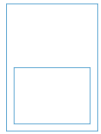
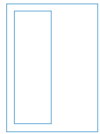


Quarter Page



Half Page  
Horizontal



Half Page  
Vertical



Full  
Page



Full Page  
Spread



700x130  
Digital Newsletter Banner



728x90  
Leaderboard Digital Ad



300x600  
Skyscraper Digital Ad



600x800  
E-last

## PRINT ADS

Headline Copy:

- Up to 10 words (full page & spread ads)
- Up to 5 words (½ page and ¼ page ads)

Body Copy:

- Up to 50 words (full page & spread ads)
- Up to 25-30 words (½ page and ¼ page ads)

Logo

- Vector EPS (vector file with fonts outlined)

Image/s (can include lifestyle images and/or product shots): Hi-resolution jpg file (.JPG); minimum of 7" high x 5" wide at 300 dpi

Call to action message (only provide 1): URL, Phone Number or Drive to Retail (e.g. available at Target)

Brand guidelines, including brand colors; CMYK breakdown and fonts (optional)

Previous creative – share previous print or other creative (optional)

Legal language/footnotes/trademarks that needs to be included

## DIGITAL ADS

Copy: 8-12 words of copy

Logo: EPS, PNG, JPG or GIF on a transparent background

Image(s): This is optional. Prefer a JPG

Call to action button: preferably 2 words.

e.g. Buy Now, Click Here, Register Now, Contact Us

Click thru URL

Previous creative – share previous web ads or other creative (optional)

## E-BLAST (Supplied by Client)

Subject line: up to 50 characters (suggested)

Click thru URL

Provide one of the creatives below:

- HTML file (with embedded links)
- JPEG file (600 pixels wide x 800 pixels high)

## E-BLAST (Created by AVENUE)

Headline Copy: Up to 10 words

Body Copy: Up to 50 words

Logo: EPS, PNG, JPG or GIF on a transparent background

Image(s): Prefer at least 2 JPGs (min width 600 pixels)

Call to action button: preferably 2 words.

e.g. Buy Now, Click Here, Register Now, Contact Us

Click thru URL

Previous creative – share previous email blasts or other creative (optional)

## AD CREATION POLICY

Ad creation service includes a max of **3** rounds of revisions. Additional fees may apply.