



FULLTHROTTLE

CREATIVE SPECS
FOR AGENCIES



DIRECTORY

1-3 Direct Mailers

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

8-11 Email Graphics + Templates

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 .
- You can put Program Headquarters above the return address.
- For readability, font should be no smaller than 7 point.
- Export as a high-quality PDF.
- The return address should be:
Program Headquarters
400 Lapp Road
Malvern, PA 19355



The final design of the direct mailer is shown. It features a red and white color scheme. The top left corner has the Karl Malone logo and address. The main body of the mailer is red with white text. The right side has a white sidebar with red icons and text. The bottom of the mailer features two pickup trucks and contact information.

KARL MALONE
THE MALVERN BROTHERS
400 Lapp Road
Malvern, PA 19355

MORE WITH MALONE

Hello Neighbor,

See why customers are choosing **Karl Malone Chrysler Dodge Jeep Ram** for their next vehicle!

When it comes to a great car-buying experience, Karl Malone CJDR exceeds expectations every time. We set ourselves apart from the rest with **vehicles for every lifestyle** with transparent pricing. Plus, you'll benefit from our:

- Wide selection of **over 1,000 vehicles** to choose from
- Easy to get to location only **45 minutes from the Heart of the Wasatch Back**
- Less overhead, which means **more savings for you**

Get **hometown service with big city selection!** Why settle for anything less when you can choose Karl Malone Chrysler Dodge Jeep Ram? Call us at **435-654-1931** or visit us online at MaloneChryslerDodgeJeep.com.

Sincerely,
Bill Hyde
Bill Hyde
General Manager

**46 East 200 South
Heber City, Utah 84032**

**435-654-1931
MaloneChryslerDodgeJeep.com**

- Purchase via phone or email with new car delivery
- Test drive from your home or office
- Double military rebate
- Market pricing for pre-owned vehicles
- True 24/7 availability
- \$150 friends and family referral
- An experience like no other

See dealer for details.

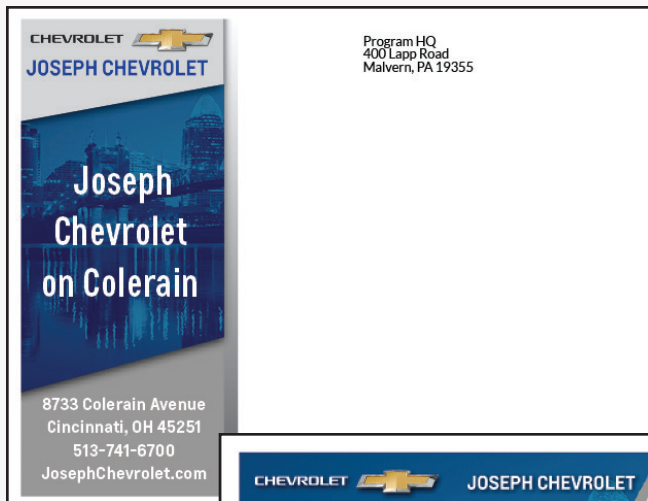
Submitting for Preapproval

Please ensure that all designs are manufacturer 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.
- **The return address must be our 400 Lapp Road Malvern, PA 19355.** You can put Program Headquarters above it.
- Area on front is 4.25_h x 1.93_w inches.
- For readability, font should be no smaller than 7 point.
- Export as a high-quality PDF.



Submitting for Preapproval

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DIRECT MAILER SPECS 3 of 3

Luxury Direct Mailer Template

- Total size is 11_w x 6_h 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. **It must be our address**
400 Lapp Road
Malvern, PA 19355

As the **first name in luxury for over 100 years**, F.C. Kerbeck Maserati has provided drivers with an exceptional car-buying experience for generations.

If you're shopping for a new Maserati, browse our **state-of-the-art showroom** for an outstanding selection of unique colors and trims. Need service? At the only **Maserati-authorized service department** in New Jersey, our expert technicians keep your vehicle running at peak performance.

Experience luxury today at F.C. Kerbeck Maserati. To schedule a test drive, call me at **800-495-4029** or visit us online at **FCKerbeckMaserati.com**.

Sincerely,
Eric Bloom
Eric Bloom
Sales Manager



400 Lapp Rd.
Malvern, PA 19355

 **F.C. KERBECK**

Submitting for Preapproval

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COME JOIN US FOR AN EXCEPTIONAL EXPERIENCE.



FCKerbeckMaserati.com
800-495-4029

100 Route 73 North
Palmyra, NJ 08065



DIGITAL GRAPHICS SPECS 1 of 4

Boost Graphics - 1 to 3 sets of all sizes

- Sizes are 300px x 250px, 728px x 90px.

300px x 250px

- Used for Google, Amazon, and Adtegrity.

- Must have a call-to-action button.

- **Need a black 1pt bar** around the graphics & **the CTA buttons must be title case or lowercase** to receive approval to run on Amazon's platform.

- For readability, font should be no smaller than 7 point, depending on the font.

- Export as JPGs **under 50 KB**.

- **Copy must be in sentence case to comply with Amazon guidelines. See page 7 for more Amazon rules.**



728px x 90px



Submitting for Preapproval

Please ensure that all designs are manufacturer preapproved prior to sending.

Please submit **all sizes and all graphics**.

DIGITAL GRAPHICS SPECS 2 of 4

Social Graphics - 1 to 3 sets of all sizes

600px x 600px

- Sizes are 1200px x 628px, 600px x 600px.
- Used for Facebook.
- No need for 1 pt black border.
- Saved as JPGs.
- No size limit required.
- No need for CTA buttons.
- **Must follow Facebook's 20% text rule.**

Submitting for Preapproval

Please ensure that all designs are manufacturer preapproved prior to sending.

Please submit **all** sizes and **all** graphics.



1200px x 628px

Amazon Rules

These rules must be followed if you want these 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 4 of 4

Facebook 20% Text Rule

600px x 600px & 1200px x 628px **Good to Run**

- Images, including any logos, must be less than 20% of the advertisement. Any ads with more than 20% text will not run or be delivered with limited reach.
- This [tool](#) can help you double check whether an ad follows the text rule.

Image Text: **OK**
Your ad will run normally.



Won't Run

Image Text: **High**
Your ad may not run.

You may not reach your audience because there's too much text in the ad image. Facebook prefers ad images with little or no text. Unless you qualify for an exception, change your image before placing your order.



Won't Run Well

Image Text: **Low**
Your ad's reach may be slightly lower.

You may reach fewer people because there's too much text in the ad image. Facebook prefers ad images with little or no text. Consider changing your image before placing your order.

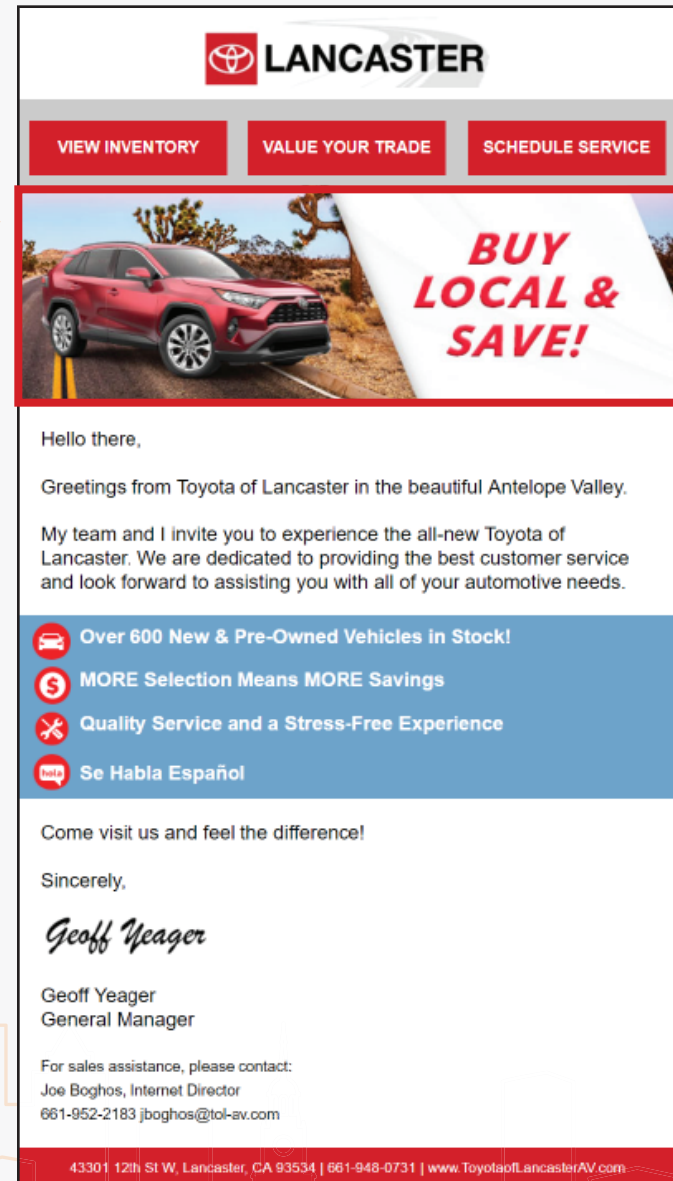


EMAIL TEMPLATE SPECS 1 of 4

Standard Email [PSD file here](#)

- Size is 600w x 200h px.
- This 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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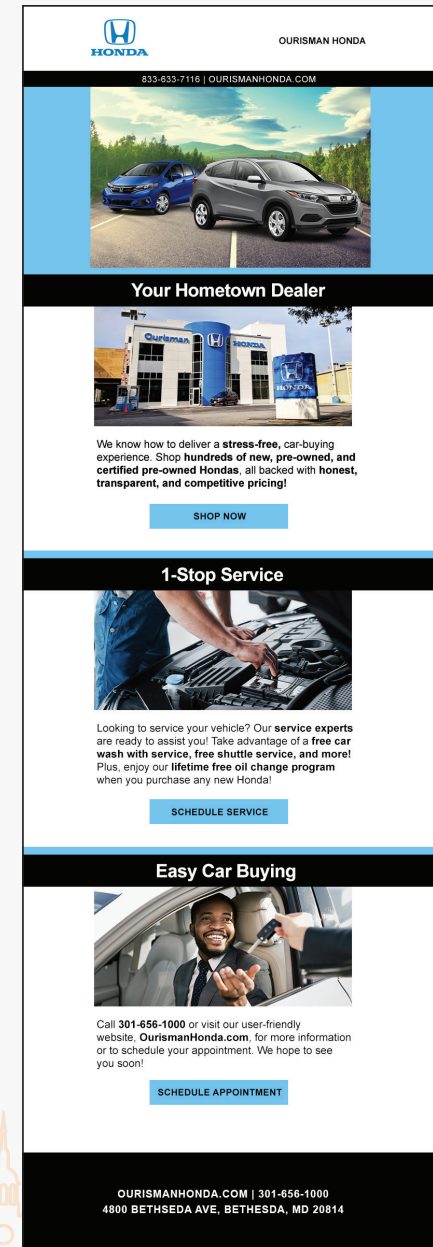
EMAIL TEMPLATE SPECS 2 of 4

Saffron [PSD file here](#)

- Follow hyperlink for the PSD. Please make sure all your links are embedded.
- Only the PSD file is required.
- 800 px wide, but keep all of your content within 600 px.
- You can make the width of the template smaller to have cars “popping out” the sides, like in the example.
- 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

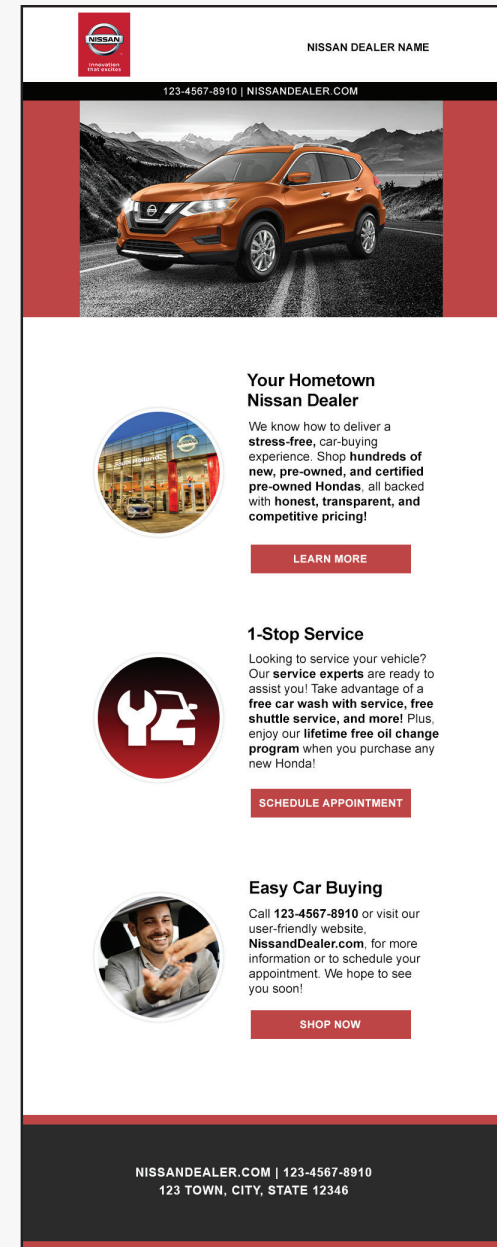
Blue Pearl

[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.

Submitting for Preapproval

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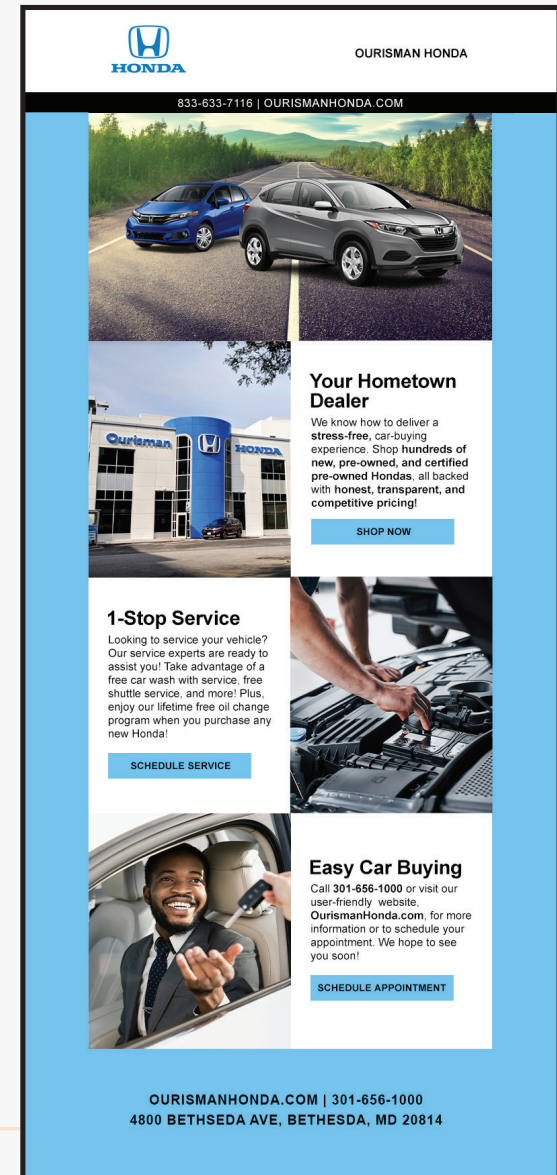
EMAIL TEMPLATE SPECS 4 of 4

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.

Submitting for Preapproval

Please ensure that all designs are manufacturer preapproved prior to sending.



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 ■ Blue Pearl ■ Topaz

Digital Graphic Hand-Ins

- 1-3 sets of 728px x 90px
- 1-3 sets of 300px x 250px
- 1-3 sets of 600px x 600px
- 1-3 sets of 1200px x 628px





FULLTHROTTLE

THANK YOU

