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CREATIVE SPECS FOR AGENCIES

DIRECTORY

1-3 Direct Mailers

4-8 Digital Graphics + Amazon Rules + Facebook Rules

9 Video Specs

10 Checklist

DIRECT MAILER SPECS 1 of 3

Standard Direct Mailer Template

- Total size is **5.5w x 4.25h inches.**
- Live area is **5.25w x 4h 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 PO Box 3031, 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

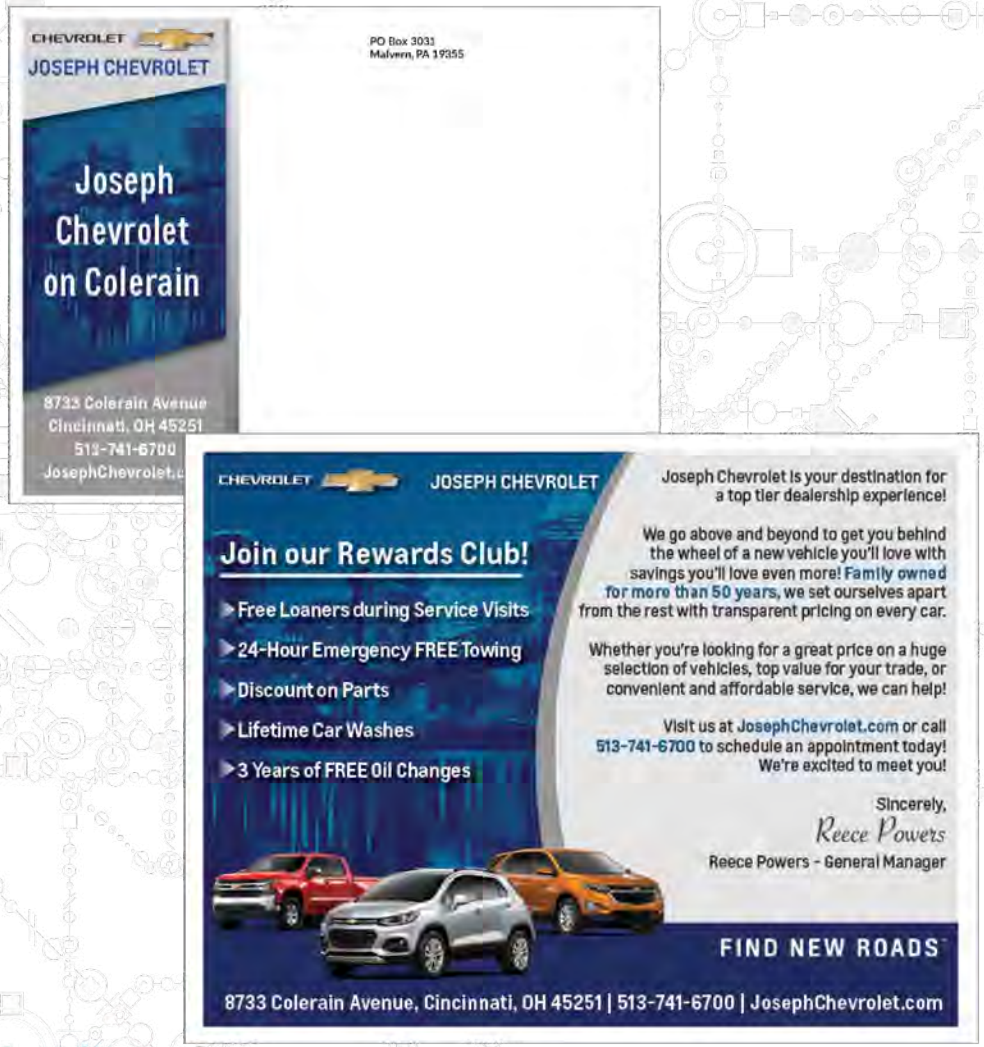
- Please ensure that all designs are manufacturer preapproved prior to sending.

*Not all companies will allow Program Headquarters above return address. Mailing Center is a recommended option in this case.

DIRECT MAILER SPECS 2 of 3

Flipped Direct Mailer Template

- Total size is **5.5w x 4.25h inches**.
- Live area is **5.25w x 4h inches** with no bleed. Return address is at the 3-inch mark from the start of the template.
- Area on front is **4.25h x 1.93w inches.**
- **The return address must be PO Box 3031, 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 manufacturer preapproved prior to sending.

*Not all companies will allow Program Headquarters above return address. Mailing Center is a recommended option in this case.

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 **6.56w x 3.2h inches**.
- Return address is at the 6.7-inch mark. **The return address must be PO Box 3031, Malvern, PA 19355.** You can put **Program Headquarters** above it.*

Submitting for Preapproval

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

*Not all companies will allow Program Headquarters above return address. Mailing Center is a recommended option in this case.

DIGITAL GRAPHICS SPECS 1 of 5

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 black 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 5

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 5

Not Amazon Compliant

- CTA is capitalized
- Words in all caps
- Repeated punctuation and use of exclamation points creating pressuring language
- No border with a light background
- Low-quality image
- Logo is small and unreadable

DIGITAL GRAPHICS SPECS 4 of 5

Amazon Compliant

- CTA is present and sentence casing
- All text is sentence case and grammatically correct
- No use of improper punctuation
- 1px border is visible around ad
- Image is high quality and clear
- Logo is clear and brand logo is present

DIGITAL GRAPHICS SPECS 5 of 5

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
- **Suggested to follow Facebook's 20% text rule**

Submitting for Preapproval

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

1080PX x 1080PX

VIDEO SPECS

Video Asset Requirements

- **Video Dimensions:** 1920x1080
- **Frame Rate:** at least 15 FPS
- **Audio:** 128 kbps / 44 kHz
- **Bit Rate:** Minimum of 2MBps
- **Preferred Codec:** Video: H.264, MPEG-2, or MPEG-4; Audio MP3 or AAC
- **File Size:** Less than 500 MB
- **Video Duration:** Exactly 6, 15, 20, 30, or 60 seconds

CHECKLIST

Direct Mailers Hand-Ins

- [ ] Packaged Direct Mailer

Video Hand-Ins

- [ ] 1-4 Videos (recommended)

Digital Graphic Hand-Ins

- [ ] 1-3 sets of 728px X 90px
- [ ] 1-3 sets of 300px X 250px
- [ ] 1-3 sets of 1080px X 1080px

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THANK YOU