



Creative specs for every daily.dev placement.

Where developers discover what's next



Everything your team needs, by placement.

Send the assets for what you booked. Each one has its own page after this one.

Placement	Image	Copy	Also send
In-Feed	1024 × 512 px, JPG or PNG	Headline up to 80 characters	Logo or favicon, destination URL
Email Newsletter	680 × 512 px, JPG or PNG	Headline up to 80 characters, CTA text	Round or square logo, destination URL
Squad cover image	1584 × 396 px, PNG or JPG, up to 2 MB	Text 48 px tall or larger, inside the safe zone	Nothing else: your name and avatar sit below it
Homepage Sponsorship	Square logo, SVG or PNG, transparent. Full colour for Headline, monochrome for Featured and Community	One line for the Email Newsletter co-brand, Headline sponsors only	Destination URL
Engagement Ads	Logo and small brand mark, square SVG or PNG, transparent	Card headline plus one supporting line, CTA text	Brand colour for the upvote burst, destination URL

In-Feed: one image, one headline, one link.

Your card sits in the feed, between the posts developers came to read.

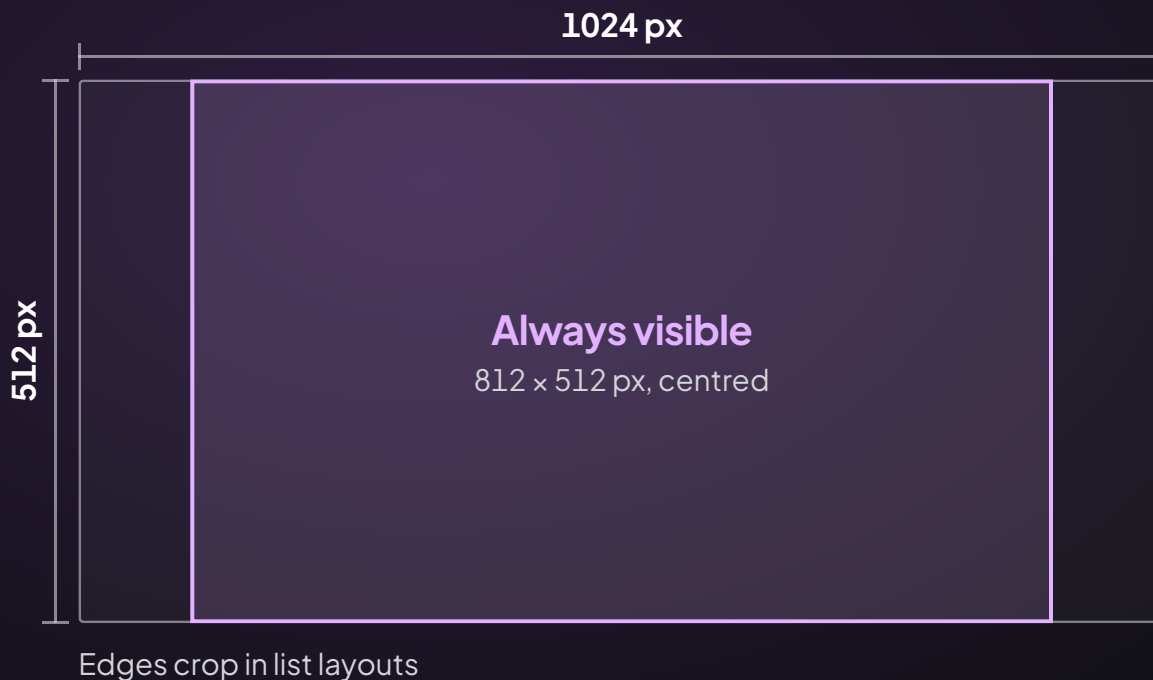


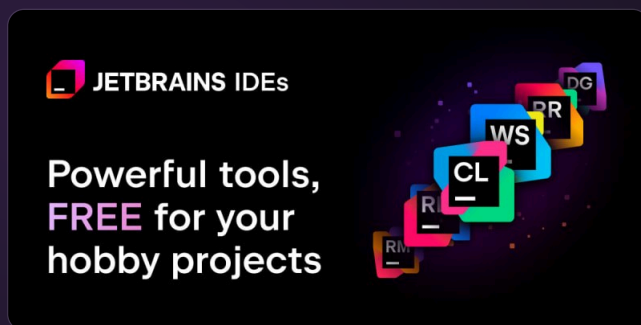
Image size	1024 × 512 px JPG, JPEG or PNG.
Always visible	812 × 512 px, centred List layouts crop the left and right edges.
Headline	Up to 80 characters 60 or fewer reads best.
Logo	Favicon or icon Square, shown beside your name.
Link	Any destination URL Shortened URLs, UTMs or any tracking you prefer.
Variants	10 to 15 Mix headlines, images and URLs so delivery can optimise.

In-Feed, in practice: what JetBrains sent.

Three pieces in, one card out. Each number marks where a piece landed.

What JetBrains sent

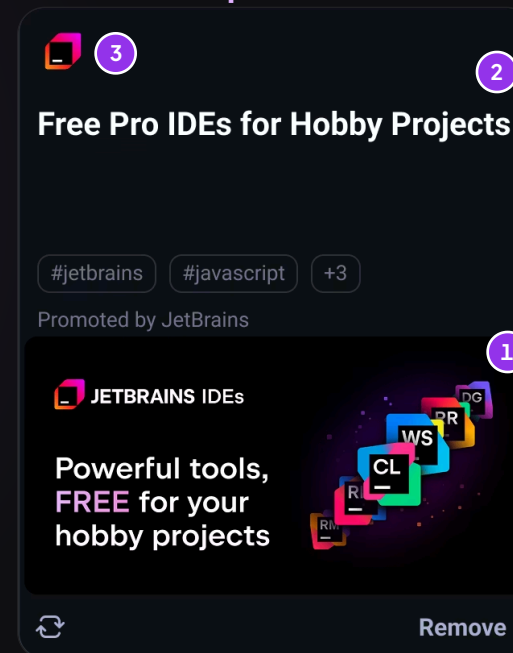
1 **Image** 1024 × 512 px



2 **Headline** Up to 80 characters
“Free Pro IDEs for Hobby Projects”

3 **Logo** Favicon or icon 

What developers saw



The card in the feed

A JetBrains In-Feed ad that ran on daily.dev, shown as an example of the spec.

Email Newsletter: one sponsor per send.

Your story runs in the newsletter developers chose to receive, with no other ad beside it.

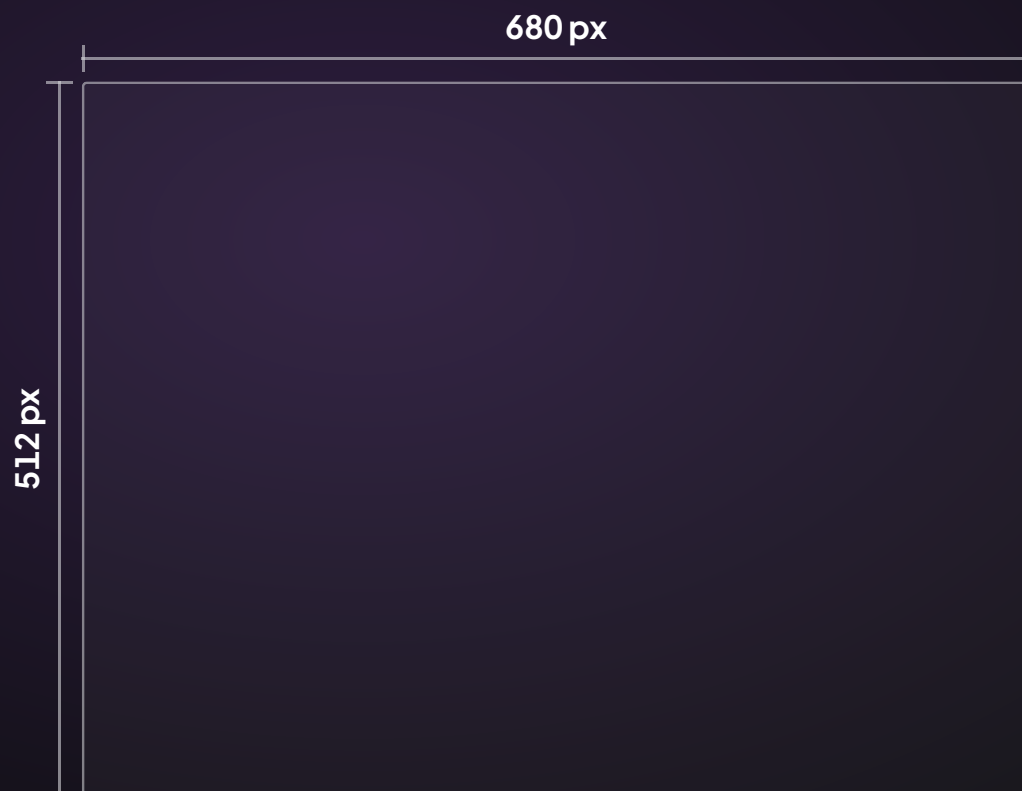


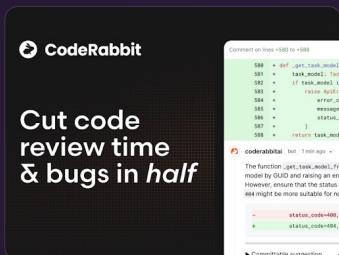
Image size	680 × 512 px JPG, JPEG or PNG.
Logo	Round or square Whichever suits your brand.
Headline	Up to 80 characters 60 or fewer reads best.
Call to action	Your button text For example “Try now” or “Get started”.
Target URL	Any destination URL Tracking links and UTMs are supported.

Email Newsletter, in practice: what CodeRabbit sent.

Four pieces in, one story-sized slot in the send.

What CodeRabbit sent

- 1 **Image** 680 × 512 px



- 2 **Logo** Round or square 

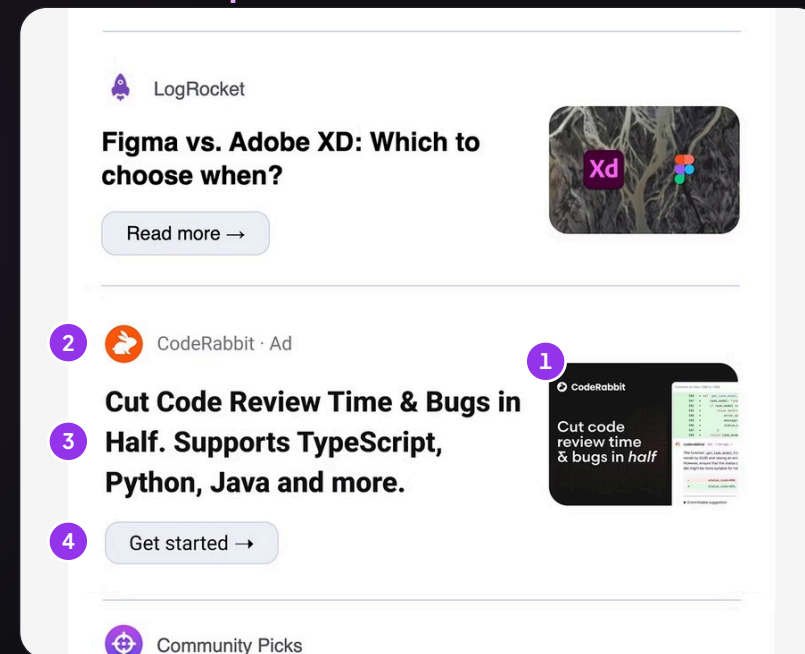
- 3 **Headline** Up to 80 characters

“Cut Code Review Time & Bugs in Half. Supports TypeScript, Python, Java and more.”

- 4 **Call to action** Your button text

“Get started”

What developers saw



The story in the send

A CodeRabbit sponsorship that ran in the daily.dev newsletter, shown as an example of the spec.

Squad cover image: keep it in the safe zone.

The cover runs across the top of your Squad page, and every screen crops it differently.

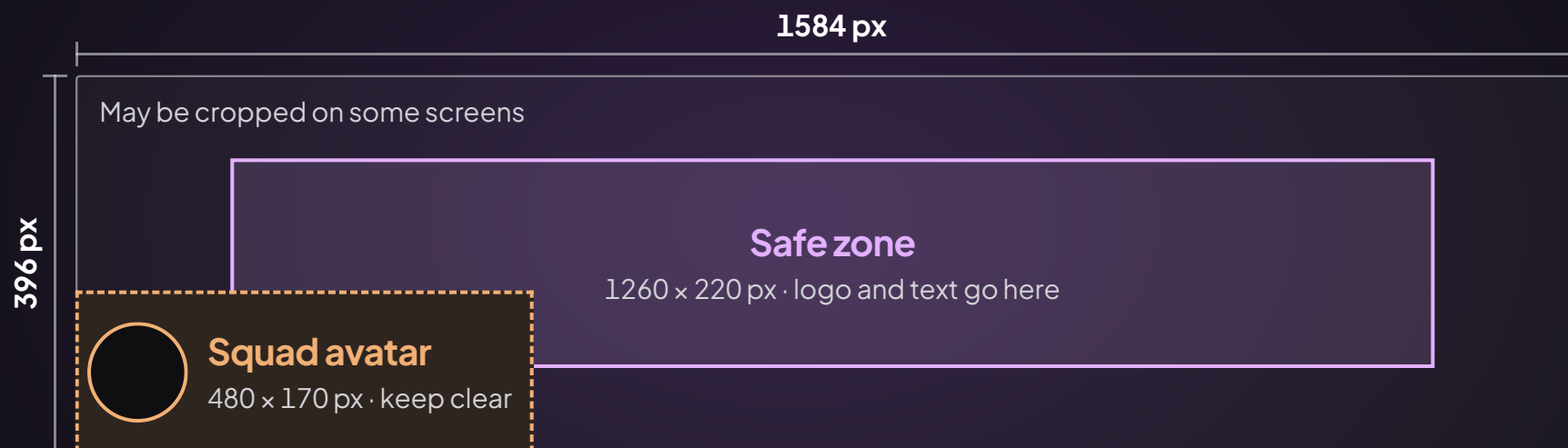


Image size

1584 × 396 px

Export at exactly this size.

Aspect ratio

4 : 1

Safe zone

1260 × 220 px, centred

From x 162 to 1422, y 88 to 308.

Keep clear

480 × 170 px

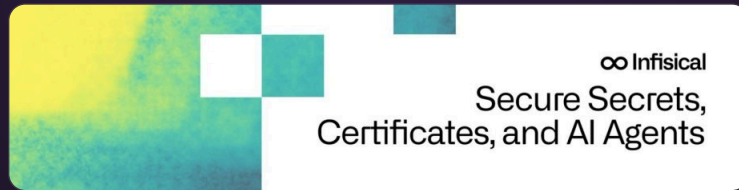
Bottom-left. The Squad avatar sits on top of it.

Squad cover, in practice: Infisical's verified Squad.

The cover across the top, the avatar over its corner, the name and badge below it.

What Infisical set up

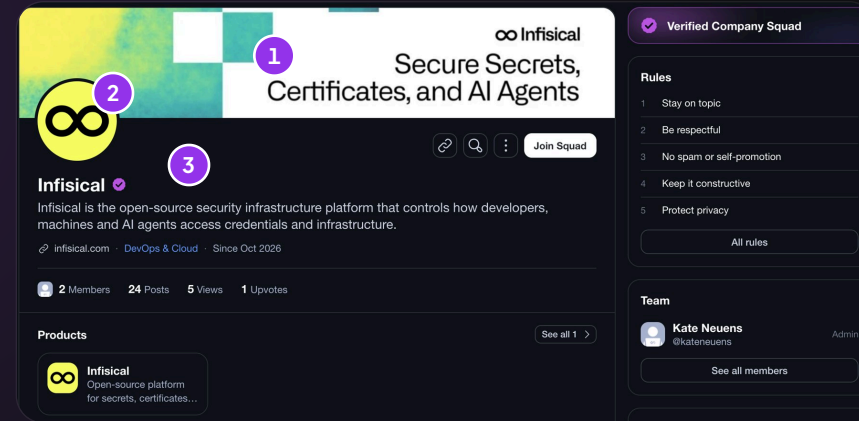
- 1 **Cover image** 1584 × 396 px



- 2 **Squad avatar** Covers the bottom-left corner

- 3 **Name and badge** Set below the cover

What developers see



Desktop



Phone

Infisical's Verified Company Squad on daily.dev, captured October 2026 and shown as an example.

Squad cover image: the file, and what to avoid.

File format	PNG or JPG WebP and AVIF are also accepted.
Max file size	2 MB
Background	Solid, no transparency Transparent areas change colour in light and dark mode.
Text size	48 px tall or larger On phones the cover is only 112 px tall.



Do

Keep your logo and all text inside the safe zone.

Leave the bottom-left corner clear.

The Squad avatar covers it.

Export at exactly 1584 × 396 px

so the cover stays sharp on high-resolution screens.

Use a solid background

with no transparent areas.



Avoid

Text smaller than 48 px tall.

It becomes hard to read on phones.

Borders or frames around the edges.

Each screen crops a different side.

Your Squad name or logo in the cover.

Both already appear right below it.

Important details near the edges.

Only the safe zone shows on every screen.

Your next discovery starts here.

