Display Ad Specs

A display ad is an ad unit that can be either static or animated. It is placed within a publisher’s specified ad content area based on our clients’ targeting criteria and our programmatic buying process.

### Ad Unit Specifications

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Device</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper</td>
<td>Desktop, Laptop</td>
<td>160x600</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>Desktop, Laptop, Tablet, Mobile</td>
<td>300x250</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>Desktop, Laptop, Tablet</td>
<td>728x90</td>
</tr>
<tr>
<td>Banner</td>
<td>Mobile</td>
<td>320x50</td>
</tr>
</tbody>
</table>

### File Types Accepted

<table>
<thead>
<tr>
<th>File Type</th>
<th>Max Loops</th>
<th>Max Animation Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>jpg, png, gif</td>
<td>3</td>
<td>:15</td>
</tr>
</tbody>
</table>

### Max File Size

- Desktop/Laptop/Tablet: 50KB
- Mobile: 40KB

### Desktop HTML5 Assets

<table>
<thead>
<tr>
<th>Format</th>
<th>Max Initial Load</th>
<th>Max Polite Load</th>
<th>Max User Initiated Load</th>
<th>Max Loops</th>
<th>Max Animation Length</th>
<th>Max Frames Per Second</th>
</tr>
</thead>
<tbody>
<tr>
<td>HTML5</td>
<td>150 KB</td>
<td>300 KB</td>
<td>2.2 MB</td>
<td>3</td>
<td>:15</td>
<td>24</td>
</tr>
</tbody>
</table>

### Mobile HTML5 Assets

<table>
<thead>
<tr>
<th>Format</th>
<th>Max Initial Load</th>
<th>Max Polite Load</th>
<th>Max User Initiated Load</th>
<th>Max Loops</th>
<th>Max Animation Length</th>
<th>Max Frames Per Second</th>
</tr>
</thead>
<tbody>
<tr>
<td>HTML5</td>
<td>50 KB</td>
<td>100 KB</td>
<td>200 KB</td>
<td>3</td>
<td>:15</td>
<td>24</td>
</tr>
</tbody>
</table>

### Hosting

- Must be hosted by a 3rd party ad server and delivered as a JavaScript or iframe tag
- All 3rd party tags must be SSL-compliant
- Static backup images (jpeg or png format) are required for all HTML5 files
- Assets should be delivered 3 business days before launch
- Ads need to have a high contrast background or include a visible border
- Click actions must click to a new target window
- Flash is not supported; creative must not include any Flash object
Rich Media Display Ad Specs

A rich media display ad is an ad unit with advanced features that encourage viewers to interact with the content. It is placed within a publisher’s specified ad content area based on our clients’ targeting criteria and our programmatic buying process.

### SPECs: DESKTOP + LAPTOP + TABLET + MOBILE

**Table of Format Specifications**

<table>
<thead>
<tr>
<th>Format</th>
<th>Max Initial Load</th>
<th>Max Polite Load</th>
<th>Max User Initiated Load</th>
<th>Max Number of Panels</th>
<th>&quot;Close X&quot; Button</th>
<th>Audio Initiated</th>
</tr>
</thead>
<tbody>
<tr>
<td>HTML5</td>
<td>150 KB</td>
<td>300 KB</td>
<td>2.2 MB</td>
<td>4</td>
<td>Y</td>
<td>User-click</td>
</tr>
</tbody>
</table>

- **Auto-Play Creative**
  - Loop 3 times; 15 sec. animation length
- **Expand/Retract**
  - Expand upon click/roll-over
  - Use the same open/close method

### MOBILE

- **All 3rd party tags must be SSL-compliant**
- **Assets should be delivered 3 business days before launch**
- **Ads need to have a high contrast background or include a visible border**
- **Click actions must click to a new target window**
- **Static backup images (jpeg or png format) are required for all HTML5 files**
- **HTML5 must be hosted by a 3rd party ad server and delivered as a JavaScript or iframe tag**
- **Flash is not supported; creative must not include any Flash object**

**Add'l Format Specs**

- Third party JavaScript tags
- No Flash creative or iframes

**Expand/Retract**

- Expand upon tap; No auto expansion

---

All hosting must be done by a Rich Media vendor. Our preferred vendors are Flashtalking, PointRoll, Sizmek, DoubleClick, Celtra.

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High Impact Display Ad Specs

A high impact display ad is an ad unit with advanced features that encourage viewers to interact with the content. It is placed within a publisher’s specified ad content area based on our clients’ targeting criteria and our programmatic buying process.

### Filmstrip

<table>
<thead>
<tr>
<th>Format</th>
<th>Max Initial Load</th>
<th>Max Polite Load</th>
<th>Max Content Cells</th>
<th>Max Frame Rate</th>
<th>Audio / Video Initiated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image (jpg, png, gif), HTML5</td>
<td>200 KB</td>
<td>300 KB</td>
<td>5</td>
<td>24 fps</td>
<td>User-click</td>
</tr>
</tbody>
</table>

- **Animation / Looping**
  - Unlimited looping: 15 sec. max animation length
  - Afterwards, image must remain static
- **Video Requirements**
  - In-Banner Video Creative Specifications also apply, with the exception of “Allowed Dimensions.”

**Backup Image**
- Backup image is required
- Max file size 30 KB
- Dimensions must equal 300x600

**Border Requirements**
- 1-pixel border required

**Billboard**

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Device</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>Non-Mobile</td>
<td>970x250</td>
</tr>
<tr>
<td>Filmstrip</td>
<td>Non-Mobile</td>
<td>300x600</td>
</tr>
</tbody>
</table>

**Expansion Requirements**
- Must have click to expand and to close buttons
- Must be able to collapse ad

**Video Requirements**
- In-Banner Video Creative Specifications also apply, with the exception of “Allowed Dimensions.”

Note: These requirements are in addition to those listed in the Desktop Display Ad Specs table

- All 3rd party tags must be SSL-compliant
- Assets should be delivered 3 business days before launch
- Click actions must click to a new target window
- HTML5 must be hosted by a 3rd party ad server and delivered as a JavaScript or iframe tag
- Flash is not supported; creative must not include any Flash object
Mobile Interstitial ("Between-the-Page" units)
The interstitial unit is an interactive full-page ad unit. An interstitial is loaded in-between content (such as game levels or web pages). When collapsed (closed), the user’s expected content loads.

Animation / Looping
- Unlimited looping; 15 sec. max animation length
- Afterwards, image must remain static

Additional Requirements
- Must have click to close button

Video Requirements
- In-Banner Video Creative Specifications also apply, with the exception of "Allowed Dimensions."
- Streaming video can be loaded into the parent cell upon user click only
- User Controls: Play, pause, and mute controls are required. Other controls are permitted.

<table>
<thead>
<tr>
<th>Format</th>
<th>Max Initial Load</th>
<th>Max Polite Load</th>
<th>Max Frame Rate</th>
<th>Audio / Video Initiated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image (jpg, png, gif), HTML5</td>
<td>200 KB</td>
<td>300 KB</td>
<td>24 fps</td>
<td>User-click</td>
</tr>
</tbody>
</table>

Mobile

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Device</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Interstitial</td>
<td>Mobile</td>
<td>320x480</td>
</tr>
<tr>
<td></td>
<td></td>
<td>480x320</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fit-to-Screen</td>
</tr>
<tr>
<td>Tablet</td>
<td>768x1024</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1024x768</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fit-to-Screen</td>
<td></td>
</tr>
</tbody>
</table>

Tablet
Digital Out of Home ads provide branding opportunities for advertisers as consumers go about their daily lives. Units are not clickable, so CTAs should be achieved via compelling copy and creative.

**LARGE FORMAT**
Be seen by on-the-go consumers with eye-popping billboards that stand out from the crowd.

**POINT OF PURCHASE**
Increase spot sales of your product or reach people who are adjacent to locations (retailers, grocery stores, pharmacies, etc.) that will drive consideration.

**PLACE BASED**
Build crucial long-term brand awareness and affinity by messaging people as they work out, fuel up, work, or enjoy happy hour.

**Accepted formats:** JPG (image), MOV, or MP4 (video)

**Max file size:** 10MB (image), 50MB (video)

<table>
<thead>
<tr>
<th>Vertical Packages</th>
<th>Static Image Specs</th>
<th>Video Specs</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPG</td>
<td>Bars, Billboards, Casual Dining Restaurants, Convenience Stores, Doctors’ Offices, Sports Entertainment, Gas Stations, Grocery Stores, Gyms</td>
<td>1080x1920, 1280x960, 1920x1080, 600x600, 840x400, 1000x400, 1200x400, 1400x400, 1600x400, 728x90, 1366x768</td>
</tr>
<tr>
<td>Retail</td>
<td>Bars, Billboards, Casual Dining Restaurants, Convenience Stores, Sports Entertainment, Gas Stations, Gyms, Malls</td>
<td>1080x1920, 1280x960, 1920x1080, 600x600, 840x400, 1000x400, 1200x400, 1400x400, 1600x400, 728x90, 1024x576, 3840x1080</td>
</tr>
<tr>
<td>Finance</td>
<td>Bars, Billboards, Casual Dining Restaurants, Gas Stations, Grocery Stores, Gyms, Movie Theaters, Office Buildings</td>
<td>1080x1920, 1280x960, 1920x1080, 600x600, 840x400, 1000x400, 1200x400, 1400x400, 1600x400, 728x90, 3840x1080</td>
</tr>
<tr>
<td>Other</td>
<td>For unlisted vertical inquiries please contact your account manager or <a href="#">click here</a> for a selectable venue listing.</td>
<td></td>
</tr>
</tbody>
</table>

For full specs, [click here](#)
In-Stream Video Ad Specs

Pre-roll and mid-roll ads are in-stream video ads that play before or during the content the viewer requested. A companion ad can run alongside the video to sustain advertiser visibility throughout the experience. These ads are placed based on our clients’ targeting criteria and our programmatic buying process.

### Desktop/Laptop

- **Dimensions:**
  - 480x360
  - 640x480
  - 720x540
- **Aspect Ratio:**
  - Preferred: 4:3
  - Accepted: 16:9
- **Length of Video:**
  - Preferred: Up to :60 [most common :15, :30, :60]
  - Accepted: Longer than :60 on a case-by-case basis

### Mobile

- **Dimensions:**
  - 300x250
- **Max File Size:**
  - 70 KB
- **Audio Codecs:**
  - Preferred: mp3, H.264/AAC
  - Max of -12db

### Bit Rate

Various bit rates per media file is recommended for widest inventory avail:
- > 200-700 kbps (low res)
- > 700-1500 kbps (std def)
- > 1500-3500 kbps (hi def)

### 3rd Party Tracking

- Tags must adhere to VAST 3.0 or VPAID 2.0
- Click trackers and 1x1 impression pixels can be added

### Animation/Looping

- Max :30 – unlimited looping within 30s allowed. After, image must remain static

### Companion Banner

- **File Types Accepted**
  - jpg, png, gif
- **Max File Size:**
  - 300x250
- **Clickthrough URL:**
  - If ad clicks, please provide a clickthrough URL
- **Audio Rich Media**

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In-Banner Video Ad Specs

An in-banner video ad is an out-stream video ad that plays after user initiation and runs in the same placements as display ads based on our clients’ targeting criteria and our programmatic buying process.

**Aspect Ratio**

<table>
<thead>
<tr>
<th>Preferred: 4:3</th>
<th>Max Video Size</th>
<th>Max Video Length</th>
<th>Max Frame Rate</th>
<th>Opening Image</th>
<th>Opening Image Max Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.2 MB (if entire video must download before playback begins)</td>
<td>Unlimited (if video downloads and plays piece-by-piece / streaming)</td>
<td>4 mins</td>
<td>24+ fps</td>
<td>Ad must be static image prior to video – no animation</td>
<td>70 KB</td>
</tr>
</tbody>
</table>

**Requirements**

- Format: HTML5
- Requires user-interaction (click, rollover or tap to start) – video will never auto-play
- Requires play, pause, and mute controls. Other controls are permitted, but not required.
- Requires user-interaction to replay – video can not automatically replay
- Hotspot not to exceed ¼ size of original ad. Only initiated when cursor rests on hotspot for at least 1 second. Must not initiate audio.

- 3rd Party Tracking
- Click trackers and 1x1 impression pixels can be added
- VAST Tags accepted

**Ad Unit**

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Device</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page</td>
<td>Desktop, Laptop</td>
<td>300x600</td>
</tr>
<tr>
<td>Billboard</td>
<td>Desktop, Laptop</td>
<td>970x250</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>Desktop, Laptop, Tablet</td>
<td>728x90</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>Desktop, Laptop, Tablet, Mobile</td>
<td>300x250</td>
</tr>
<tr>
<td>Banner</td>
<td>Mobile</td>
<td>320x50</td>
</tr>
</tbody>
</table>

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Dynamic Creative Optimization (DCO) Specs

DCO allows brands to serve hyper-relevant ads based on user- and context-based triggers like location, weather, sports events, and more.

<table>
<thead>
<tr>
<th>SPECS : DESKTOP + MOBILE + CTV + VIDEO</th>
</tr>
</thead>
</table>

### Display & CTV & Video Sizes
- **Display:** 320x50, 300x250, 300x600, 728x90, 160x600
- **In-banner video:** 300x250, 300x600, 970x250
- **CTV & Video:** 16x9

### File Types
- **Display:** MOV, MPEG, MP4, FLV, F4V, WMV, AVI
- **CTV & Video:** MOV, MPEG, MP4, FLV, F4V, WMV, AVI

### Images & Logos
- **Display:** PSD, JPG, PNG, AI (ILLUSTRATOR), EPS, SVG
- **CTV & Video:** PSD, JPG, PNG, AI (ILLUSTRATOR), EPS, SVG

### Fonts
- **Display:** TTF or OTF format
- **CTV & Video:** TTF or OTF format

### Audio
- **Display:** n/a
- **CTV & Video:** MP3, AAC, AIFF, WAV

### Product Feed
- **Display:** XML, API, XLS, CSV, JSON, FTP
- **CTV & Video:** XML, API, XLS, CSV, JSON, FTP

### Copy
- **Display:** Messaging, pricing, offers, promotions, etc.
- **CTV & Video:** Messaging, pricing, offers, promotions, etc.

### Dynamic Triggers
- **Tier 1:** Consumer Graph, Weather API, User location, Sports, User language, Daypart
- **Tier 2:** Consumer Graph, Weather API, User location, Sports, User language, Daypart

### Minimum Campaign Spend
- **Tier 1:** $50K
- **Tier 2:** $150K

### Formats Compatible with
- **Tier 1:** CTV, Online Video
- **Tier 2:** CTV, Online Video, Display

### Dynamic Triggers
- **Tier 1:** Geo only
- **Tier 2:** Up to two of the following with base add-on CPM: geo; product/retailer; daypart; user language; weather; sports; any Consumer Graph targeting facets

### Max Videos
- **Tier 1:** 3
- **Tier 2:** No max

### Fonts Allowed
- **Tier 1:** Brands may use one of six pre-approved fonts for all iterations
- **Tier 2:** No max

### Layouts
- **Tier 1:** Preset layout
- **Tier 2:** Customizable; components may appear in any order within allowable sizes detailed in ad specs.

### Customizable Components
- **End frame**
- **Products/Images**
- **Retailer/store location**
- **Copy/text/offer/promotion**
- **CTA (where applicable)**
- **Headline**
- **Map**
- **Address / color**
- **Map pin / color**
- **Base video**
- **Brand main logo**
- **Headline / color**
- **Address box color**
- **Background color**
Dynamic Mobile Ad Specs

A Dynamic Mobile ad unit consists of an initial banner that users can tap to expand to a full-screen interactive panel. These location-based ads dynamically display a consumer’s distance from a point of interest (POI) and are delivered on high-quality, local apps.

### Mobile Banner Options

* High-density size (also known as “Retina” or “2x”) is recommended; modern mobile devices have high-resolution displays.

### Ad Unit Size

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Size</th>
<th>High-Density Size*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>320x50 (50 KB)</td>
<td>640x100 (100 KB)</td>
</tr>
<tr>
<td>Interactive Panel</td>
<td>320x480 (300 KB)</td>
<td>640x960 (600 KB)</td>
</tr>
<tr>
<td>All Other Images</td>
<td>All Other Images Sizes (150 KB)</td>
<td>All Other Image Sizes (300 KB)</td>
</tr>
</tbody>
</table>
Dynamic Mobile Ad Specs (cont’d)

Mobile Interactive Panel Options

Single CTA Panel
This is a single 320x480 image panel that redirects to a URL.

Image and Map Panel
This panel supports a foreground 300x250 image, up to 3 call to action buttons, a dynamic display of the consumer’s distance from the closest location, and the address of the closest location.

Text Image and Map Panel
This panel supports a foreground 4:3 aspect ratio image, customizable heading and subheading, 3 call to action buttons, a dynamic display of the consumer’s distance from the closest location, and the address of the closest location. Heading and subheading text can resize, shrinking to fit content on a single line. Detailed text can resize and span multiple lines.

3 Address Map Heading Image Panel
This panel supports a 16:9 aspect ratio or 320x180 header image, addresses of up to 3 closest locations with a CTA for each, and a footer CTA.

Available Call-To-Actions
- Call Us (Dial)
- Get Directions (Opens Map)
- View Site (URL)
- Order Online (URL)

Advanced Creative Options and CTAs for Panel
*may require longer development time
- Video Unit - Video will play in the user’s native device player
- Carousel Unit – Displays separate images to highlight multiple products or deals – 5 image max.
- Download App (URL) - iOS and Android application download URLs.
- Customization of any of the above options (adding or removing buttons, etc.)

Video and Map Panel
This panel supports a 320x70 header image, a 16:9 aspect ratio video, up to 3 call to action buttons, a dynamic display of the consumer’s distance from the closest location, and the address of the closest location.

All 3rd party tags must be SSL-compliant
Assets should be delivered 5-8 business days prior to launch

We can accept (1) impression tracker and up to (2) 4th party pixels. To confirm acceptance of tracking vendor, please contact your account manager.
Connected TV advertising offers targeted :15, :30, :60, and :90 second full resolution, non-skippable ads. Ads are delivered across premium, brand safe content via popular distributors including, DirecTV, AppleTV, Roku and Sling.

Include a creative from each spec type to reach the most Connected TV inventory.

Only MP4 files are allowed for CTV ad placements. FLV and WebM files are not supported.

Assets should be delivered 3 business days before launch.

Ads need to have a high contrast background or include a visible border.

Click actions must click to a new target window.

VAST 2.0 only. VPAID not supported.

---

### Connected TV Ad Specs

<table>
<thead>
<tr>
<th>Available Creative Length</th>
<th>:15</th>
<th>:30</th>
<th>:60</th>
<th>:90</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes*</td>
<td>Yes*</td>
</tr>
</tbody>
</table>

- 15-second and 30-second creative lengths typically have the most avail.
- 15-second and 30-second creative lengths typically have the most avail.
- Publishers accepting 60-second slots may have limited avail.
- Publishers accepting 90-second slots may have limited avail.

*Please note that these spot lengths are not standard.

---

### Connected TV Ad Specs

<table>
<thead>
<tr>
<th>Specs</th>
<th>Mezzanine</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>File Type</td>
<td>mp4</td>
<td>mp4</td>
</tr>
<tr>
<td>Resolution</td>
<td>1920 x 1080</td>
<td>1920 x 1080</td>
</tr>
<tr>
<td>Bitrate Range</td>
<td>15,000 kbps to 30,000 kbps</td>
<td>4,000 kbps to 6,500 kbps</td>
</tr>
<tr>
<td>Max. File Size</td>
<td>10 GB</td>
<td>N/A</td>
</tr>
<tr>
<td>Frame Rate (FPS)</td>
<td>23.98, 25, or 29.97</td>
<td>29.97</td>
</tr>
<tr>
<td>Audio Sample Rate</td>
<td>48 KHz</td>
<td>48 KHz</td>
</tr>
</tbody>
</table>
Digital Audio Specs

Audio Placement:

<table>
<thead>
<tr>
<th>File Types Accepted</th>
<th>Length</th>
<th>Recommended Bitrate</th>
<th>Max Audio File Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>MP3, MP4, WAV, AAC, FLAC, OGG</td>
<td>15 or 30 seconds</td>
<td>128-60 kpbs</td>
<td>500 MB; smaller recommended for optimal performance.</td>
</tr>
</tbody>
</table>

300x250 Companion Ad:

- Desktop/Laptop
- Tablet
- Mobile

Static Banners / Companion Display Unit

<table>
<thead>
<tr>
<th>File Types Accepted</th>
<th>Max File Size</th>
<th>Image Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>jpg, png</td>
<td>750 kb</td>
<td>300x250</td>
</tr>
</tbody>
</table>

- All 3rd party tags must be SSL-compliant
- Assets should be delivered 3 business days before launch
- Ads need to have a high contrast background or include a visible border
- Click actions must click to a new target window
- Flash is not supported; creative must not include any Flash object
Email Ad Specs: Performance Layouts

Email campaigns are 1:1 marketing communications sent to a consumer’s inbox and accessible across multiple devices/operating systems. The goal of the communication is to build brand/company awareness with a specific audience and drive them in store with a call to action. We recommend using our industry-proven email templates for the fastest content delivery and best performance. If a custom email layout is required, please refer to the Custom Email Ad Specs slide.

Clients should provide the following content to produce the email message:

<table>
<thead>
<tr>
<th>Copy</th>
<th>Image Formats / Dimensions</th>
<th>Fonts</th>
</tr>
</thead>
<tbody>
<tr>
<td>See Email Creative Brief for all copy and campaign content requirements.</td>
<td>Acceptable formats: jpg, png, gif</td>
<td>Please include all fonts used in any native creative files being supplied or required per your brand style guide.</td>
</tr>
<tr>
<td></td>
<td>Images: Minimum 600 pixel width required for responsive design. Height as needed.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Due to quality and copyright issues, we cannot accept images captured from websites.</td>
<td></td>
</tr>
</tbody>
</table>

Best Practices and Guidelines

Sender Information
- Keep from line to your brand name; do not combine it with other words
- Keep subject line to 49 characters or less
- Make the subject line informative, short and recognizable
- Include the following: brand name, offer value, time sensitivity/urgency

Personalization
- Adjust your message and visual content blocks based on demographic data such as Age, Race, Gender, Location, Marital Status, Education, Occupation
- Optimize content for future emails based on previous performance—what kinds of content worked best? Try using content that non-openers may have missed
- Ensure your subject line and copy is creating a personalized experience, using macros such as FirstName, nearby store addresses, City, etc.

Content
- Use web-safe standard fonts
- Body copy font size should be no less than 12 pixels
- Title font size should be 18 to 24 pixels
- Minimize graphics and images to logos, product or situational photos
- Do not embed video in an email. Instead, include a link that takes the user to a website that plays a video—or use an animated GIF, provided the file size is under 100 KB
- Hyperlinks/ social media images should be 44x44 pixels, large enough to tap with a fingertip

Footer
- Include your organization’s postal address (required by CAN-SPAM)
- Do not include an opt-out link; it will be added by Vericast

Assets should be delivered 10 business days prior to launch

Your Email Should Include:
- Your logo, product image(s), a strong call to action, participating locations/phone #s and URLs
Our dynamic email templates are designed around our highest performing content layouts across all of our email campaign data in order to ensure the highest engagement possible for clients. They also allow for personalized dynamic content and are fully responsive for a consistent viewing experience across all device types. Below you’ll find our recommended templates to best align with the client’s campaign criteria.

**Standard**
- Client is communicating a simple message with minimal clutter
- Client want to focus on a single point of engagement/click through
- Client has a single body of text content

**Plus**
- Client is focused on promoting multiple store locations near the recipient
- Client has a special offer that they want to make available to select audiences

**Advanced**
- Special promotion to offer specific audiences
- Promoting a sale or multiple sets of featured products that they want to target at specific audiences
- Multiple images and/or promotions in their email content

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### Email Ad Specs: Custom

Custom email message creation requires additional lead time and carries additional cost.

**Clients should provide the following creative files to produce the email communication:**

<table>
<thead>
<tr>
<th>File Formats</th>
<th>Image Formats / Resolution</th>
<th>Fonts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acceptable formats: psd (preferred), indd, ai, eps</td>
<td>Acceptable formats: jpg, png, gif Resolution: 72ppi or higher Images: Minimum 600 pixel width required for responsive design. Height as needed.</td>
<td>Please include all fonts used in any native creative files being supplied or required per your brand style guide.</td>
</tr>
<tr>
<td>Unacceptable formats: html or pdf</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Layered artwork and vector-based logos are preferred to provide our team maximum flexibility in recreating your designs for Email.</td>
<td>Due to quality and copyright issues, we cannot accept images captured from websites.</td>
<td></td>
</tr>
</tbody>
</table>

### Best Practices and Guidelines

**Sender Information**

- Keep from line to your brand name; do not combine it with other words
- Keep subject line to 49 characters or less
- Make the subject line informative, short and recognizable
- Include the following: brand name, offer value, time sensitivity/urgency

**Layout**

- Limit to one page in length, approximately 800 pixels
- Design for mobile by keeping the width at or less than 600 pixels. Use a single column vertical layout
- Put your offer between 300 and 500 pixels from the top of your message
- Design with a ratio of 70% text to 30% images, lowering the likelihood for the email to be delivered as ‘SPAM’ or ‘JUNK’

**Content**

- Use web-safe standard fonts
- Body copy font size should be no less than 12 pixels
- Title font size should be 18 to 24 pixels
- Minimize graphics and images to logos, product or situational photos
- Do not embed video in an email. Instead, include a link that takes the user to a website that plays a video -or- use an animated GIF, provided the file size is under 100 KB
- Hyperlinks / social media images should be 44x44 pixels, large enough to tap with a fingertip

**Footer**

- Include your organization’s postal address (required by CAN-SPAM)
- Do not include an opt-out link; it will be added by Vericast

---

**Assets should be delivered 12 business days prior to launch**

Your Email Should Include:
- Your logo, product image(s), a strong call to action, participating locations/phone #s and URLs
A landing page is a perfect way to extend branding and messaging initiated from a display, social, email, or print ad to increase engagement with a campaign. Our templatized pages give structure for positive brand interactions while providing the flexibility to craft the page in a way that supports various needs.

### Images:

<table>
<thead>
<tr>
<th>File Types Accepted</th>
<th>Allowed Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>jpg, png, gif</td>
<td>Background Image: 1200px - 1600px wide (landscape orientation works best)</td>
</tr>
<tr>
<td></td>
<td>Content Area Images (branding area, button stack, product gallery): Minimum 800px wide. Height as needed.</td>
</tr>
</tbody>
</table>

### Resizing

Images will be auto scaled proportionately to fit in content areas depending on the screen size.

### Responsive Image Swapping

Branding areas allow for different images to be displayed depending on whether the user views the page on a mobile device or desktop computer.

### Image Text

Ensure your text can be read at about 400px wide. Images containing text built for desktop can be rendered illegible when scaled down to mobile layout sizes.

### Creative Asset Checklist

Specify your preferences for customizable elements and applicable files.

### Responsive Template:

Landing pages are built with a responsive design to adjust to various devices.

### All assets are due 10 days prior to launch

### Landing Pages offer various elements that can be used in different combinations to create a rich user experience that aligns with the goals of the campaign.

#### Core Elements

- Social Sharing Buttons
- Background Color
- Background Image
- Button & Link Color Theme
- Branding Area Images
- Branding Area HTML

#### Extended Elements

- Referral Domains
- Redirect URL
- Tracking Code
- Embedded YouTube Video
- Age Verification
- Add-to-Cart Link

#### Premium Elements

- Store Locator
- Button Stack
- Product Gallery