

RICH MEDIA CREATIVE SPECIFICATIONS

DESKTOP AD SIZES	300x250 728x90 160x600 300x600 970x250
MOBILE AD SIZES	300x250 (tablet, mobile interstitial) 728x90 (tablet)
BANNER AD FILE TYPE	JPG PSD
VIDEO AD FILE TYPE	MP4 MOV
VIDEO AD SIZE	:15 or :30 second video in 16:9 ratio
MAX FILE SIZE	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