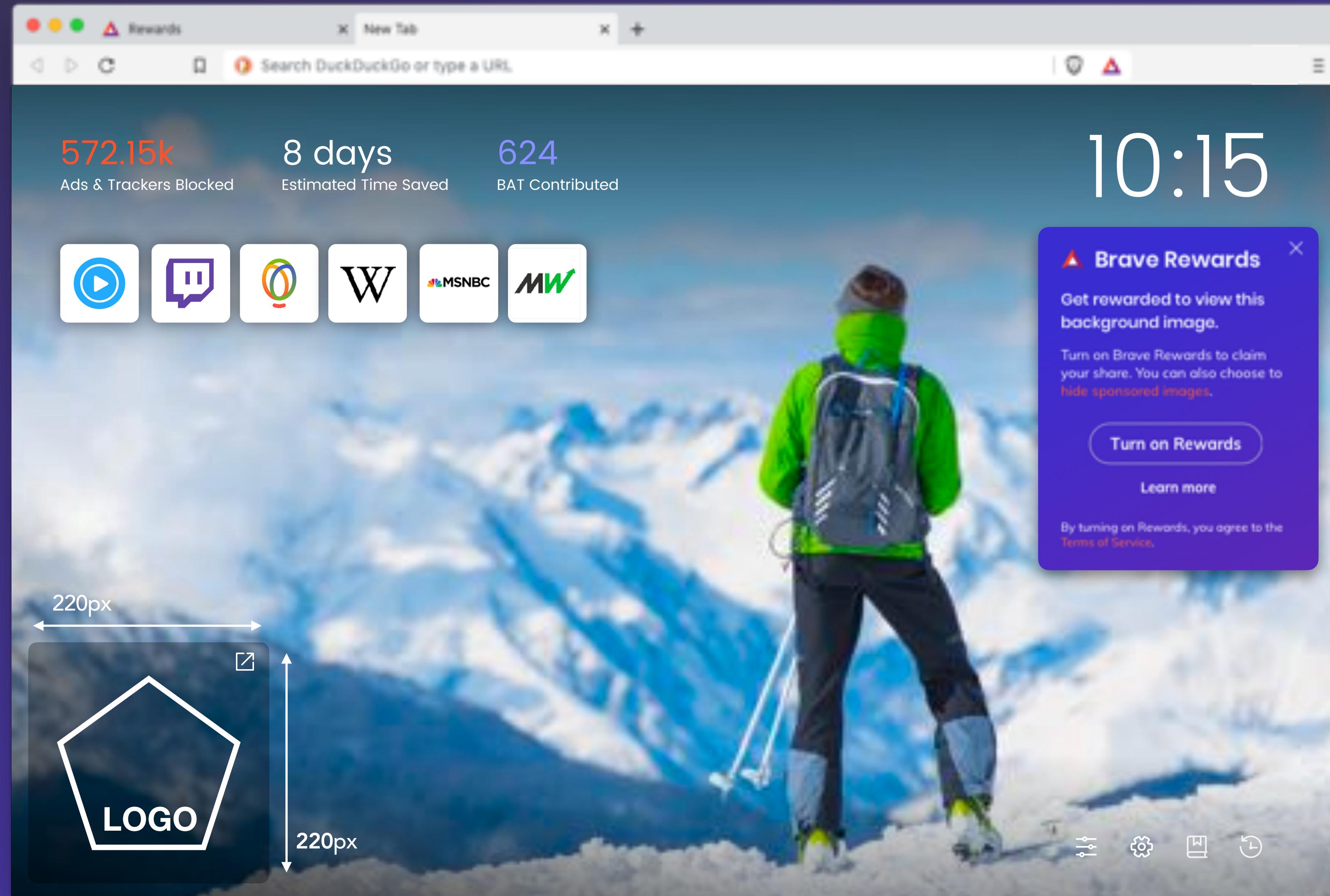


iOS, Android

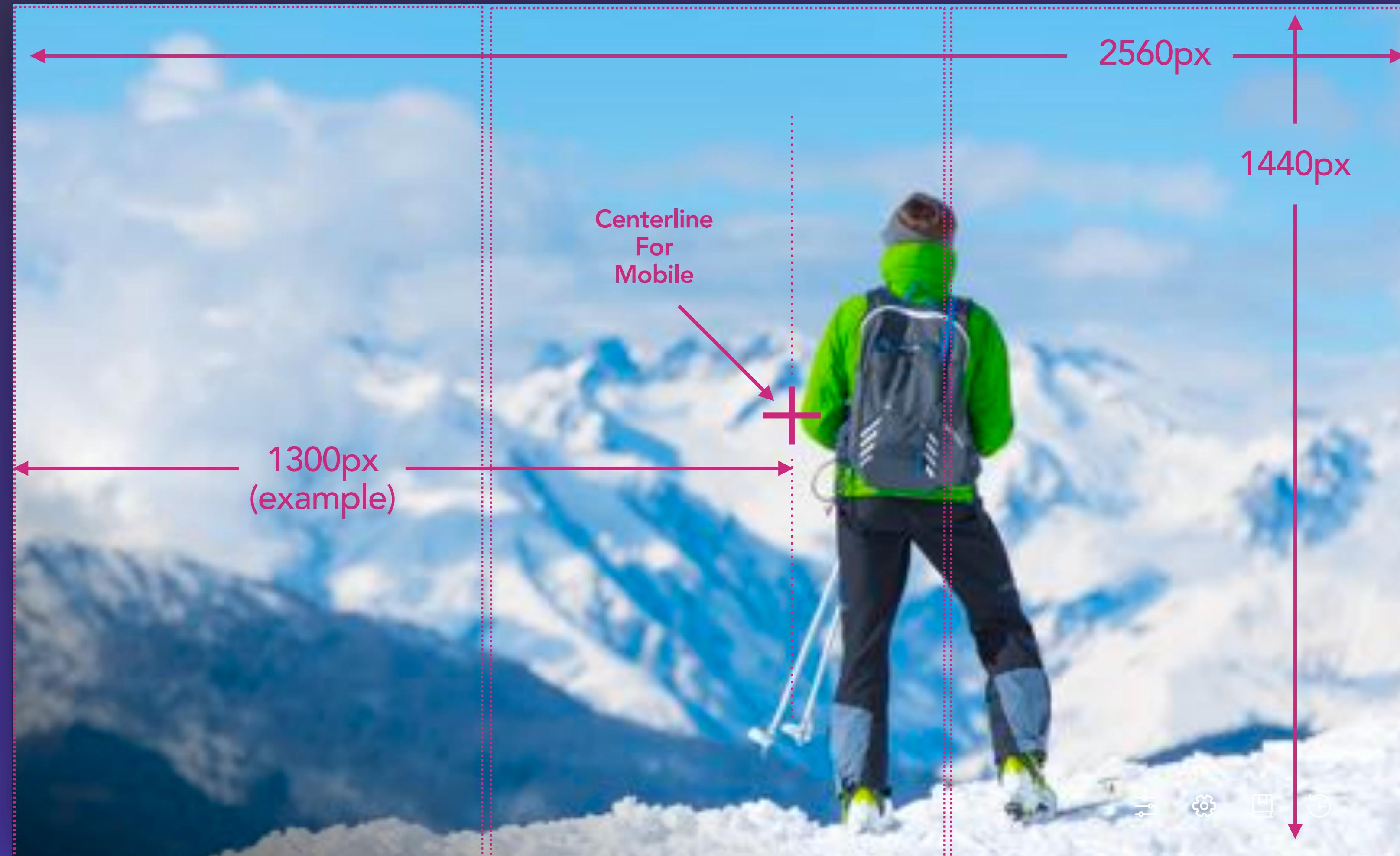


Brand Click-Through

Click-through is achieved by clicking or tapping on the brand logo. The clickable area for desktop browsers is 220 x 220px, and uses a mouse-hover indication as well as a standard link icon.



Brand Images



Primary region of interest

Specifications

Number of images to provide:
3 per campaign

Dimensions:
2560px x 1440px

Format:
JPEG Maximum Quality
(Brave will process images down to 350kb)

- Requirements:**
- Sponsored images should reflect the brand. The image content should be flexible in a way that exact placement as a background image is not important.
 - Three images must be provided to reduce repetition for the user. The images will rotate into a natural New-Tab Dashboard request sequence.
 - The primary focal point of each image should be within the center 1/3 of the image.
 - On desktop browsers, the image will automatically scale proportionally in x and y dimensions as needed depending on the height and width of the user's browser window frame, and will be centered horizontally with overflow on the sides and bottom as needed.
 - The image must be a horizontal aspect ratio, and cropped to match the dimension requirements.
 - On mobile browsers, the image will center by default. If desired, a centerline can be defined for improved positioning on mobile portrait view. (see mobile centerline information)

Brand Logo Specifications



Larger Logo w/optional tagline



Smaller logo w/optional promo copy and optional URL

High resolution logo image

Dimensions:

512x512 pixels

Format:

PNG with transparent alpha channel

Color:

1-color, reversed (white)

Copy (optional):

Fewer words usually work better

3 lines max at 38pt minimum font size for legibility

Requirements:

The logo image should be sharp with crisp edges.

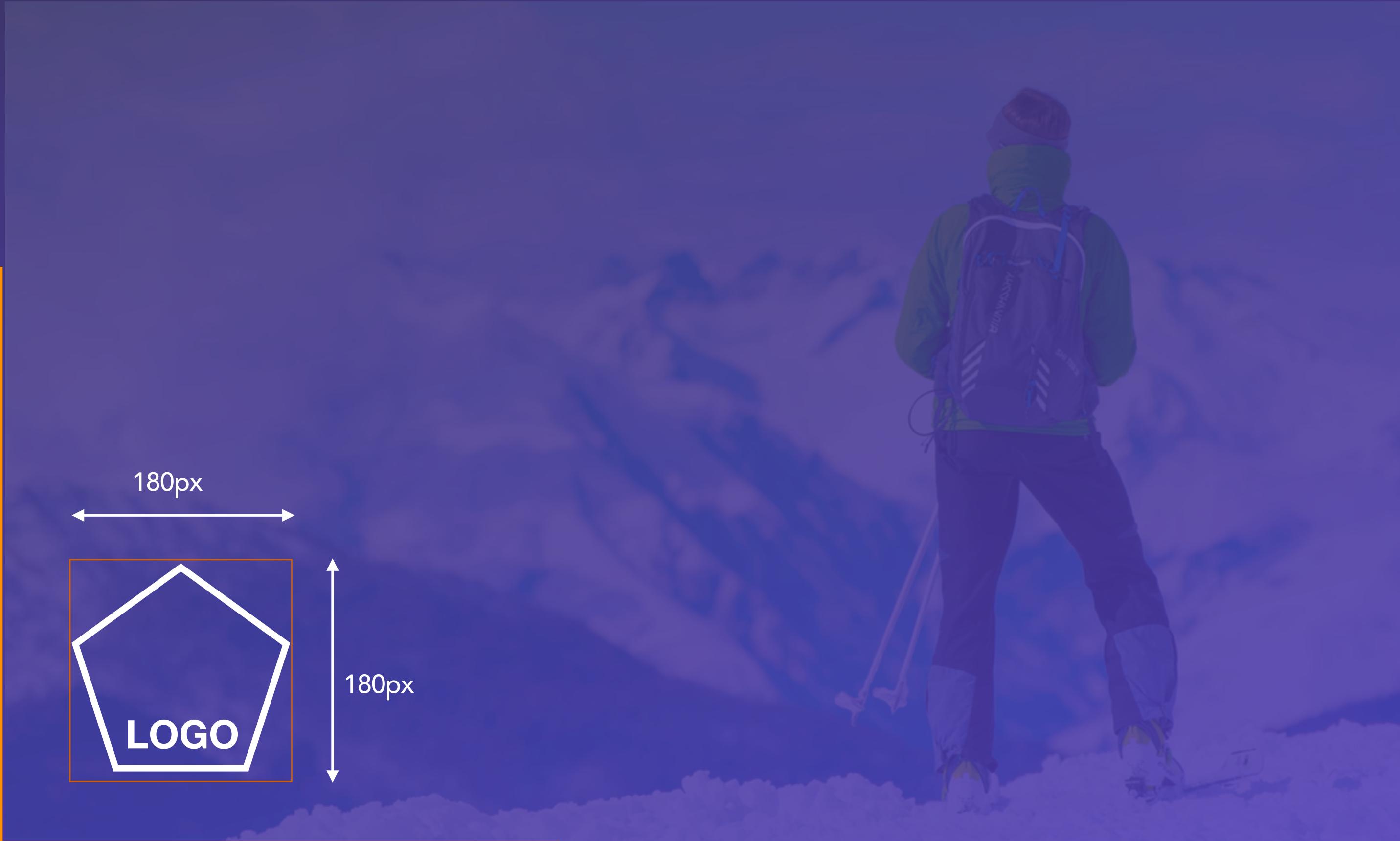
Only solid white may be used. (anti-aliased edges are acceptable)

On mobile browsers, the logo will be scaled to approximately 40% of the screen width.

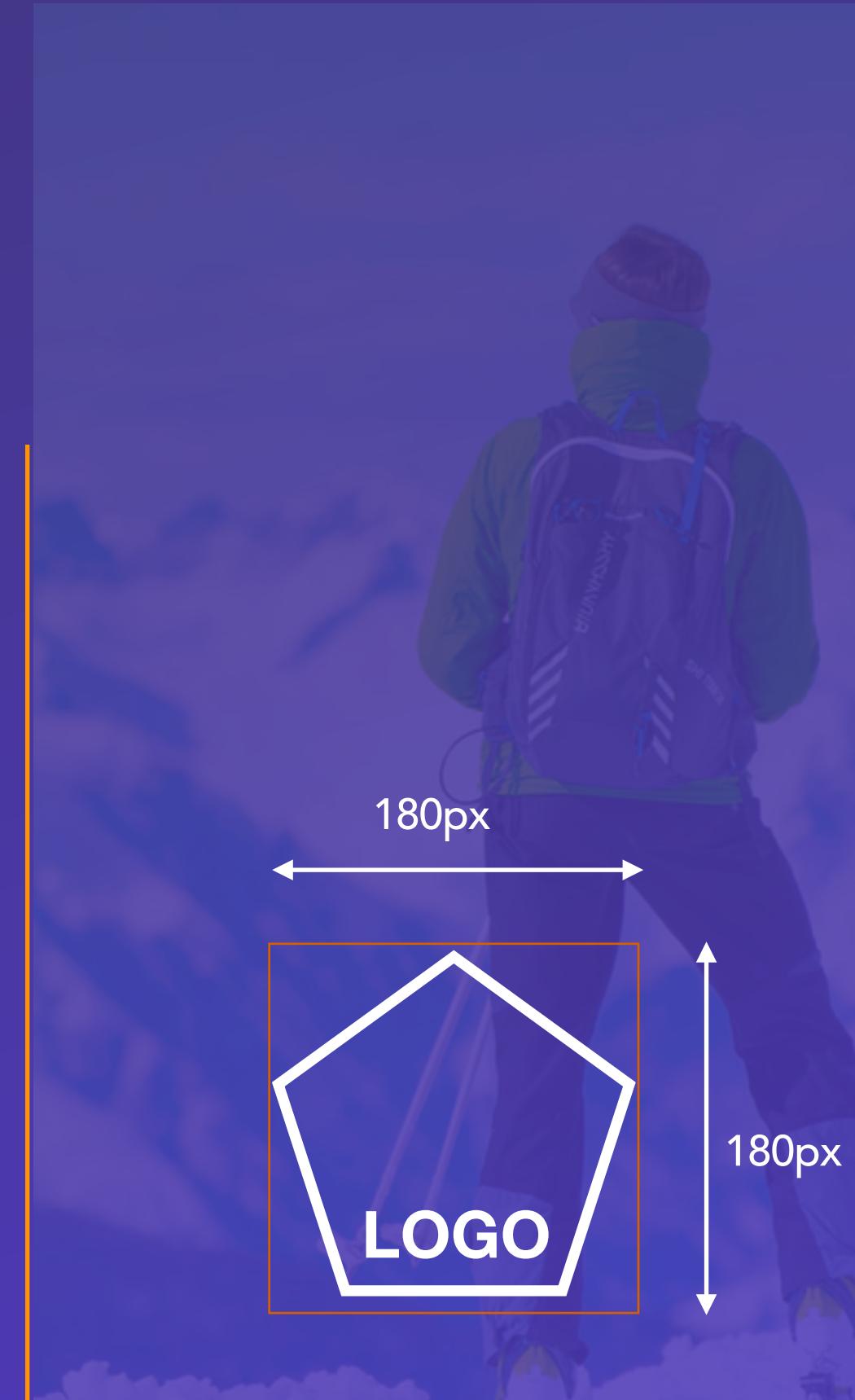
The larger size of the logo file accommodates higher DPI displays. (ie; Apple Retina)

Brand Logo Placement

Desktop/Mobile Landscape Placement



Mobile Portrait Placement



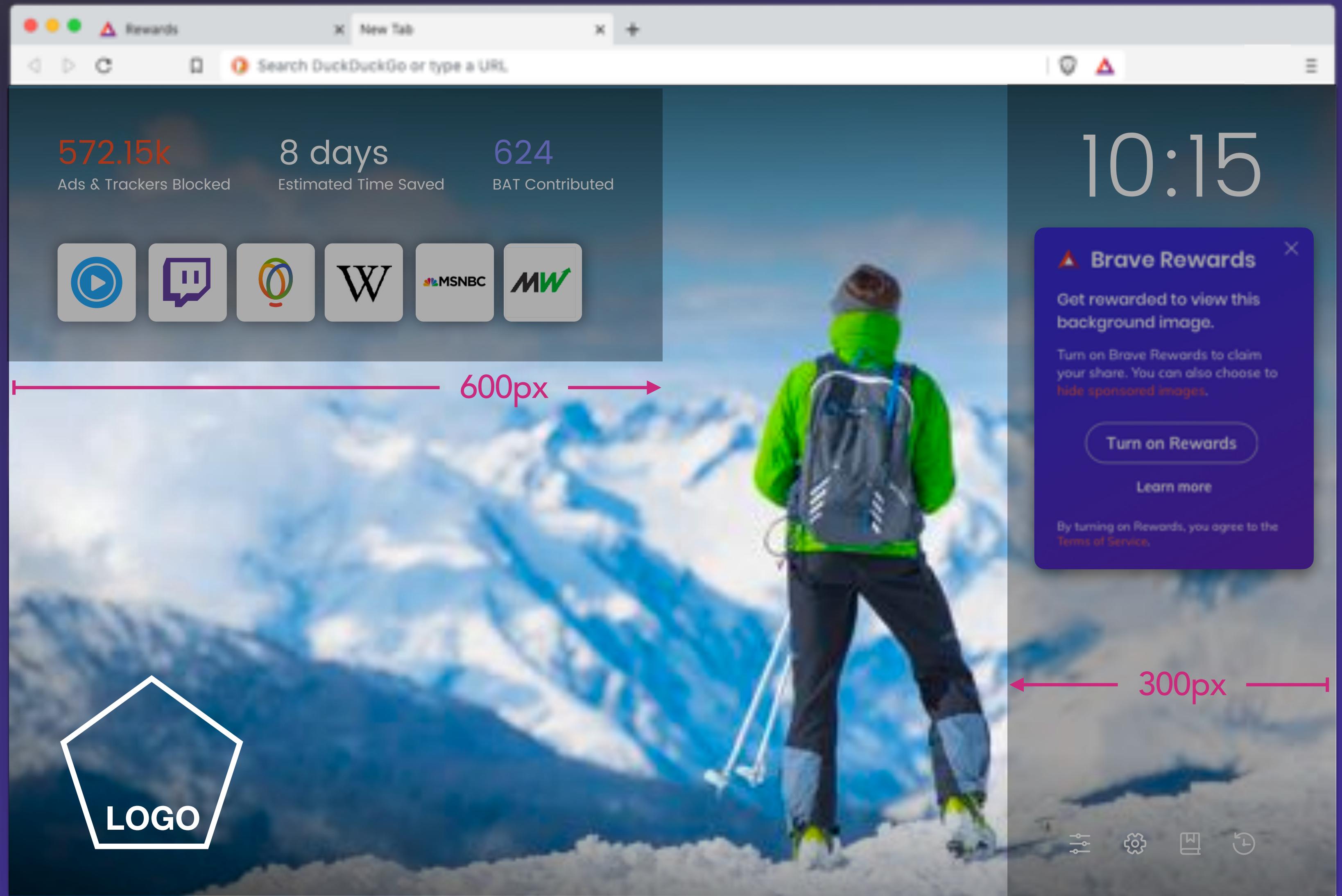


Brand Images: Mobile Centerline

On mobile browsers, the image will center by default. If desired, a centerline can be defined for improved positioning on mobile portrait view. (see mobile centerline on next page)

The centerline is defined from the left edge of the image.

In the example to the left, we want the skier's elbow to be centered on the mobile portrait view. Thus, we measure from the left edge of the image and get 1300px.

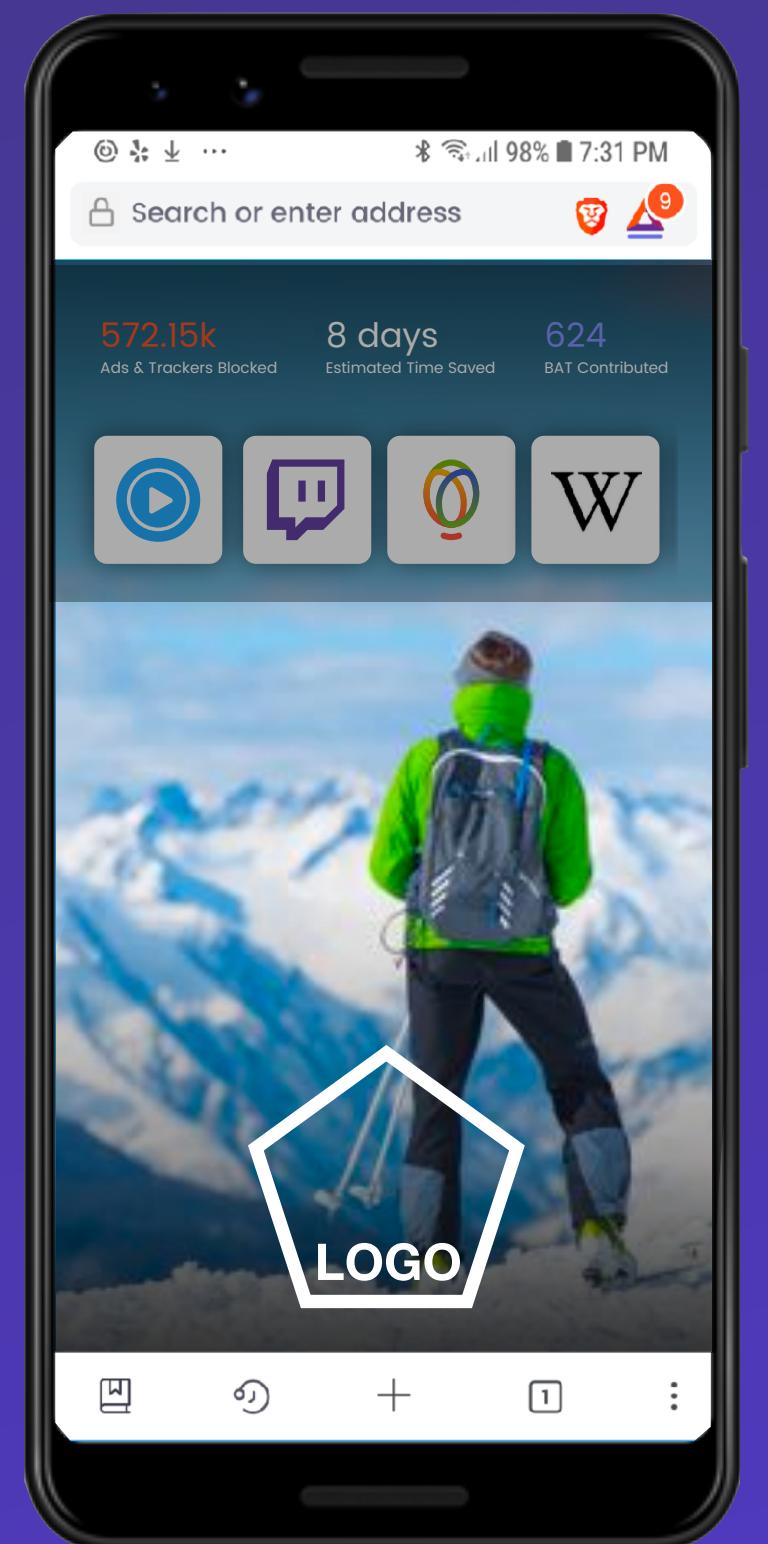


Mac OS, Windows and Linux

Image Coverage Areas

The New Tab Dashboard includes features and widgets that are presented by default. This creates general keep out areas where important image information should be avoided.

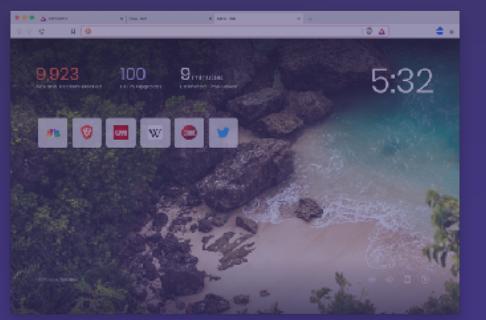
These areas are approximate because the window can be resized and the features may move or shuffle based on the screen width.



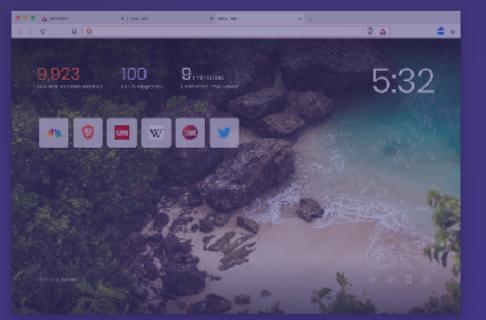
iOS, Android

Brand Image Rotation

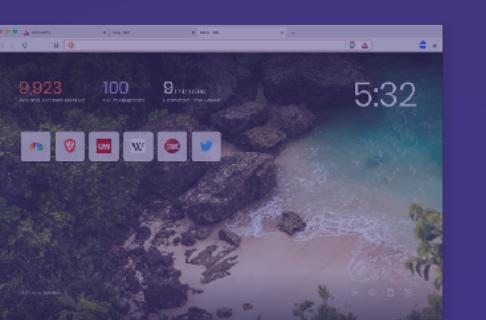
1



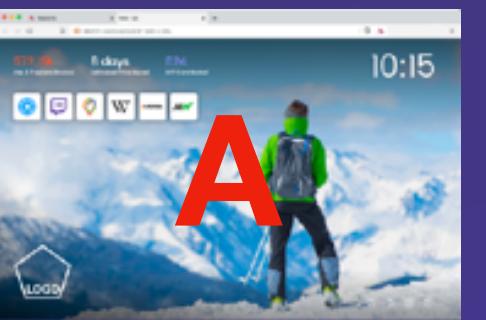
2



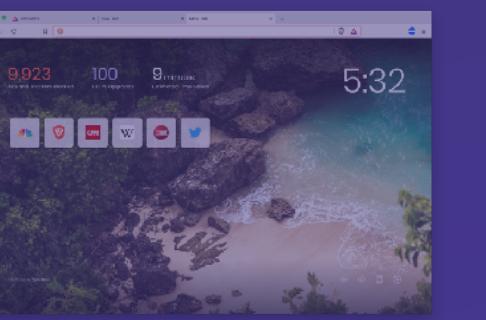
3



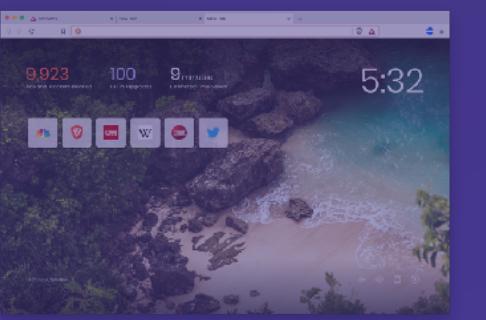
4



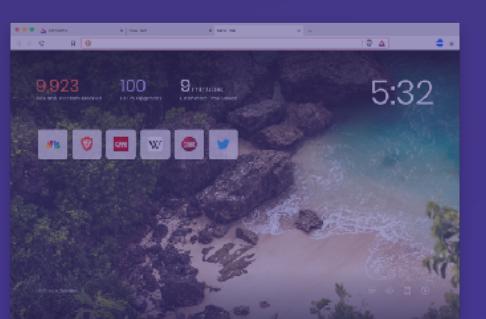
5



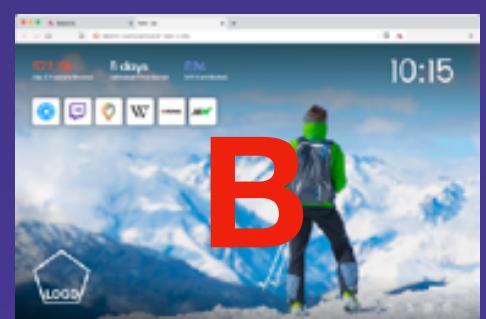
6



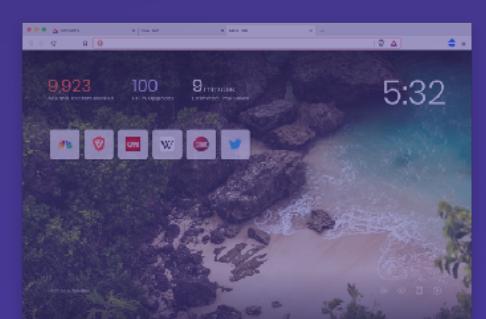
7



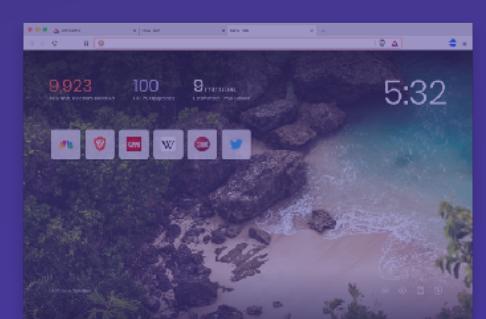
8



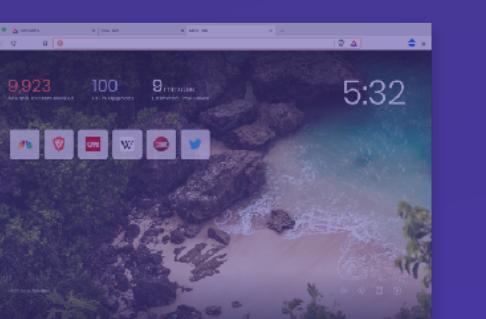
9



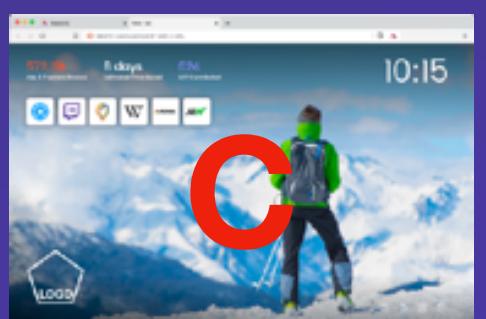
10



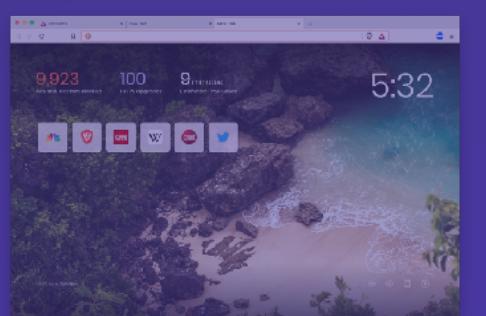
11



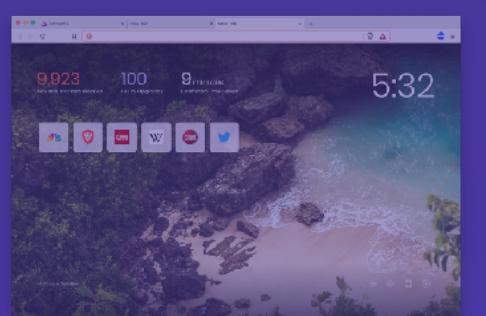
12



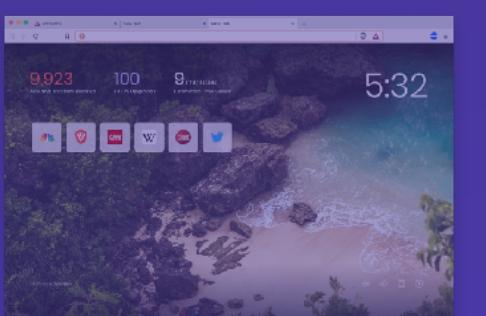
13



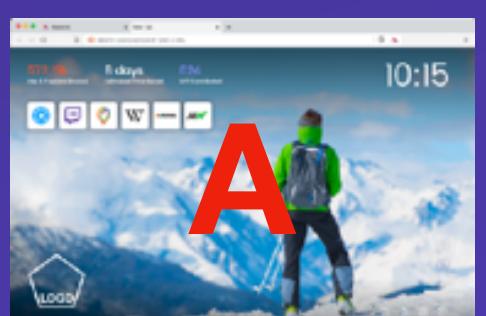
14



15



16



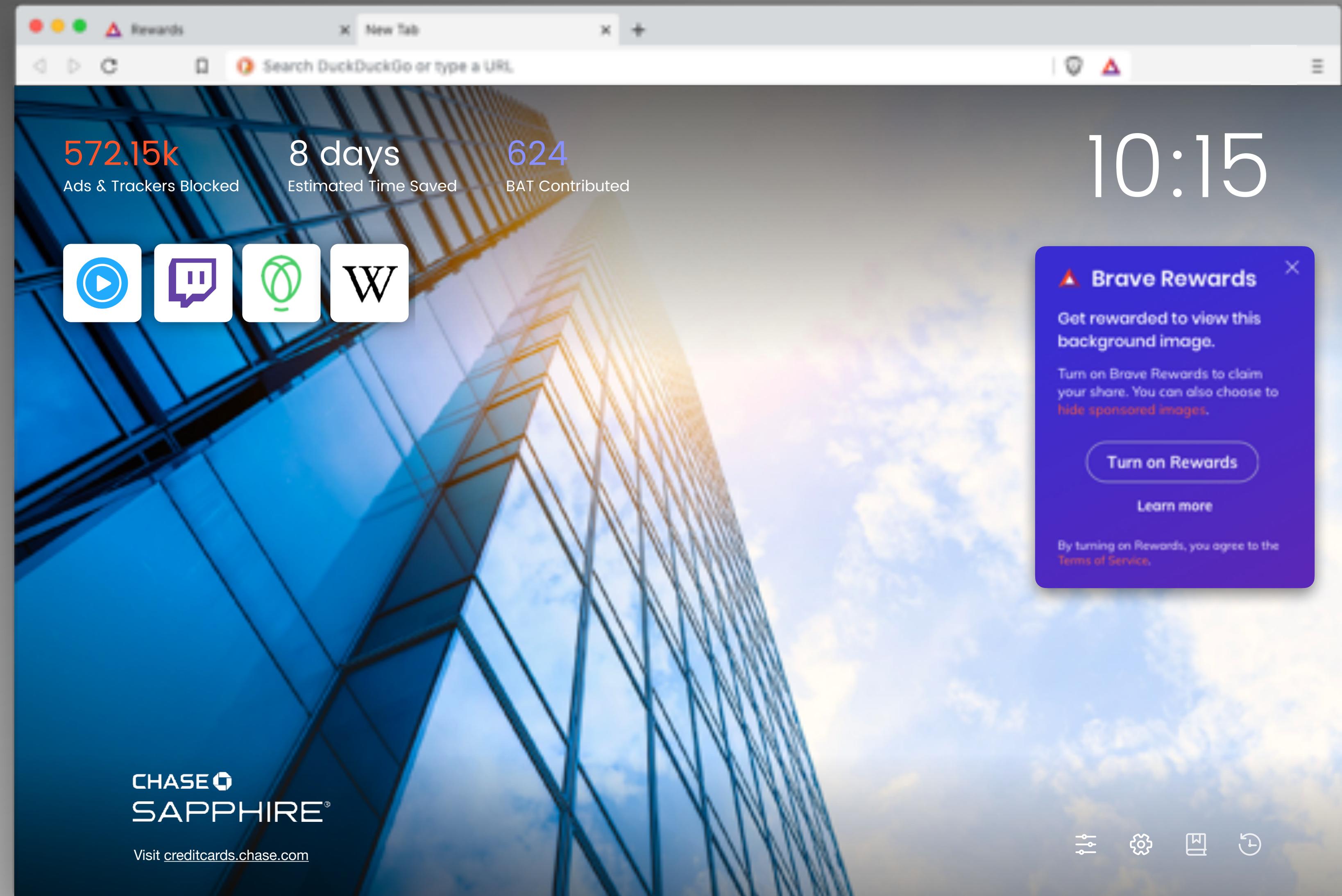
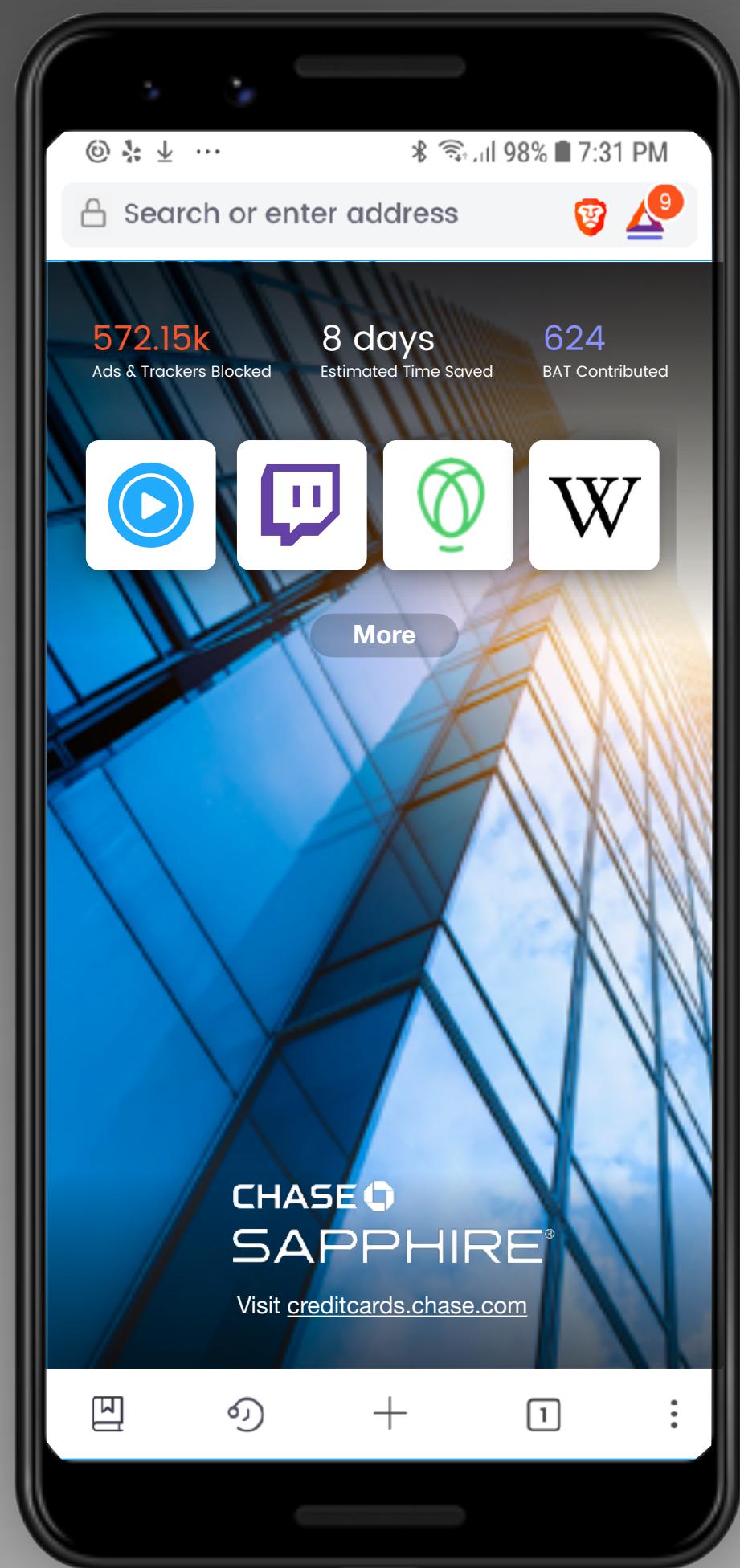
Placement Interval - 25%

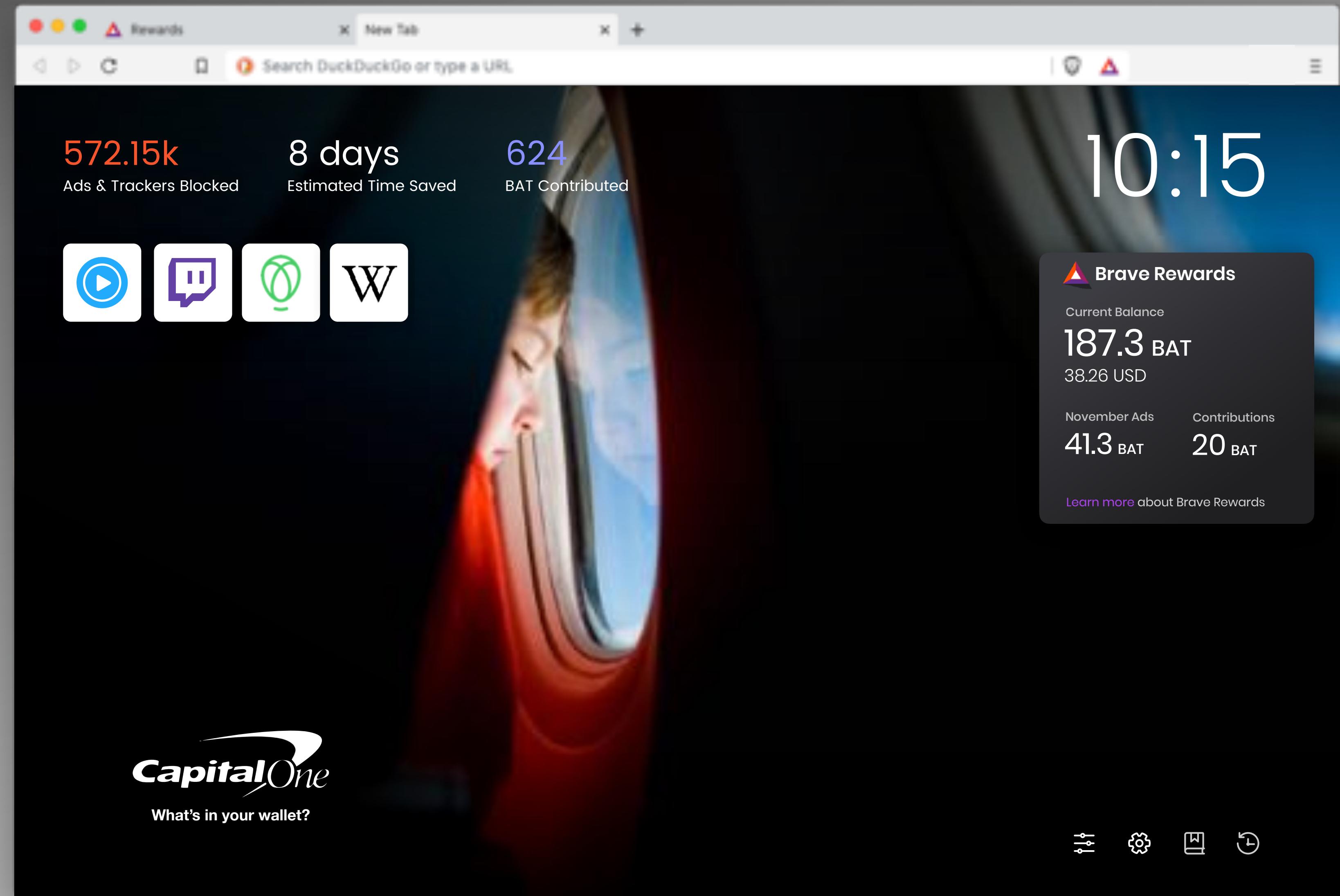
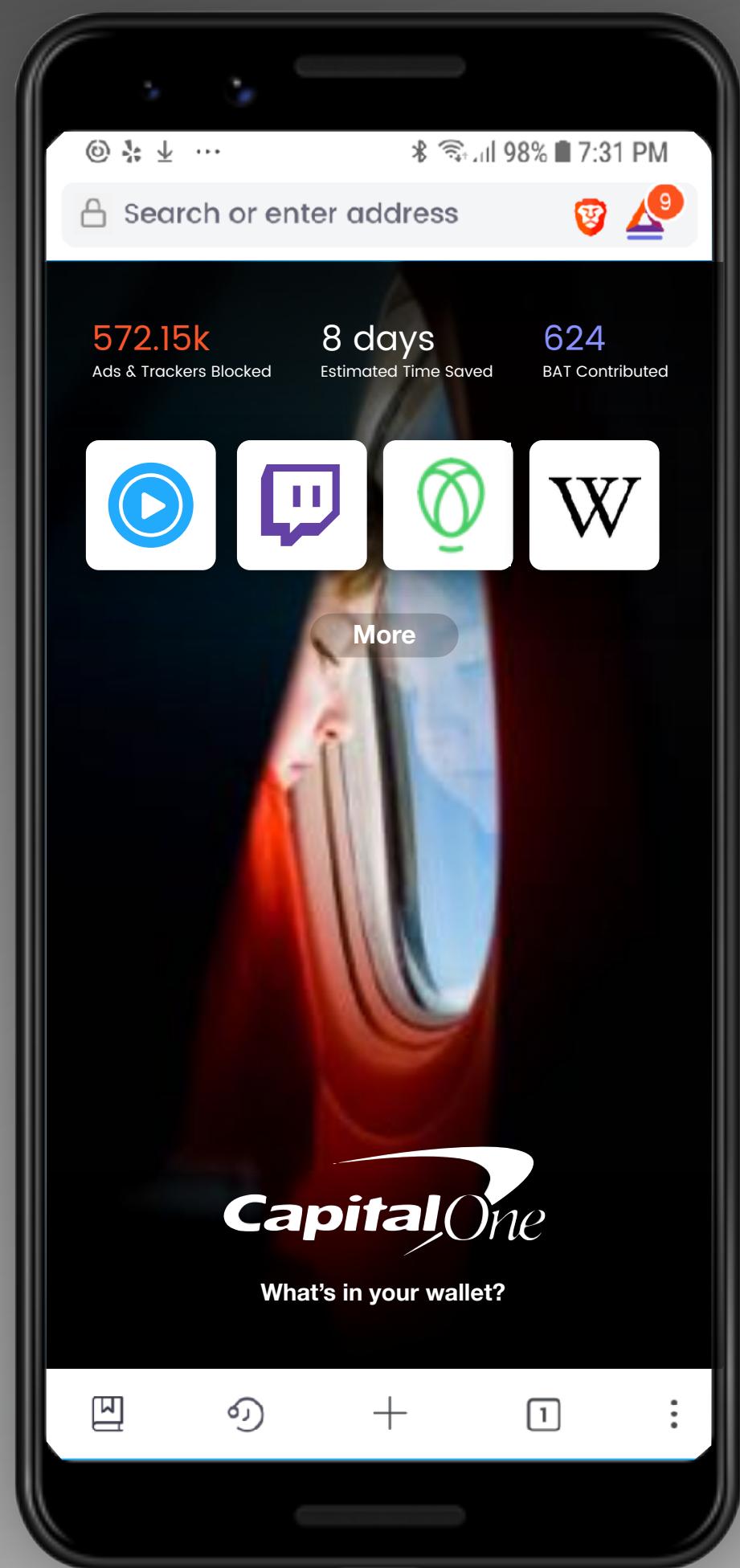
Brand images are presented to the user on an interval basis as Dashboard interstitials.

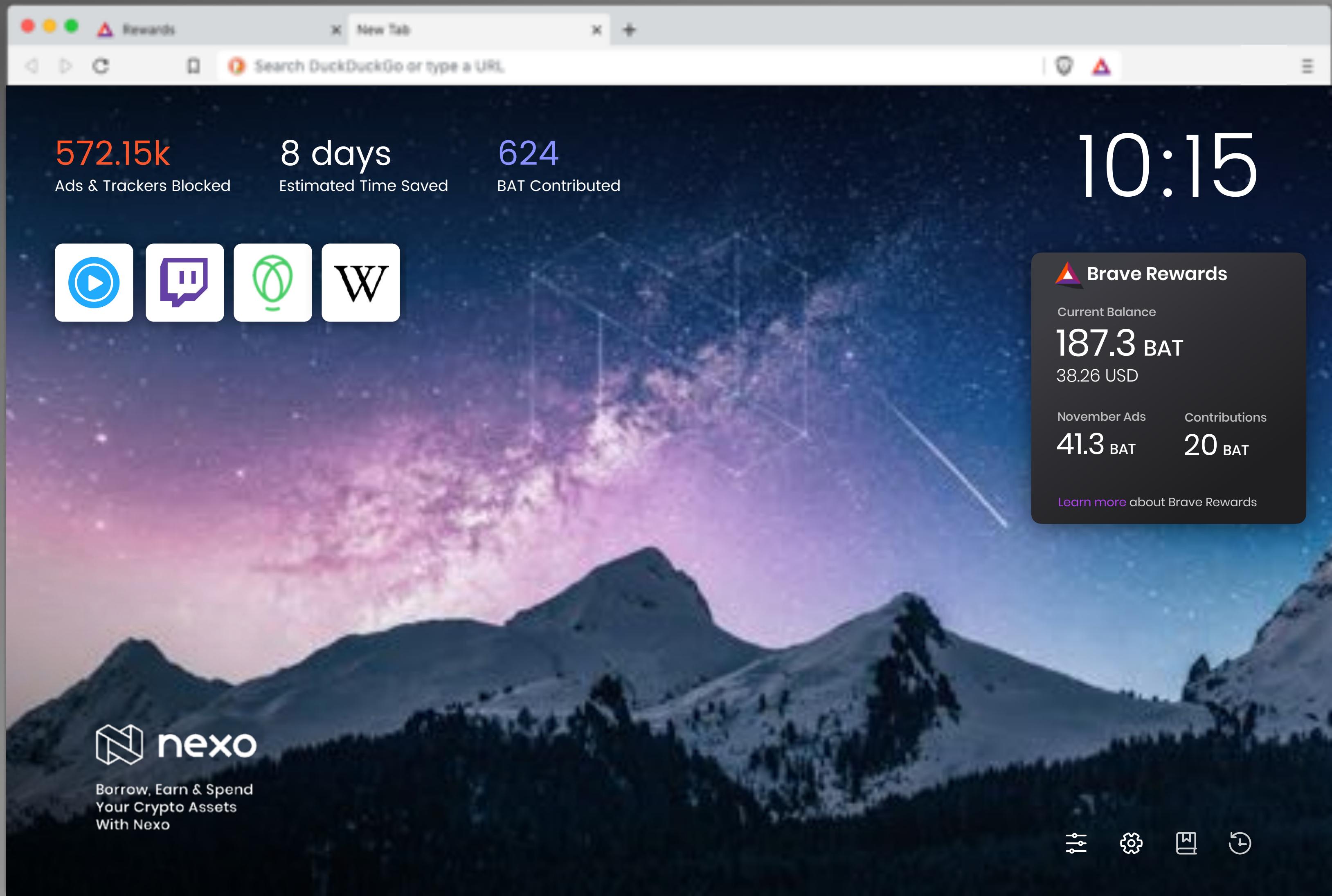
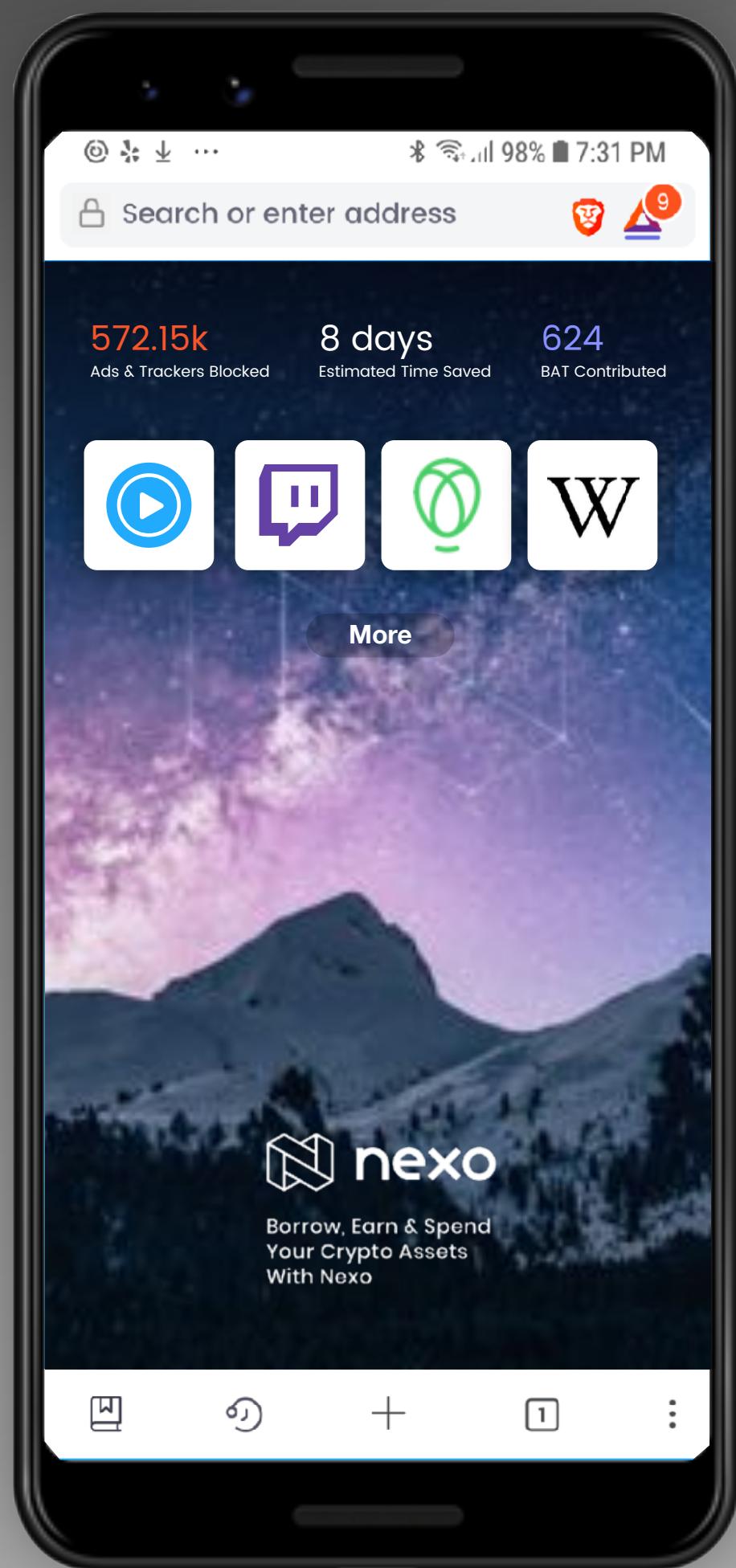
Each time an image is shown, it rotates through the provided set of 3 images.

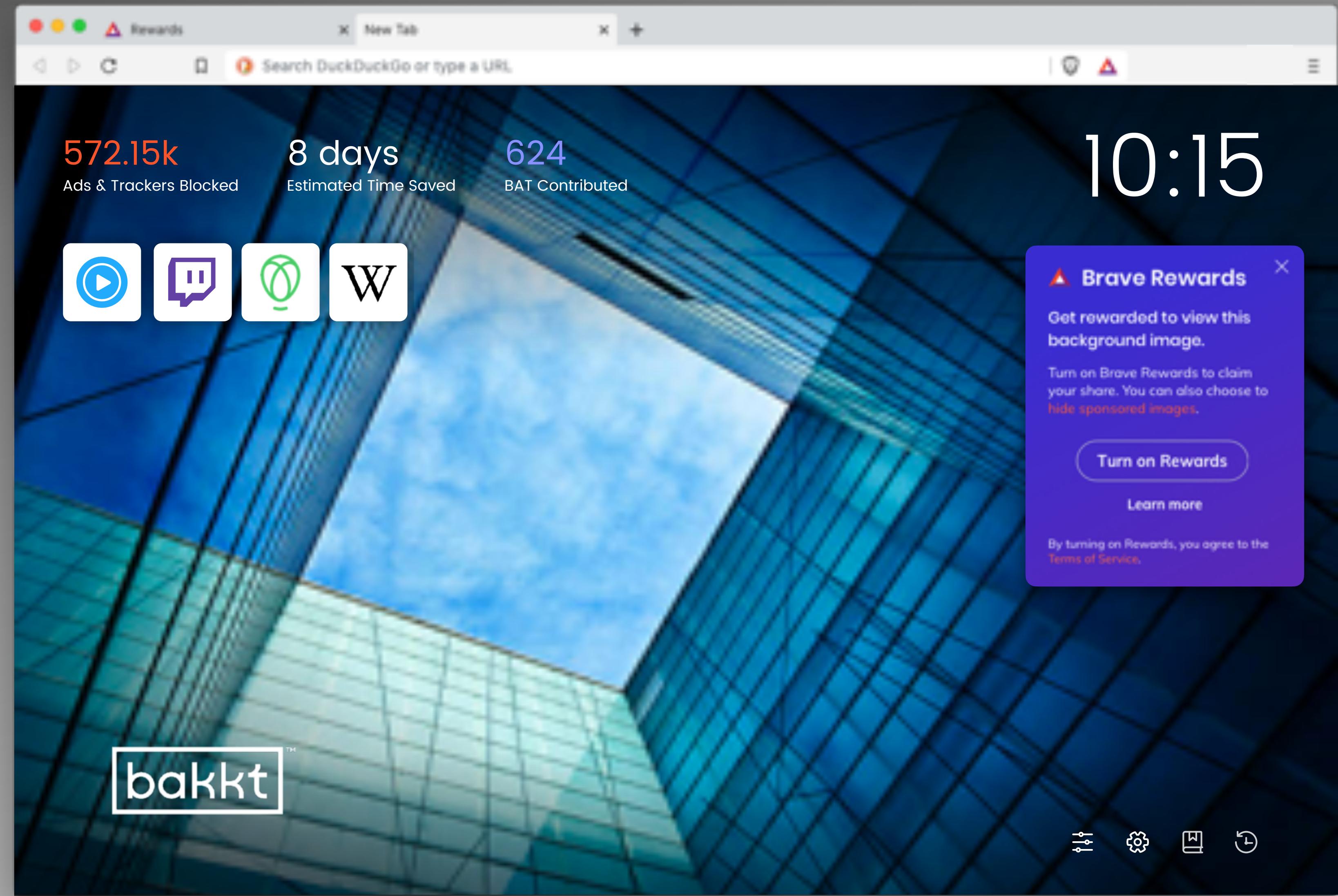
Non-branded images are chosen at random from a set 13.

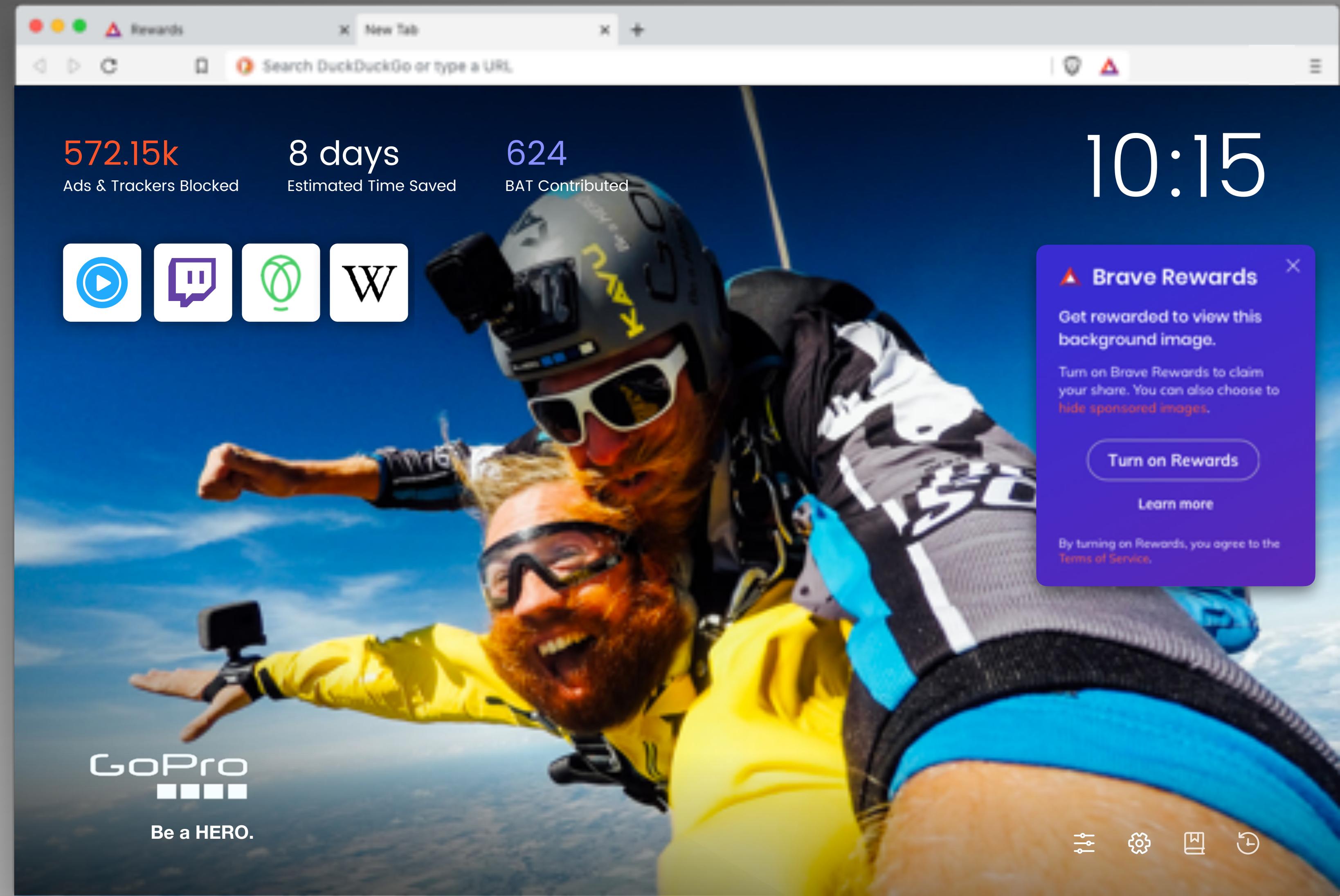
Example Brand Placements







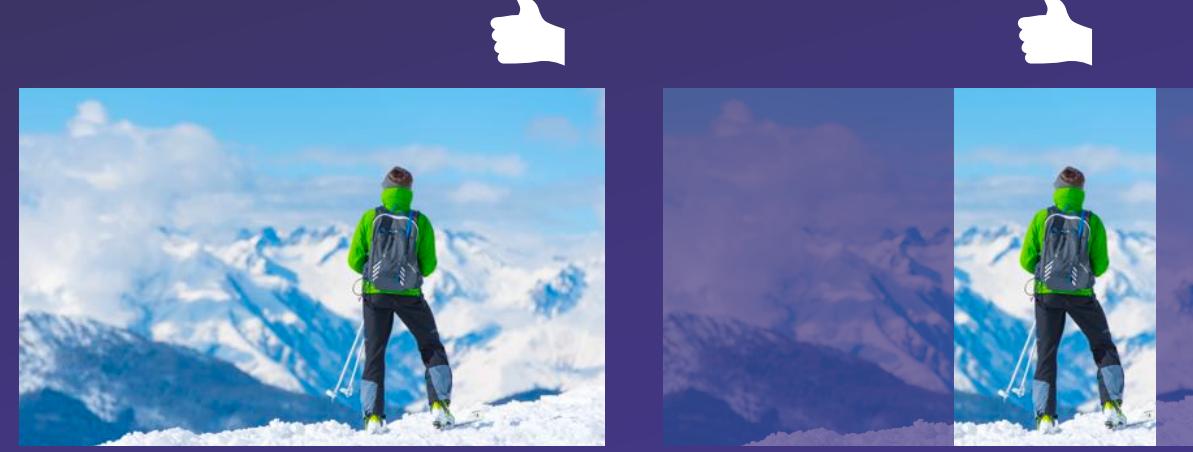






A screenshot of the Brave desktop browser. The background features a close-up image of a green leaf with water droplets. At the top, there's a header with "Rewards" and "New Tab" tabs. The main area displays a summary of user activity: "572.15k Ads & Trackers Blocked", "8 days Estimated Time Saved", and "624 BAT Contributed". To the right of this summary is a digital clock showing "10:15". Below the summary are four small icons representing different tracked websites. On the right side of the screen is a dark sidebar titled "Brave Rewards" which shows the current balance of "187.3 BAT" (equivalent to "38.26 USD"), November ads of "41.3 BAT", and contributions of "20 BAT". At the bottom of the sidebar is a link "Learn more about Brave Rewards". The bottom of the screen features a toolbar with icons for refresh, search, and other browser functions.

Basic Sponsored Image Guidelines



Images must look and work equally well in landscape and portrait viewports.

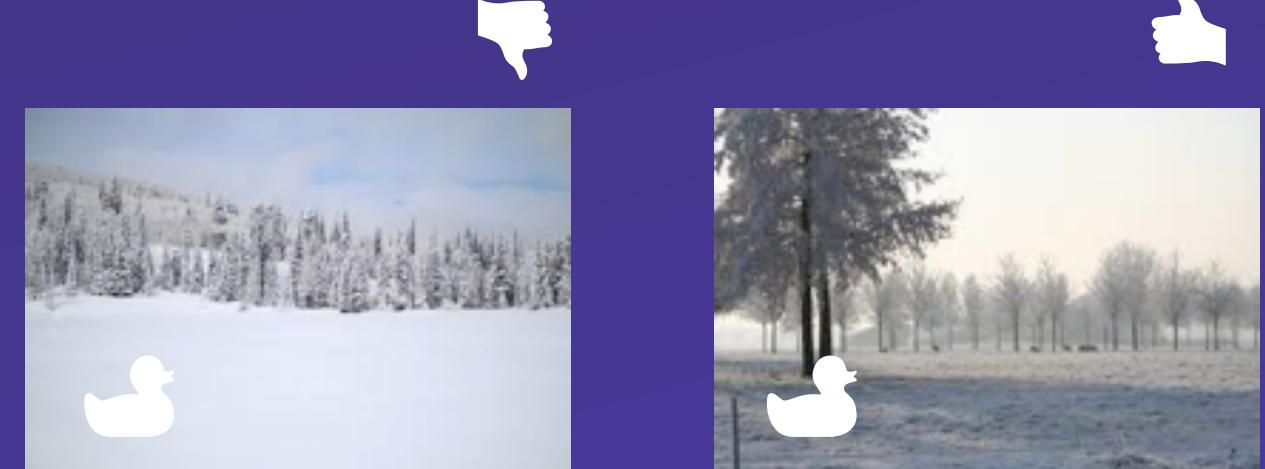
A single image is used for both landscape and portrait orientations. The portrait viewport on mobile crops the landscape image resulting in the left and right third of the image being hidden. Therefore pay close attention to how the mobile portrait viewport will display the image.



Notes about images containing people:

The images should not show eyes looking directly at the camera. User feedback has demonstrated that this is not desirable.

Closeup portraits of children should be avoided. Children may be part of a larger gathering of people with 1 additional adult as a minimum.



Images should have darker footer areas to allow the logo/brand to appear bright and legible.

A darkening gradient can be added to most images to correct for undesirable brightness in the logo area.

FAQs regarding Sponsored Images

Q. Do background images need to be beautiful landscapes?

A. No, but we know our users prefer them. We recommend interesting landscapes that fit your Brand. Other images subjects can work well like cityscapes, architecture or even geometric photo-visuals. Brave will review every image and discuss concerns as they arise.

Q: Can I incorporate text and graphics into the background image?

A. No. Brave will not accept brand images that contain text. Due to the nature of how the image appears on various platforms, the text would usually be covered by other elements or misaligned. The Logo Image provides an area for minimal text placement if needed.

Q. Can I use a product shot AS the background image?

A. No. The images should be attractive to a general audience. A product placement can be used but should be small - as a part of a larger scene. Or with people using the product in a fun manner.

Q. Can the image feature people or animals?

A. Yes, but Brave will review each image and provide feedback as needed. Brave is avoiding images that look like typical ad photography. The image should not look generic or typical and uninteresting.

Q: Can I add a hyperlink to the logo image?

A. Yes. But the logo file can only have one hyperlink. Adding the appearance of a link may help communicate the availability of a click-through to your audience but it is not required for a successful campaign.

Q. Can I localized the text in the logo image?

A. Yes, to a degree. You may provide regional images that are unique for specific regions. For example, you could provide an English tagline with a logo for US and UK, and provide a unique hyperlink for each. Then provide a French version for FR.

Brave Sponsored Image Testing Tool

<https://web-assets-dev-20200303004102929100000001.s3-us-west-2.amazonaws.com/downloads/Brave-NTP-SI-TestTool-wmobile.zip>

Overview

This tool allows you to try different combinations of background images and logo files for desktop and mobile portrait devices.

The previews are approximately the same as the coded versions of Brave. The pixel quality of the actual logo file on the real device will be higher based on its higher resolution screen.

General rule - If the content in the logo file is legible in this preview tool, it will be legible in the real browser.

Instructions

This tool uses a drag and drop UI.

Setting the logo image

1. First, click on the logo area to toggle it for replacement.
2. Then, drag a new logo image file into the indicated area.

The logo file must be 512x512 and PNG format.

Setting the background image

1. First click on the background.
2. Then drag an image into the page.

The background will update to show the new dragged image.

The image should be 2560x1440, JPEG.

Previewing the mobile view

To preview the mobile view, click on the phone icon button at the right end of the top site icons.

For questions or assistance, please contact brad@brave.com.