

# RICH MEDIA CREATIVE SPECIFICATIONS

<b>DESKTOP AD SIZES</b>	300x250 728x90 160x600 300x600 970x250
<b>MOBILE AD SIZES</b>	300x250 (tablet, mobile interstitial) 728x90 (tablet)
<b>BANNER AD FILE TYPE</b>	JPG PSD
<b>VIDEO AD FILE TYPE</b>	MP4 MOV
<b>VIDEO AD SIZE</b>	:15 or :30 second video in 16:9 ratio
<b>MAX FILE SIZE</b>	1024 KB (1 MB) max for individual image ad files 25 MB max for ZIP files

## Additional Creative Requirements:

- We require the original raw files so that our team can resize based on our expandable spec requirements
- Brand Guidelines: Please provide us with any brand guidelines, fonts, logos, imagery and copy details (as needed)
- If leveraging Shoppable Unit: We require clients to provide each product name, SKU, retail / page URLs. Limit of 10 products
- If leveraging a Store Locator Unit: We require store locations in Excel or CSV file format

\*\* Assets are due three weeks prior to launch