

## **CAAM Flat Art Upload**

- DO NOT include CTA, Featured Flag, Headline or Copy Line layers on final flat art – CAAM to add where applicable.
- CTA text options available in CAAM via a drop-down. Element is static.
- Black or white text for non-hero sizes where a CTA is applicable and for hero sizes (mobile & desktop) CTA has a blue styled actionable link.
- Sizes without CTA: Tablet Skinny eSpot, Native App Skinny eSpot, Native App Carousel Card and Native App Hero.
- Featured Flag is static in CAAM. All template sizes have a Featured Flag.
- For non-hero sizes please choose same color (black or white) for the Featured Flag and CTA elements.
- Headline and body copy
- Non-hero sizes where text overlays flat art: Choose a color that compliments the brand or program and that is ADA compliant. CAAM will provide RGB/Hex colors to choose from.
- For hero sizes the text will be black given it's placed on a white background
- NOTE: skinny templates and web carousel do not have the option to add subtext
- NO color borders within the creative allowed.
- NO pure white backgrounds allowed due to the elements blending with the app/website background. Marbles, light woods, or other surfaces are fine if there is contrast.
- AVOID black backgrounds
- Font Type: Nunito. Size varies. Refer to PSD templates for specifics. Text to be added in CAAM.
- Artwork should be reviewed with all elements turned on (Featured flag, CTA, padding, etc.)
- Disclaimer copy is an optional text field in CAAM (Roboto Light, Size: 6pt, 125 character limit including spaces.) RX Clients that need 12pt font to add disclaimer directly on image.

## **PREMIUM PLACEMENTS**

### ***Seasonal/Department/Promotions Page***

- The only sizes required are: 640x160px & 1280x160px. Refer to grid below.

<b>CAAM Upload Dimensions Grid</b>	
<b>Template in CAAM</b>	<b>Flat Art Size</b>
Web Mobile Skinny eSpot	640x160px
Web Desktop Skinny eSpot	1280x160px

Please refer to each placement/zone below to see what sizes are needed. You can also contact your assigned KPM contacts for further directions.

### ***Homepage Zone 1***

- Creative to be developed by CPG and submitted in CAAM
- Clicks through to curated list, brand shop, or campaign page

- Click through URL and Alt text both need to be provided at handoff

<b>Homepage Zone 1 (Bundle Web/App)</b>		
	<b>Web (full ad and responsive ad)</b>	<b>Flat Art Size</b>
	<b>Zone 1 Placement on the Homepage Hero Rotator (Web &amp; Mobile Homepage Hero Image)</b>	948x312px
640x424px		576x360px
<b>Native App Home Screen Hero</b>	1152x560px	716x496px

Desktop  
Mobile

**Homepage Zone 2**

- Creative to be developed by CPG and submitted in CAAM
- Clicks through to curated list, brand shop, or campaign page
  - Click through URL and Alt text both need to be provided at handoff

<b>Homepage Zone 2 (Bundle Web/App)</b>		
	<b>Web (full ad and responsive ad)</b>	<b>Flat Art Size</b>
	<b>Zone 2 eSpot Placement (Skinny eSpot)</b>	1280x160px
640x160px		640x160px
<b>Native App Home Screen Hero</b>	1152x560px	716x496px

Desktop  
Mobile

**Homepage Zone 3**

- Creative to be developed by CPG and built within CAAM
- Clicks through to curated list, brand shop, or campaign page
  - Click through URL and Alt text both need to be provided at handoff

- Homepage Zone 3 does not receive support within the App

Zone 3 (Web Only)			
Zone 3 eSpot Placement (Skinny eSpot)	Web (full ad and responsive ad)	Flat Art Size	
	1280x160px	1280x160px	Desktop
	640x160px	640x160px	Mobile

***New Item Innovation – Platinum Launch***

- Creative to be developed by CPG and submitted in CAAM
- Web placement will click through to the new arrivals page
- Mobile App Hero will drive to a curated list
  - Click through URL and Alt text both need to be provided at handoff
- Product UPCs that will need placed within the product carousel are needed 2 weeks ahead of launch
- Featured Premium Placements on the New Arrivals experience will use the same creative provided for the homepage

New Item Innovation - PLATINUM			
Homepage	Web (Full Ad and Responsive Ad)	Flat Art Size	
Zone 3 Homepage Placement	1280x160px	1280x160px	Desktop
	640x160px	640x160px	Mobile
Native App Home Screen Hero (as inventory allows)	1152x560px	716x496px	
New Arrivals Experience			
Product Carousel	Need UPCs submitted to tag to the product carousel		
Featured Premium Placement	This placement will use the provided		

	Homepage creative. Additional creative does not need to be provided.	1280x160px
		640x160px

***New Item Innovation – Gold Launch***

- Creative to be developed by CPG and submitted in CAAM
- Product UPCs that will need placed within the product carousel are needed **2 weeks** ahead of launch

<b>New Item Innovation – GOLD</b>		
<b>New Arrival Experience</b>		
<b>Product Carousel</b>	Need UPCs submitted to tag to the product carousel	
<b>Featured Premium Placement</b>	This placement will use the provided Homepage creative. Additional creative does not need to be provided.	<b>Flat Art Size</b>
		1280x160px
		640x160px

Desktop

Mobile