



FULLTHROTTLE

CREATIVE SPECS
FOR AGENCIES



DIRECTORY

1-3 Direct Mailers

**4-7 Digital Graphics + Amazon Rules
+ Facebook Rules**

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12 Checklist



DIRECT MAILER SPECS 1 of 3

Standard Direct Mailer Template

- Total size is 5.5 inches x 4.25 inches.
- Live area is 5.25 inches x 4 inches with no bleed.
- The front of the postcard contains the mail shop area and the layout should remain unchanged as to meet post office requirements.
- The return address must be 400 Lapp Road Malvern, PA 19355. You can put Program Headquarters above it.
- For readability, font should be no smaller than 7 point.
- Export as a high-quality PDF.



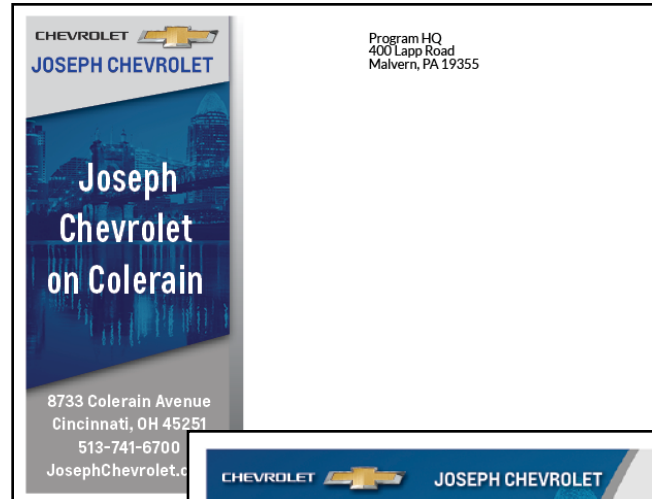
Submitting for Preapproval

- Please ensure that all designs are manufacture preapproved prior to sending.

DIRECT MAILER SPECS 2 of 3

Flipped Direct Mailer Template

- Total size is 5.5 inches x 4.25 inches.
- Live area is 5.25 inches x 4 inches with no bleed. Return address is at the 3-inch mark from the start of the template.
- Area on front is 4.25_h x 1.93_w inches.
- **The return address must be our 400 Lapp Road Malvern, PA 19355.**
You can put Program Headquarters above it.
- For readability, font should be no smaller than 7 point.
- Export as a high-quality PDF.



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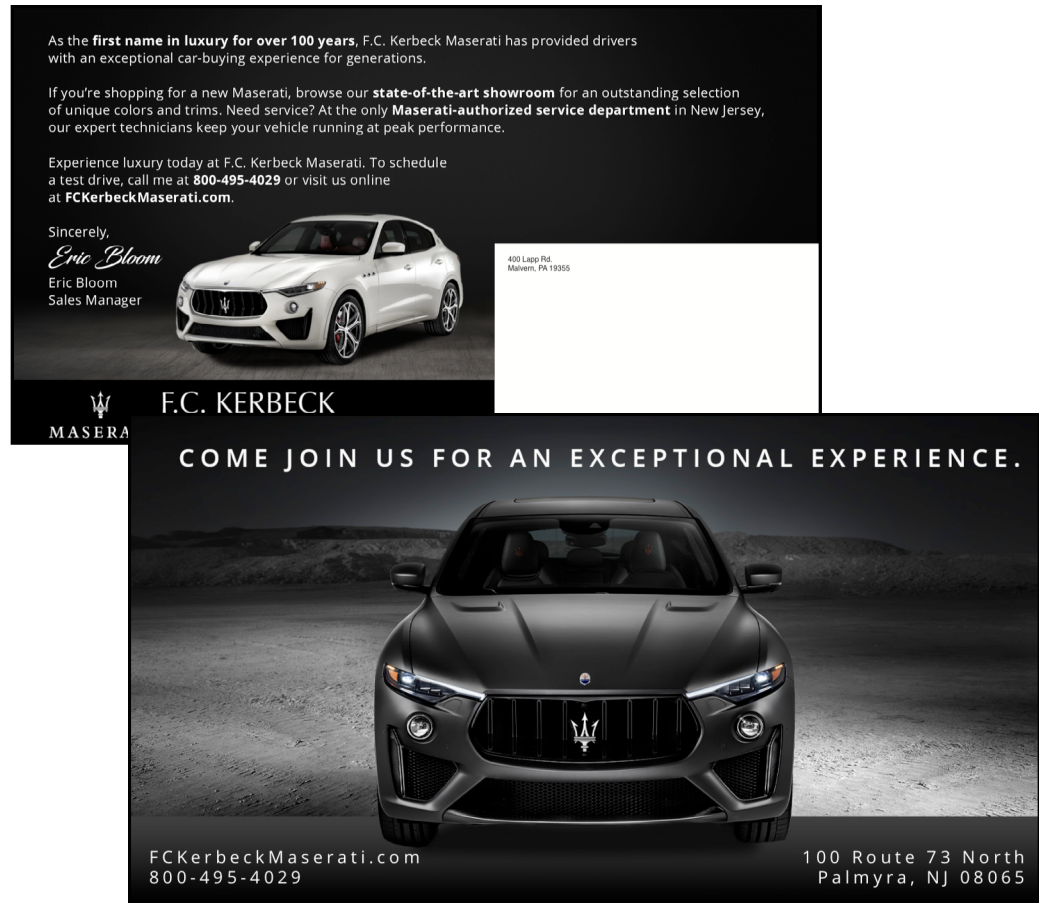
DIRECT MAILER SPECS 3 of 3

Luxury Direct Mailer Template

- Total size is **11w x 6h** inches.
- Full bleed, no border, must be exported with full bleed as a high-quality PDF
- Return address in bottom right corner on copy side, starting at 6.56 inches wide and 3.2 inches high.
- Return address is at the 6.7-inch mark.
The return address must be our 400 Lapp Road Malvern, PA 19355.
You can put Program Headquarters above it.

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DIGITAL GRAPHICS SPECS 1 of 3

Boost Graphics - 1 to 3 sets of all sizes

- Sizes are **728px x 90px** & **300px x 250px**.
- Used for Google, Amazon, and Adtegrity.
- **Must have a call-to-action (CTA) button.**
The call to action must be actionable.
Ex.) Shop now/View inventory.
It cannot be vague like, "Click here."
- **Need a black 1pt bar** around the graphics & **the CTA buttons must be sentence case or lowercase** to receive approval to run on Amazon's platform.
- For readability, font should be **no smaller than 7 points**, depending on the font.
- Export as JPGs **under 50 KB**.
- **All copy must be in sentence case to comply with Amazon guidelines.**

See guide within the orange box on this page for examples of the rules listed above, and page 5 for additional Amazon rules.

728px x 90px



300px x 250px



Submitting for Preapproval

- Please ensure that all designs are manufacturer preapproved prior to sending.
- Please submit **all sizes and all graphics**.

Image examples to the top and left show all advertising specifications required by Amazon:

- Includes a CTA button with sentence case or lowercase text.
- Includes a 1px black border.
(The ads need this because Amazon doesn't like to advertise items that might match the background of where the ads might appear.)
- Includes a font that is not smaller than 7 points.
- Includes sentence case copy within the advertisements.
(Ex. First letter shown in ad copy is capitalized and the rest is lowercase.)

DIGITAL GRAPHICS SPECS 2 of 3

Amazon Rules

These rules must be followed if you want the graphics to run on Amazon:

- CTA required
- No slang such as cuz or thru.
- No words in all caps such as: GREAT DEALS or random capitalization such as QUALITY headphones Brand names may be in all caps.
- No repeated punctuation such as: !!! or hashtags.
- No personalized copy such as: Great offers for you! or Just for You.
- You may not promote a product that is out of stock.
- If a product needs to be preordered, the CTA must clearly identify that.
- Seasonal claims must be true and relevant. Can't offer back to school once school has started.
- Ads must not contain pressuring language such as: Hurry In, While Supplies Last, or end any CTA with an exclamation point.
- Ads must not contain any combination of two or more of the following elements: copy in ALL CAPS, punctuation marks, large font sizes.
For example, "UNMISSABLE SUMMER DEALS!"
- Low-quality images are prohibited.
- 1pt border must be included on all graphics.
- Brand logo must be clear, big, and visible.
- Awards: The name of the award provider and the date of the award. It also must be disclosed and cannot be more than 18 months old.

DIGITAL GRAPHICS SPECS 3 of 3

Social Graphic - 1 to 3

- Size is 1080px x 1080px
- Used for Facebook.
- No need for 1 pt black border.
- Saved as JPG.
- No size limit required.
- No need for CTA button.

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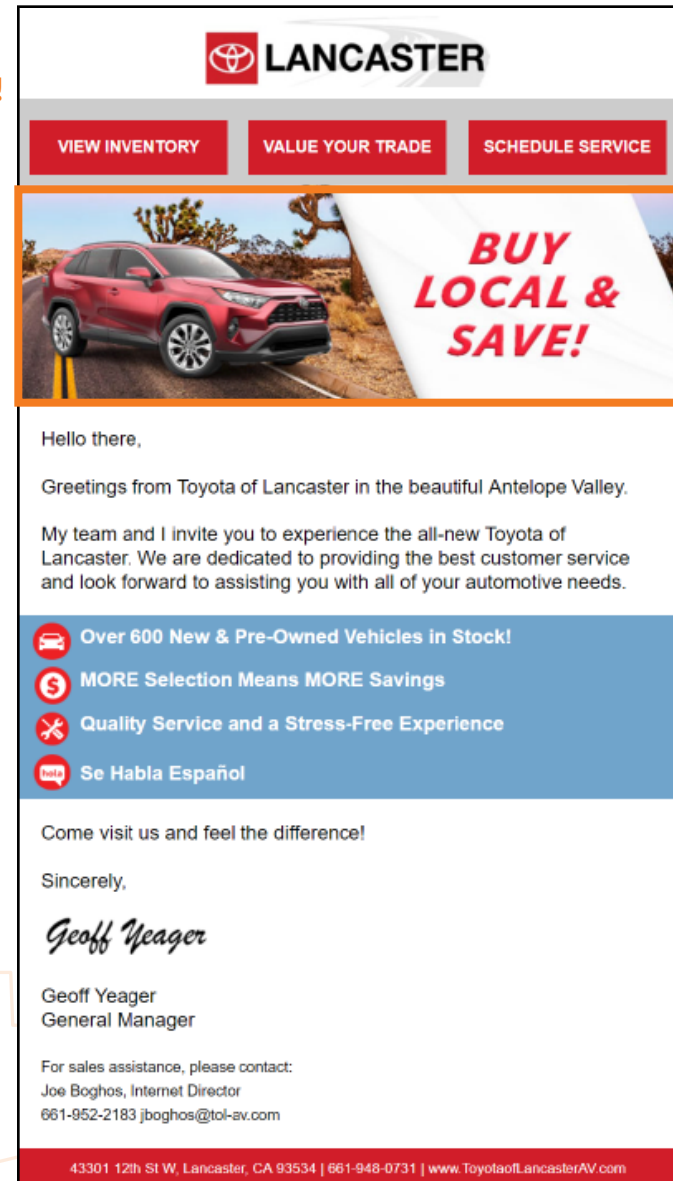
1080px x 1080px

EMAIL TEMPLATE SPECS 1 of 4

Standard Email [PSD file here](#)

- Size is 600w x 200h px.
- The email header is where you can use your tagline. Don't include logo because it will appear above the graphic in the email header.
- The email contains same copy as the direct mailer.
- A bar in the center of the email will contain the Why Buys and their corresponding icons. The buttons will change to match your logo colors.
- Please provide your logo so it can be placed into the HTML.
- Export as a .JPG.

This is all you need to design!



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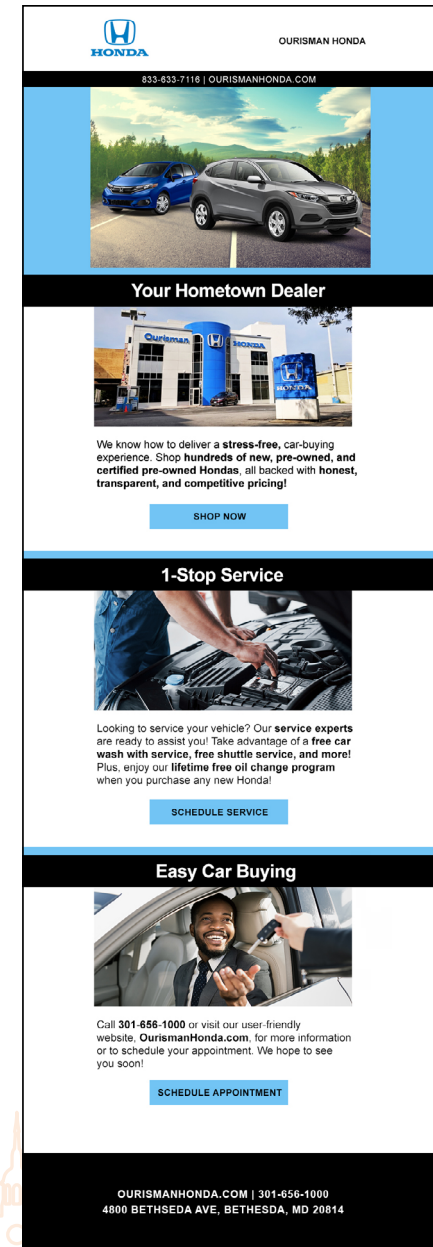
EMAIL TEMPLATE SPECS 2 of 4

Saffron [PSD file here](#)

- Follow hyperlink for the PSD. Please make sure all you links are embedded.
- Only the PSD file is required.
- 800 px wide, but keep all of your content within 600 px. All images should be smart objects.
- The copy can be put in the PSD but really should be no more than a few lines.
- Please provide your logo so it can be placed into the HTML.
- **Mobile size:** 400 px wide but content should be kept within 320 px.

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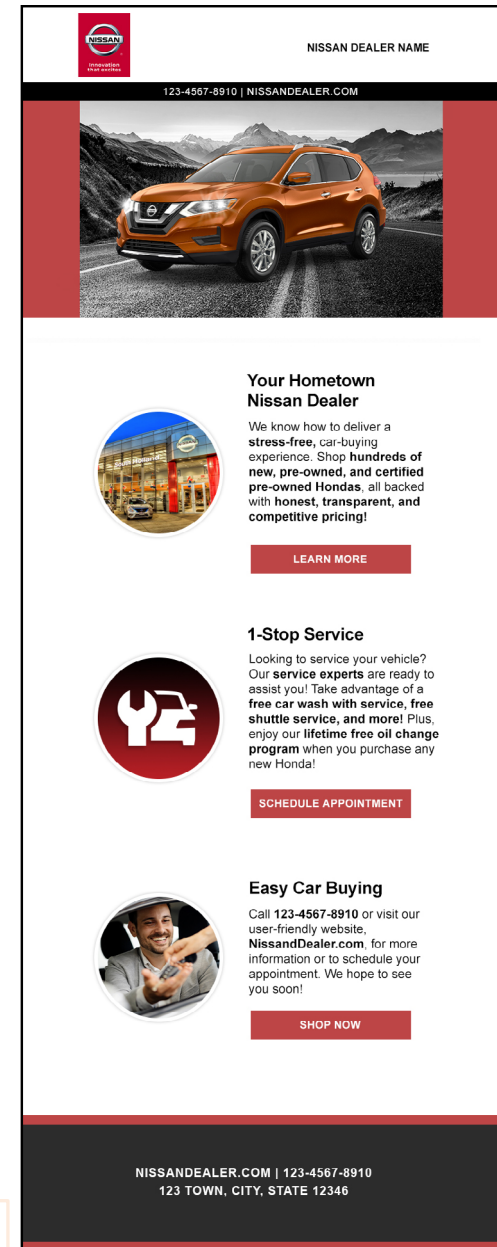
EMAIL TEMPLATE SPECS 3 of 4

Red Pearl [PSD file here](#)

- Follow hyperlink for the PSD. Please make sure all your links are embedded.
- Only the PSD file is required.
- 800 px wide, but keep all of your content within 600 px.
- All images should be smart objects and cars should be PNGs.
- You can change the icons to match what you want the copy to say.
- The copy can be put in the PSD, but really should be no more than a few lines.
- Please provide your logo so it can be placed into the HTML.
- **Mobile size:** 400 px, wide but content should be kept within 320 px.

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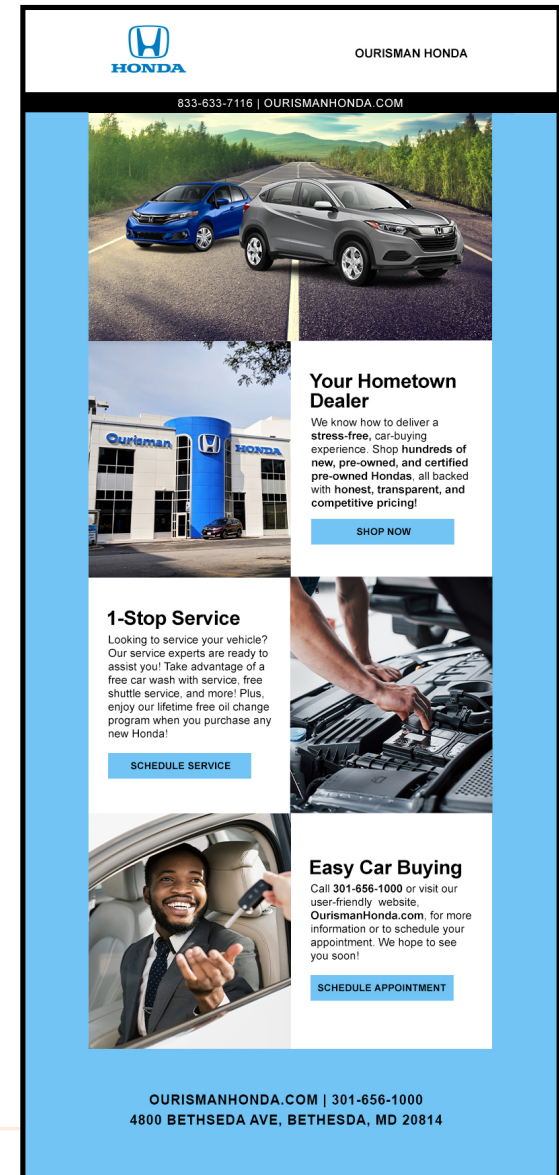
EMAIL TEMPLATE SPECS 4 of 4

Topaz [PSD file here](#)

- Follow hyperlink for the PSD. Please make sure all your links are embedded.
- Only the PSD file is required.
- **800 px wide**, but keep all of your content within **600 px**.
- All images should be smart objects and cars should be PNGs.
- You can change the icons to match what you want the copy to say.
- The copy can be put in the PSD, but really should be no more than a few lines.
- Please provide your logo so it can be placed into the HTML.
- **Mobile size:** 400 px, wide but content should be kept within 320 px.
- To have the diagonal look, you will need to square off the main image graphic with a white body section.

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CHECKLIST

Direct Mailer Hand-Ins

- Packaged Direct Mailer

Email Hand-Ins

- A single 600 px x 200 px

or

- A layered TIFF or PSD of one of the three templates provided
(check below which template you chose)

■ Saffron ■ Red Pearl ■ Topaz

Digital Graphic Hand-Ins

- 1-3 sets of 728 px x 90 px
- 1-3 sets of 300 px x 250 px
- 1-3 sets of 1080 px x 1080





FULLTHROTTLE

THANK YOU

