

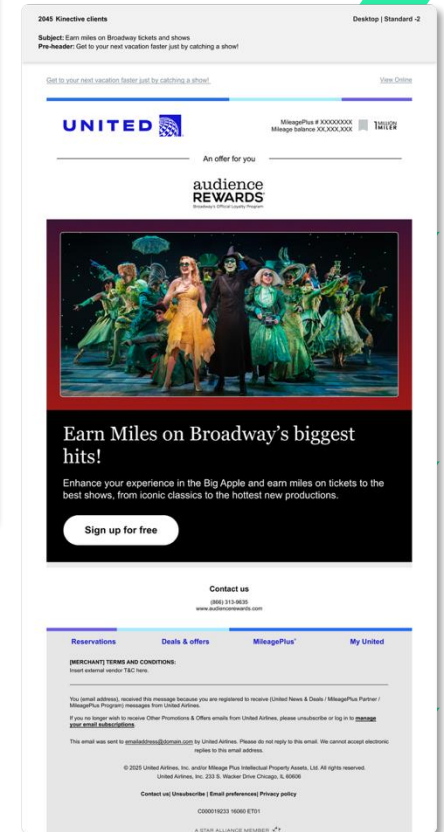
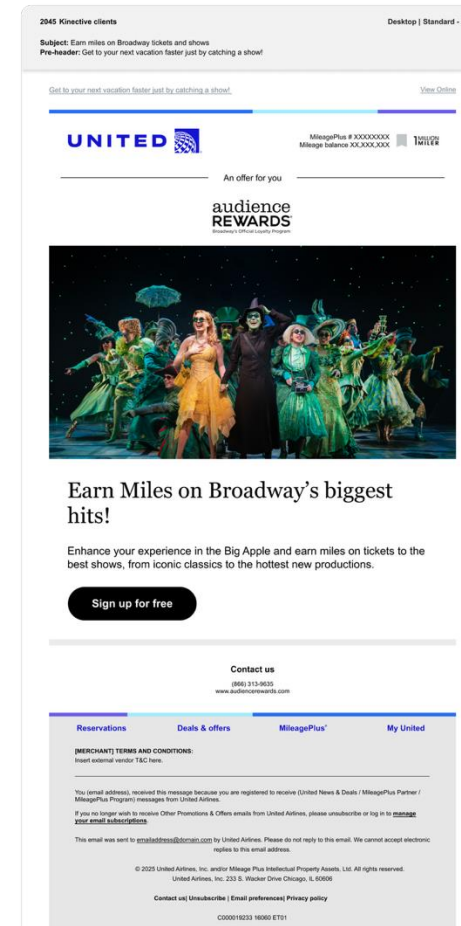
Kinective Media Library & Specs

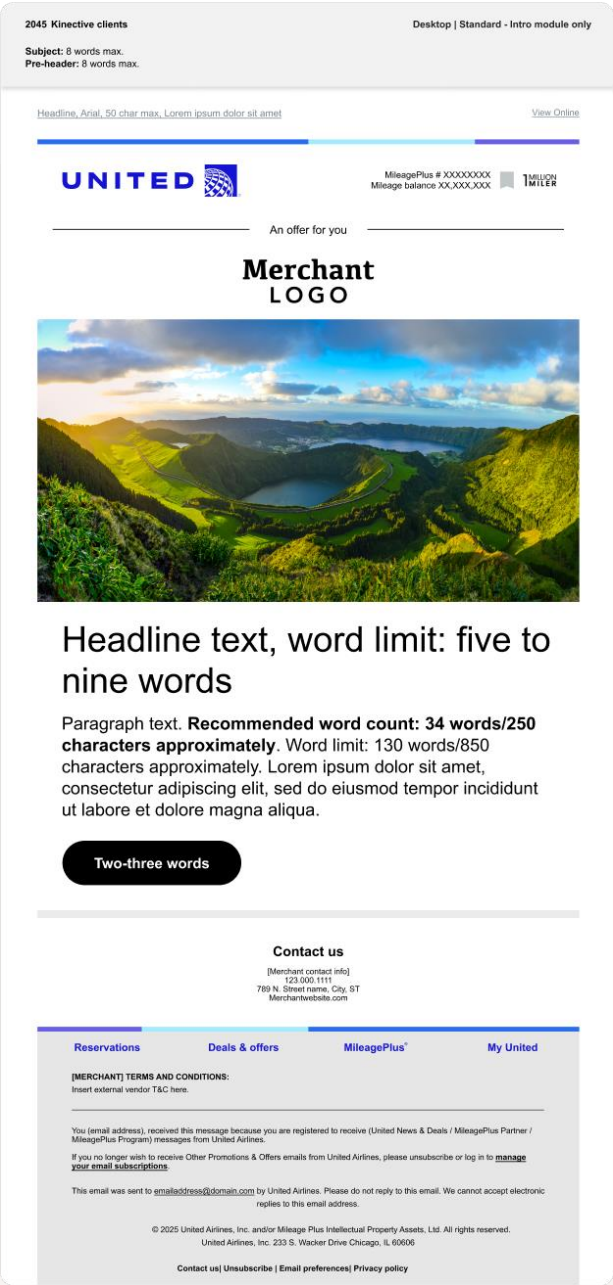
January 2026



Dedicated Email

Description	Solo email sent to opted-in MileagePlus members dedicated to the message of the advertiser in our native format.
Format	See detailed specs in the next slide
Targeting	US only, geo, Kinective Media 1st party data audiences (e.g., demographics, travel behavior, destinations flown to, etc)
Measurement	Sends/impressions, CTA clicks, opens, clicks to open
Creative assets due date	3-4 weeks of receipt of all assets required on next slide





Standard template

- **Logo banner:** Image 1340x190 px - 500kb max - (40 px padding), JPG, PNG, GIF
- **Hero image:** 1340x700 px - 500kb max - JPG, PNG, GIF
- **Intro Module background color:** Black or white
- **Headline copy:** 5-7 words
- **Headline web safe font selection:** Arial, Helvetica, Verdana, Georgia, Times New Roman, Tahoma
- **Paragraph copy:** Recommended: 34 words/250 char approx. Limit: 100 words max./700 char approx.
- **Paragraph copy web safe font selection:** Arial, Helvetica, Verdana, Georgia, Times New Roman, Tahoma
- **CTA button copy** 2-3 words max
- **CTA button Click-Thru URL**
- **CTA background color** hex value (If not provided, fallback color is black)
- Must pass AA accessibility contrast standards.
- **CTA stroke color** hex value
- **CTA round comers** pixel value (optional)

Optional Merchant pre-footer section

- Contact information: Title, business address, phone number, website

Optional Merchant terms and conditions

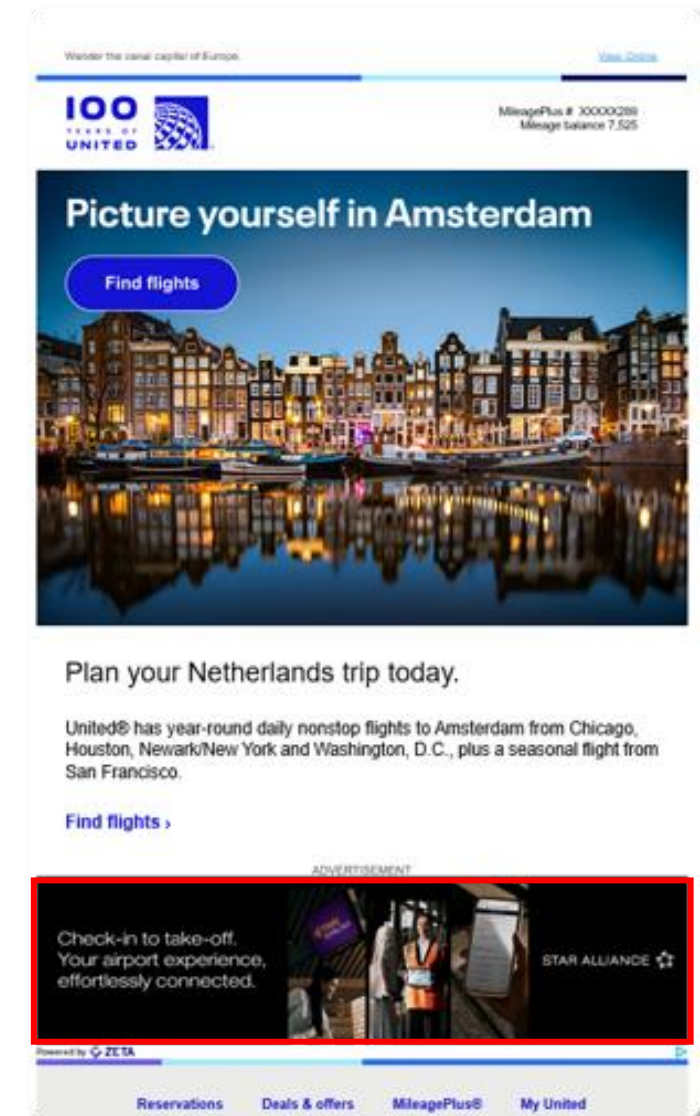
LOGO BANNER OPTIONS:

1. Color logo on white background
2. White logo on black background



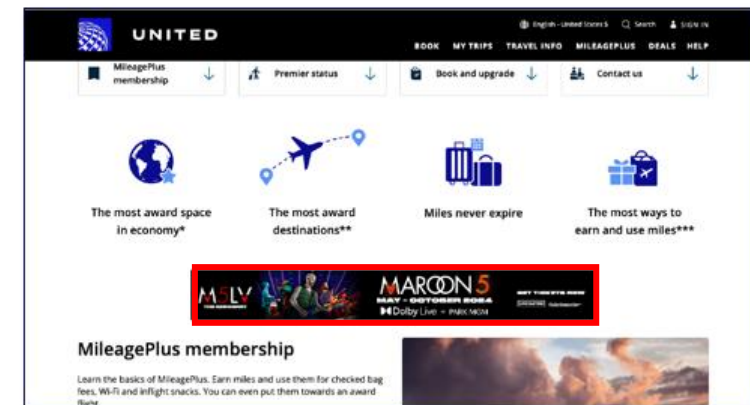
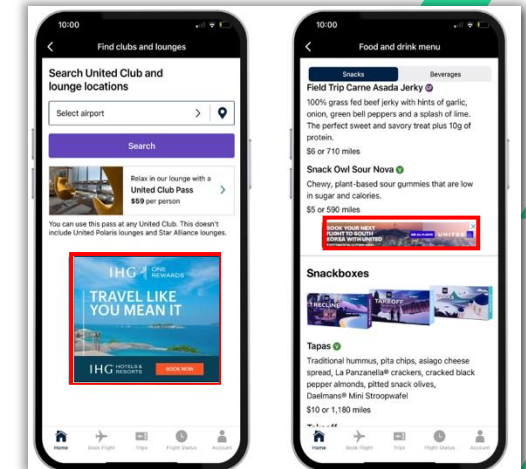
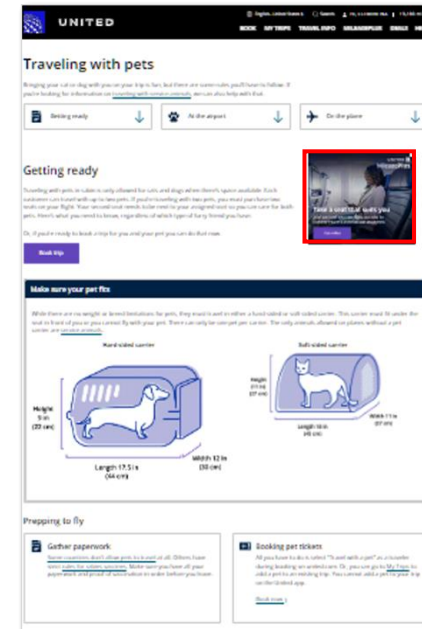
Email Ridealong Banners

Description	Contextually relevant standard IAB display banners within our United Marketing emails. Note that advertisers must be approved in advance.
Format	JPG, PNG, GIF For mobile placements, use a vanity URL instead of a QR code, use a minimum font size of 12pt & avoid multiple-line copy
Available Sizes	300x250, 970x250, 728x90
Max file size	150K
Targeting	US only, geo, Kinective Media 1st party data audiences (e.g., demographics, travel behavior, destinations flown to, etc)
Measurement	Impressions, clicks, reopens
Creative assets due date	1 week prior to launch



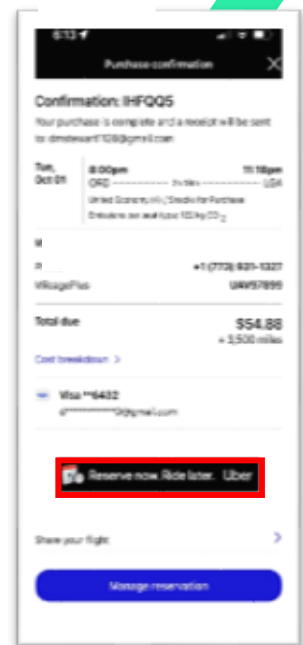
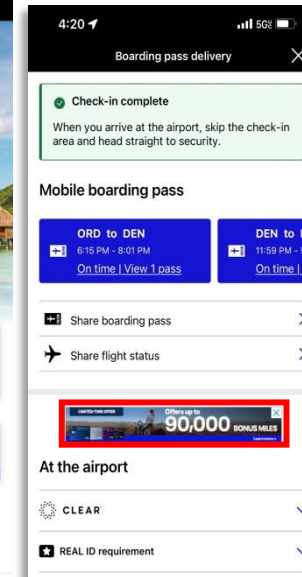
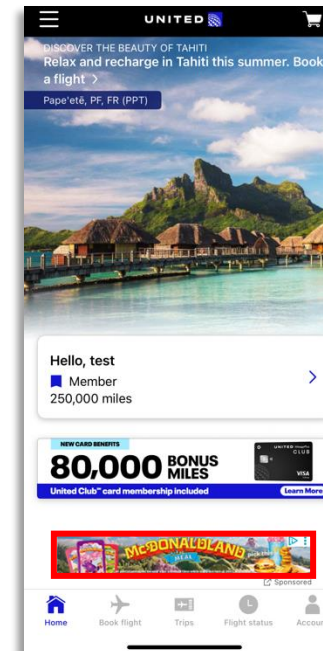
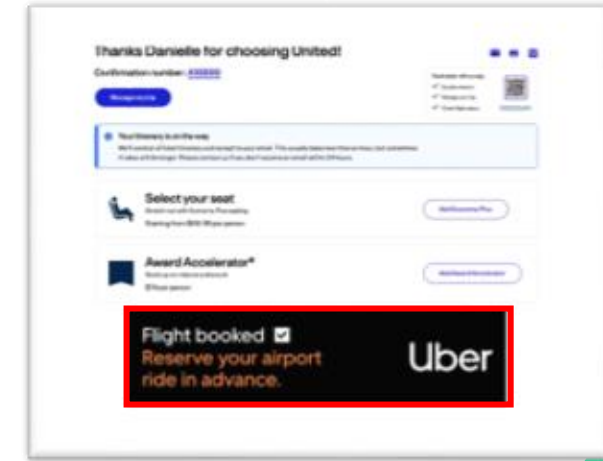
United.com & Mobile App Standard Display

Description	Display advertising throughout United.com on web and in mobile app (note that new placements continue to roll out across site)
Format	JPG, PNG, GIF, HTML5 or 3P (if site-served, must provide click thru URL) For mobile placements, use a vanity URL instead of a QR code, use a minimum font size of 12pt & avoid multiple-line copy (especially for 320x50 banner size).
Available Sizes	300x250, 970x250, 728x90, 320x50, 300x600
Max file size	150K – note that site-served 320x50 should be html5
Targeting	US only, Contextual, Geographical and United 1st party data audiences (e.g., demographics, travel behavior, luxury/premier travelers)
Measurement	Engagement metrics (impressions, CTR, etc.), conversion metrics available via pixel on United site or data-sharing by partner
Creative assets due date	1 week prior to launch



Run of Premium Pages on web & app (Homepage, Confirmation/Check-In/Boarding Pass Pages)

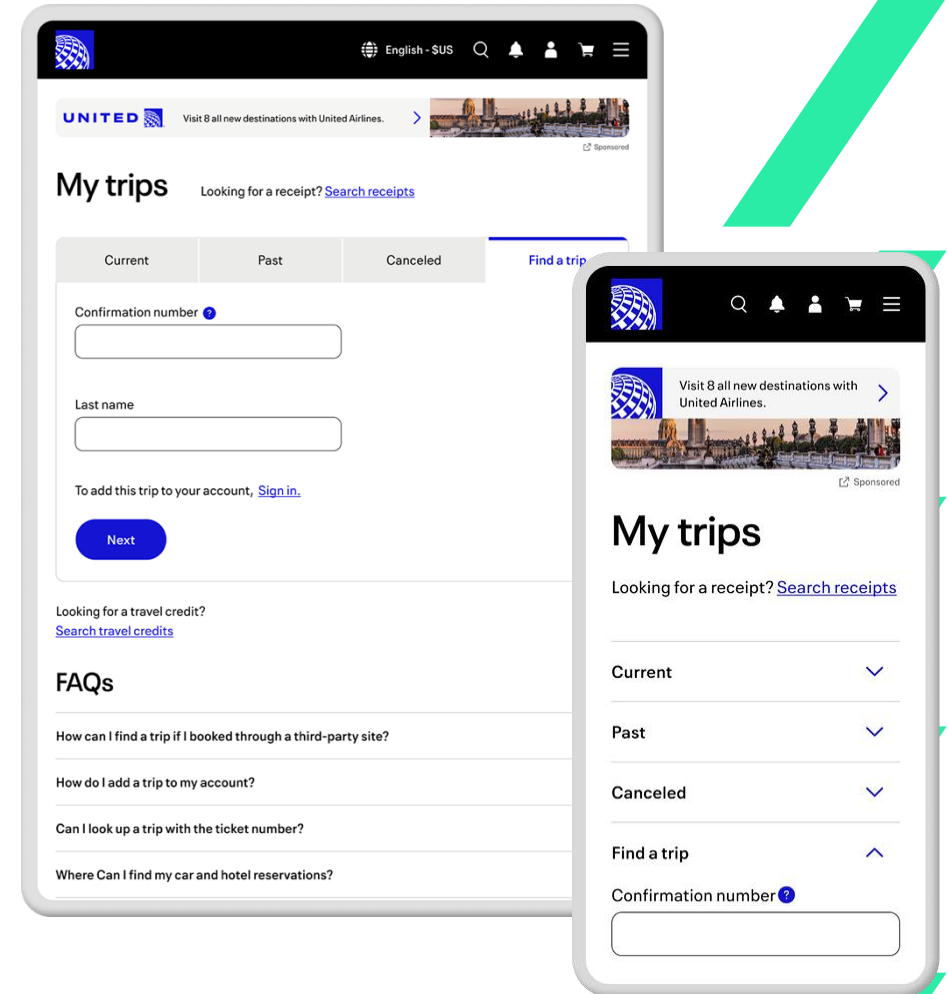
Description	Cross-Platform Run of display banners on our Confirmation, Check-In and Boarding Pass Pages on Web and App – these are pages that active travelers engage during the travel window and have strong performance
Format	JPG, PNG, GIF, HTML5 or 3P (if site-served, must provide click thru URL)
Available Sizes	970x250, 300x250, 728x90, 320x50
Max file size	150K – note that site-served 320x50 should be html5
Targeting	US only, Geographical and United 1st party data audiences (e.g., demographics, travel behavior, luxury/premier travelers)
Measurement	Engagement metrics (impressions, CTR, etc.), conversion metrics available via pixel on United site or data-sharing by partner
Creative assets due date	1 week prior to launch



United.com & Mobile Web – Spotlight Ads

Live

Description	Strategically-placed native ads in high-viewability positions to capture attention and maximize engagement across pages like Trip Details, My Trips, Check-In, Carry-on Bags, MileagePlus
Native Assets	See detailed specs and examples on the following slides
Targeting	US only, Geographical and United 1st party data audiences (e.g., demographics, travel behavior, luxury/premier travelers)
Measurement	Engagement metrics (impressions, CTR, etc.), conversion metrics available via pixel on United site or data-sharing by partner
Creative assets due date	7-10 business days prior to launch

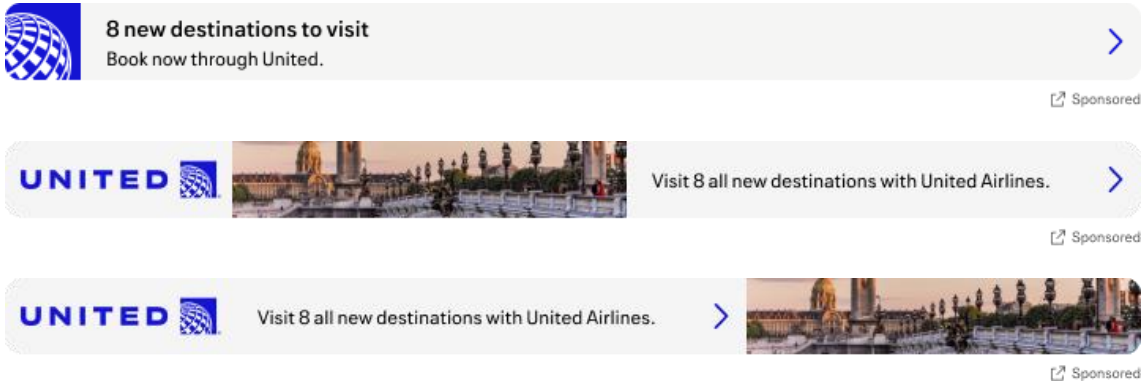


Spotlight Ads Overview

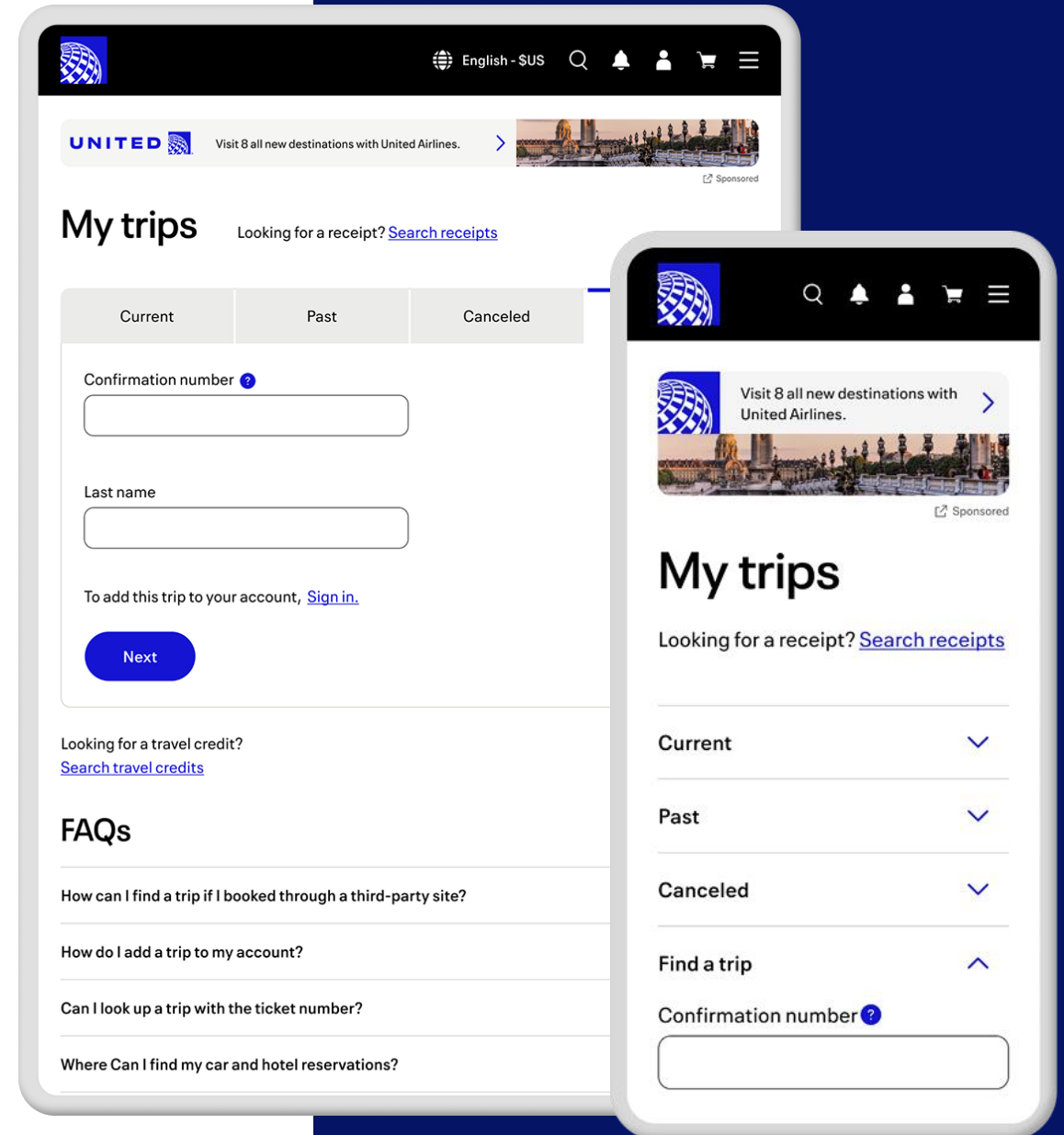
The text United Airlines offers on their website are dynamic to the screen used by users. These ads are designed to react to the width of the screens as shown below.

Formatted for every device

Desktop/Tablet



Mobile



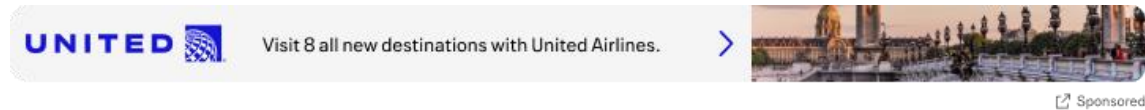
Spotlight Ads styles

There are two primary styles of ads to consider in this format. Image and no image. Each of these styles contains optional layouts.

Image

Desktop/Tablet

Logo > Text > Image (Copy: 46 character count limit)

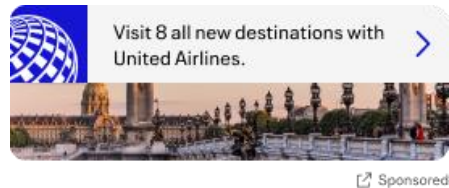


Logo > Image > Text (Copy: 46 character count limit)



Mobile

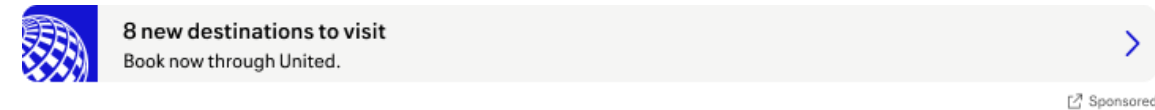
Logo > Text > Image (Copy: 44 character count limit)



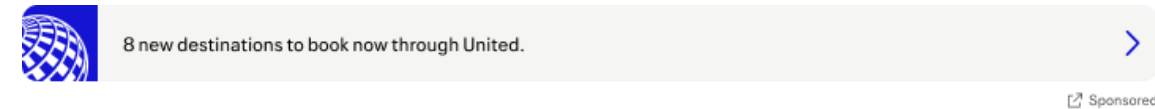
No Image

Desktop/Tablet

Logo > Two lines of text (Header: 44 character count limit, Copy: 46 character count limit)

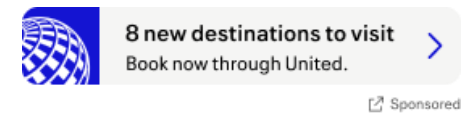


Logo > One line of text (Copy: 46 character count limit)

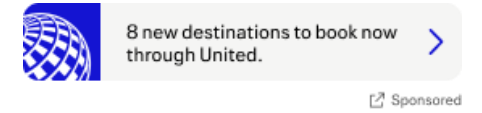


Mobile

Two lines of text (Header: 29 characters, Copy: 29 characters)



One line of text (Copy: 44 character limit)



Spotlight Logo requirements

Square logo

Actual size (1x): 48px x 48px

Delivered size (3x): 144px x 144px

Please include a safe zone around your logo mark to avoid anything being cropped.
Actual size: 8px area 3x size: 24px area



We suggest providing a logo with a transparent background to ensure the top left corner remains uncropped.

EXAMPLE



Sponsored

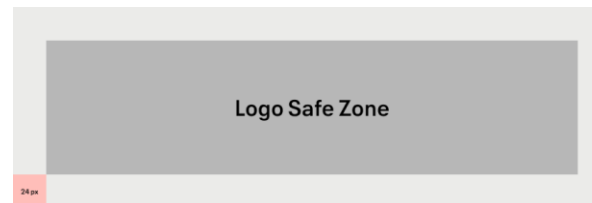
Horizontal logo

Actual size (1x): 144px x 48px

Delivered size (3x): 432px x 144px



Safe zone area
Actual size: 8px area 3x size:
24px area



Transparent background and safe zone example below.



EXAMPLE



Sponsored