daily.dev

# Creative specs for every daily.dev placement.

Where developers discover what's next

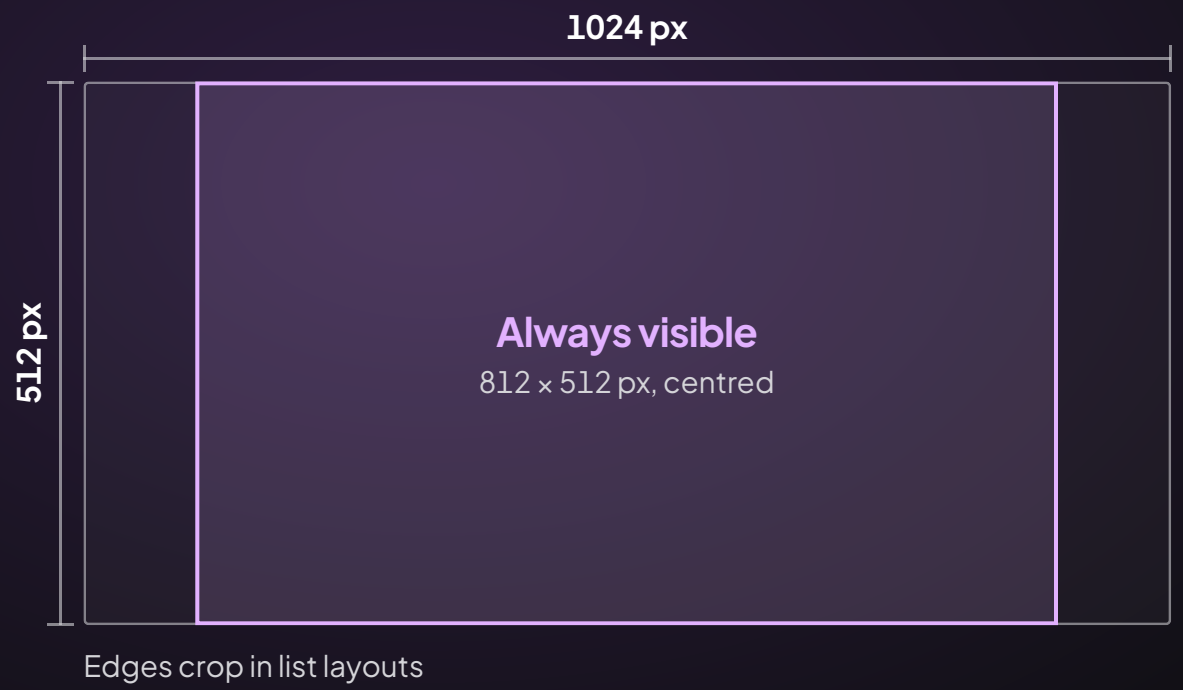
# Everything your team needs, by placement.

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, body 350–650 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: make it read like a post.

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




Edges crop in list layouts

| | |
|---|---|
| Image size | **1024 × 512 px**<br>JPG, JPEG or PNG. |
| Headline | **Up to 80 characters**<br>60 or fewer reads best. |
| Body | **350–650 characters**<br>Shown under the headline. 800 at most. |
| Logo | **Favicon or icon**<br>Square, shown beside your name. |
| Link | **Any destination URL**<br>Shortened URLs, UTMs or any tracking you prefer. |
| Variants | **10 to 15**<br>Mix headlines, images and URLs so delivery can optimise. |

# In-Feed, in practice: what JetBrains sent.

Four 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

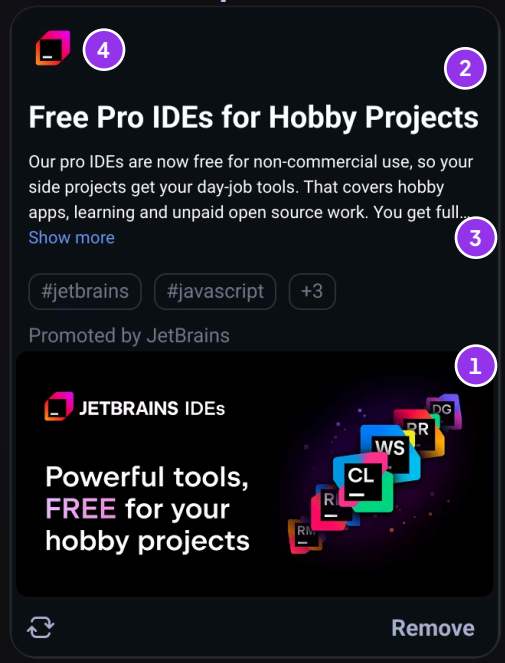
"Free Pro IDEs for Hobby Projects"

**3 Body** 350–650 characters

"Our pro IDEs are now free for non-commercial use, so your side projects get your day-job tools. …"

**4 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. The body is written for this example.

# In-Feed body: start with the point.

The text under your headline, where regular posts show their TL;DR. It is what makes the ad read like a post.

| | |
|---|---|
| Length | **350–650 characters**<br>About 60–100 words. |
| Hard max | **800 characters** |
| First sentence | **140 characters or fewer**<br>It carries the main point. |
| Style | **Start with the point**<br>Use short, plain sentences. |

## Do

**Start with the point.**

**Carry the main point in the first sentence.**
Keep it to 140 characters or fewer.

**Use short, plain sentences.**

**Aim for 60–100 words**
or about 350 to 650 characters.

## Avoid

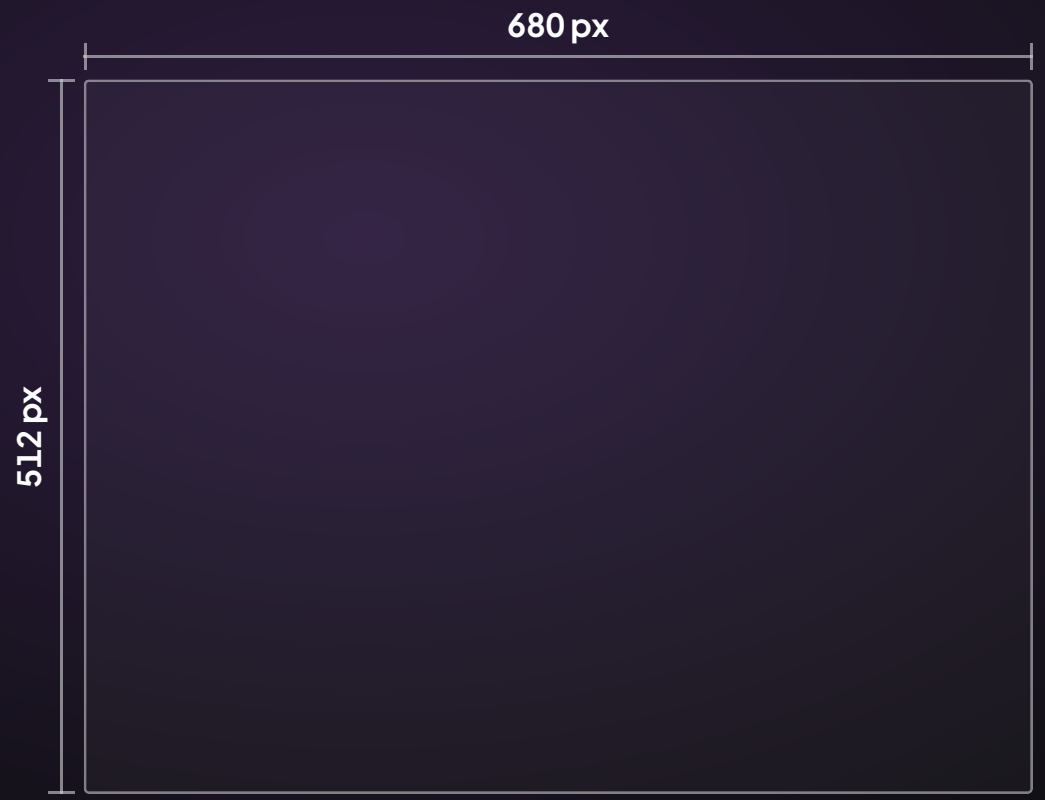
**Going past 800 characters.**
That is the hard maximum.

**A first sentence over 140 characters.**

**Warming up before the point.**
Lead with it instead.

# Email Newsletter: one sponsor per send.

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



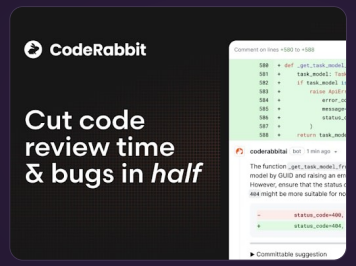

| | |
|---|---|
| Image size | **680 × 512 px**<br>JPG, JPEG or PNG. |
| Logo | **Round or square**<br>Whichever suits your brand. |
| Headline | **Up to 80 characters**<br>60 or fewer reads best. |
| Call to action | **Your button text**<br>For example “Try now” or “Get started”. |
| Target URL | **Any destination URL**<br>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

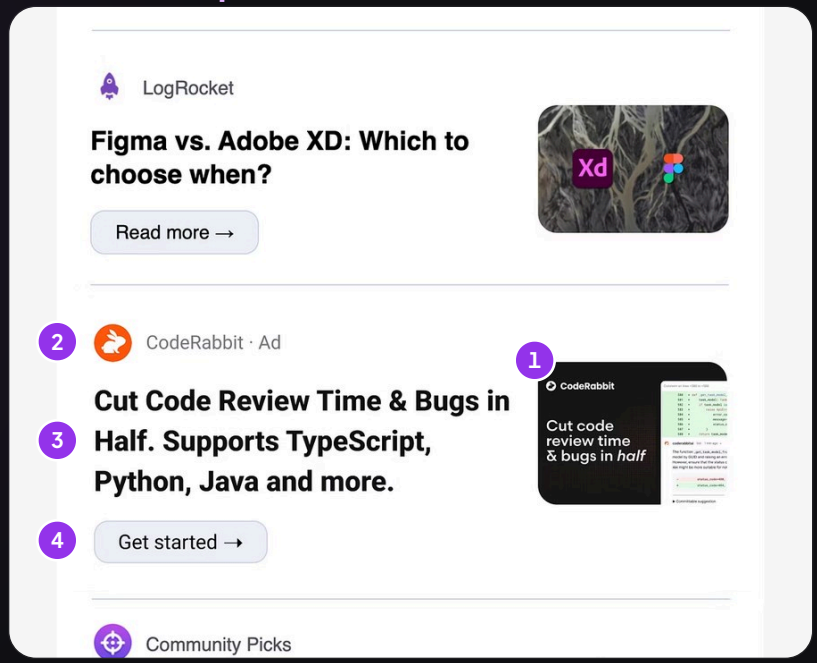
3. **Headline** Up to 80 characters

   “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.

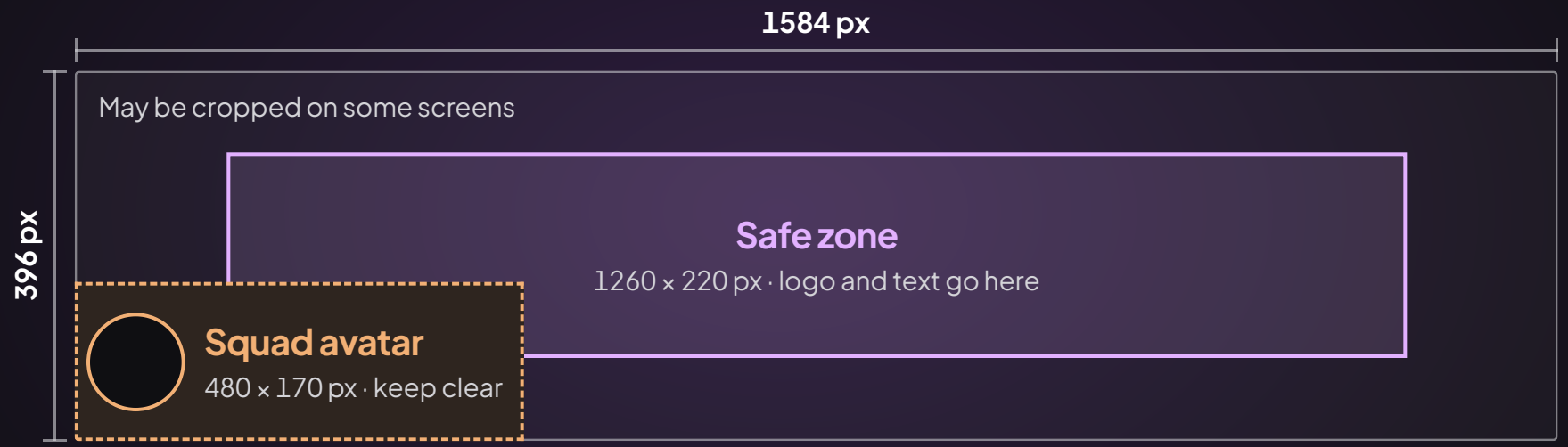



**Image size**
**1584 × 396 px**
Export at exactly this size.

**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.

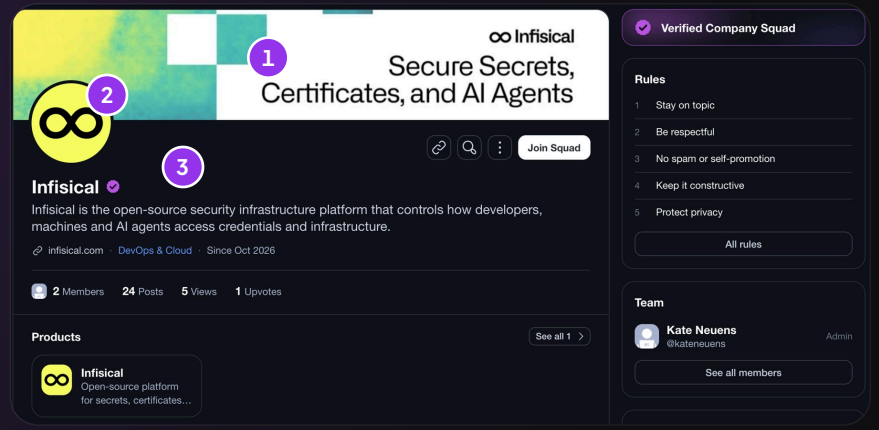
The cover across the top, the avatar over its corner, the name and badge below it.

## 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**<br>WebP and AVIF are also accepted. |
| Max file size | **2 MB** |
| Background | **Solid, no transparency**<br>Transparent areas change colour in light and dark mode. |
| Text size | **48 px tall or larger**<br>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.

daily.dev