

# Geofencing

## Creative Guidelines

# General Guidelines

## Required Assets

For best results, please provide fully editable assets.

### FILES

- **Design Files** - Layered PSD (Photoshop) / Layered PNG (Fireworks)
- **Fonts** - RTF / TTF / OTF
- **Images** - TIFF / JPG (original files in highest resolution possible)
- **Logos** - EPS / AI
- **Flash** - FLA, for RM animation references
- **Corporate style guide**, if available

### TIMELINES

To ensure best ad quality, please adhere to the timeline to the right

#### **Static Banners / Landing Pages (3 Business Days)**

2 days for Design + 1 days for campaign set up for Ad Ops

NOTE: Approval process is not included in above timeline

# Smartphone

## STANDARD BANNERS

Dimension	File Size	File Format	Requirement
320 x 50	20KB max	PNG / JPG / GIF	URL, if links out to external page
300 x 250	40KB max	PNG / JPG / GIF	URL, if links out to external page

## GIF Animated Banners

- Do not exceed 3 seconds in 1 loop; 3 loops maximum
- To ensure quality and to meet IAB file size standards, animation is not recommended on 300x250

## SMART CREATIVE™

(Distance Overlay)

Distance Overlay is a dynamically populated text that indicates how far the user is from the nearest business location.

Dimension	File Size	File Format	Requirement
320 x 50	20KB max	PNG / JPG / GIF	URL, if links out to external page
300 x 250	40KB max	PNG / JPG / GIF	URL, if links out to external page

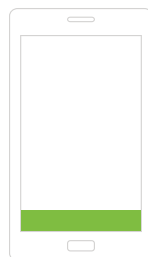
## Customizable Font Styles

- Character: Arial, Helvetica, Georgia, Times New Roman
- Weight: regular, bold, italic, bold italic
- Color: provide hex color code
- Size: 9 points minimum is recommended

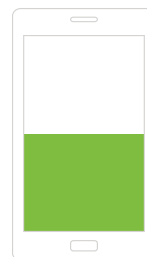
## Space Requirement

Allow space for 35 characters

**Location List:** address, city, state, zip, and phone number  
XLS / CSV



320 x 50



320 x 250

# Standard

## Required Assets

### 1 BRANDING/ HEADER

(Image must be static)

Retina Display*	Standard Display	File Size
640 x 400	320 x 200	70KB Max

- URL to external websites  
(Image may have 1 hotspot CTA)

### 2 DIRECTIONS

### 3 CALL

### 4 ADDITIONAL CTA

- Contact list: .XLS / .CSV
- Hex color code for buttons
- CTA Text and URL to external link

### 5 VIDEO\*\*

- URL to YouTube video

### 6 ADDITIONAL PROMO\*\*

(Image must be static)

Retina Display*	Standard Display	File Size
640 x 600	320 x 300	90KB Max

(Maximum height of image is 600\* / 300)

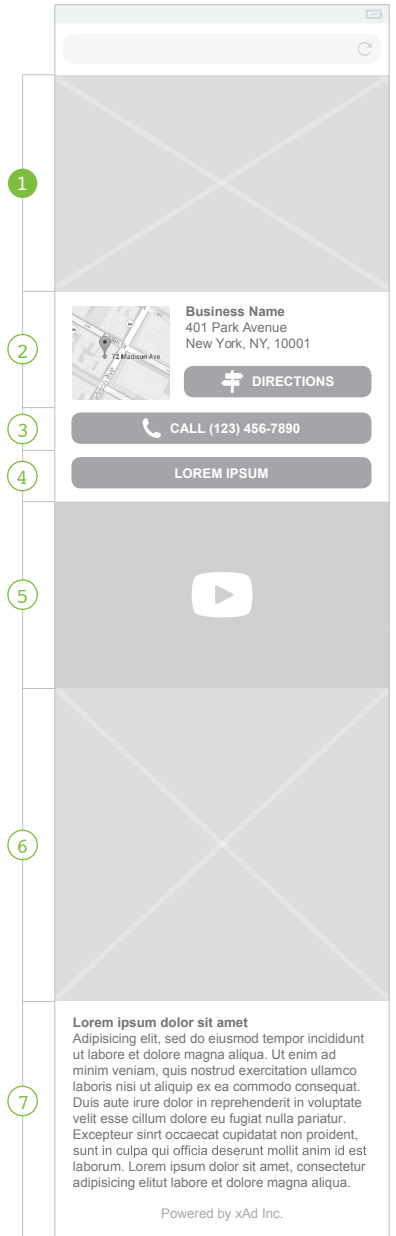
- URL to external website  
(Image may have 1 hotspot CTA)

### 7 DISCLAIMER TEXT

- Final edited copy: .DOC  
(There is no character count)

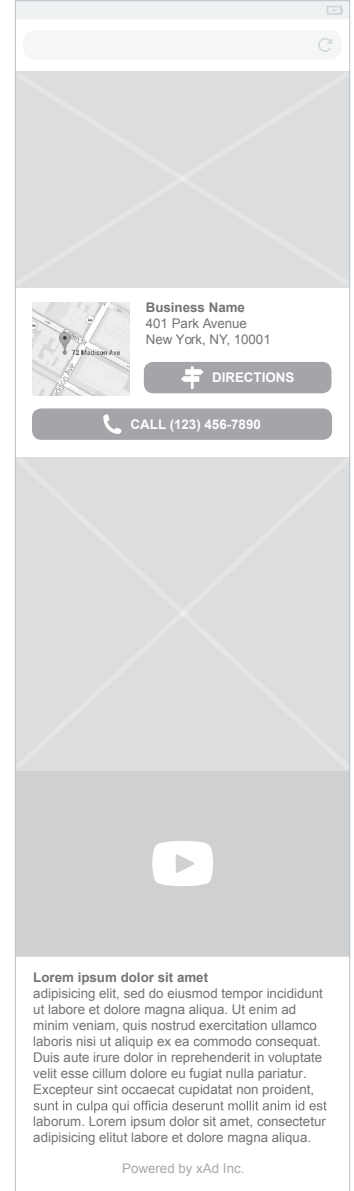
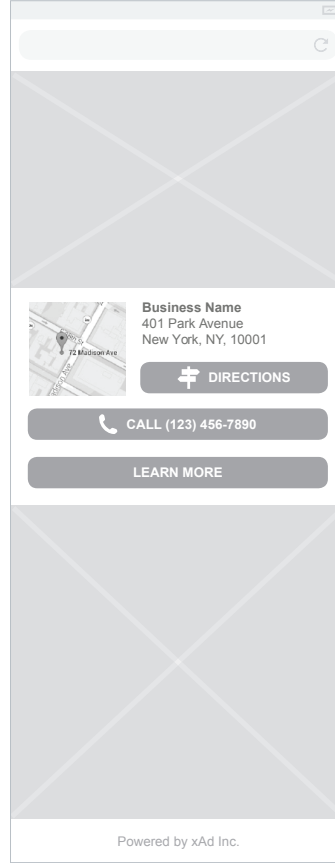
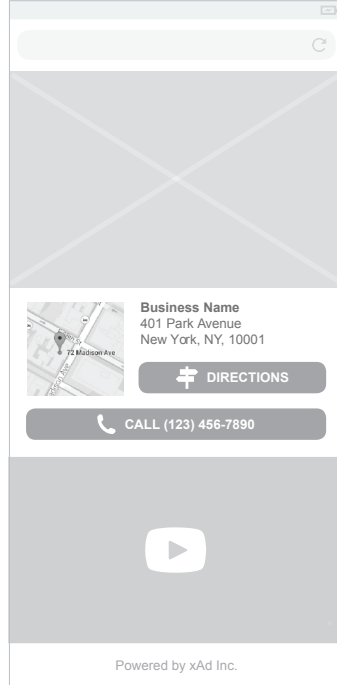
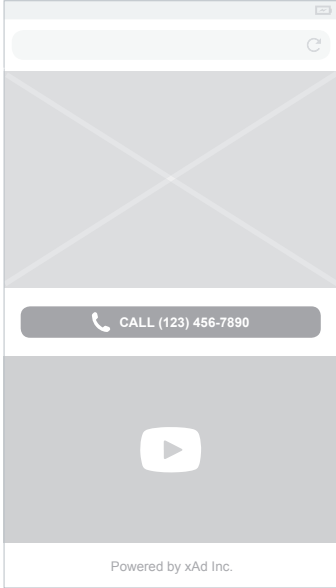
**NOTE:** Available on white background with black text

- \* Retina display image size is preferred but not required
- \*\* Video and additional promo ordering can be swapped



# Standard

## Examples of Standard Landing Page



Mobile Advertisement

# BEST PRACTICES

## **BRANDING**

Have a prominent logo presence for brand awareness

## **LEGIBILITY**

Simplify with a short and concise message

## **CALL TO ACTION**

Give users clear directions and a bold CTA

## **DESTINATION**

Make sure your ad campaign is optimized for mobile

