

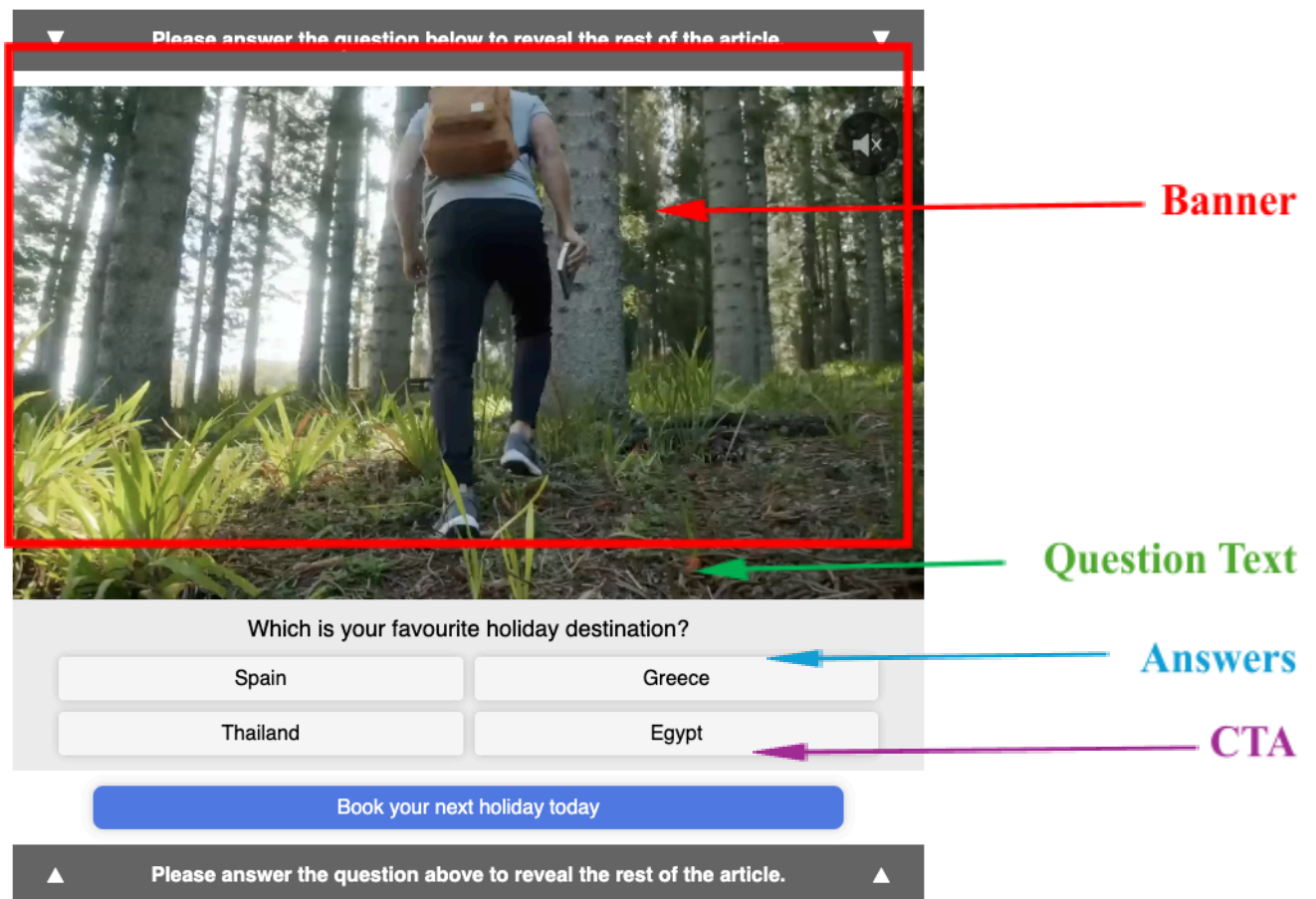
haymarket[®]

Remarkable content

Adnami

Haymarket Freewall – Format Specs

8-August-2025



Banner

The banner is designed for 16:9 aspect ratio content, it supports image, videos, or HTML5 creative, as well as several other Adnami templates such as a carousel with up to 5 frames.

Dimensions: 888x500px.

File types: JPG, PNG, WEBP, or MP4

It is also possible to upload custom HTML5 creative as a zip file to use as the banner content.

The banner has its own click URL, which is the landing page that clicking within the banner area will take you to.

Question Text

The question text is just plain text, there is no maximum character limit, however we recommend keeping it under 200 characters, so as not to require too many lines of text to display.

Answers

The template supports up to 2-4 answer buttons. The maximum character count for each is around 30. Clicking on any of the buttons will track an engagement, and unlock the page content.

CTA

The CTA is an optional element –It adds a button to the bottom of the format which can have its own click url / landing page, but if no CTA text is added, then it will be hidden. The colour of the button is customisable, allowing it to use a brands specific colours. Max characters 60.