



How to Submit Creative Design Files

(Final Version Only)

01 PSDs with layer comps or SKETCH files. Do Not send InDesign files.

Desktop: On template creative should be 1020px* wide

- Discard all unused layers and group layers
- JPGs should be in RGB format
- Please provide one example of the hover states if there are any
- Coupon design cannot be modified.
- Tablet will use same design as desktop but will scale responsively down to 768px*w

*Heights can be varied.

Mobile: Design for 320px* wide, but send the creative sized to 767px wide

02 Please send a PDF proof of the site/landing page

03 Name of Google Font TypeKit Font (Google Font and Adobe Typekit preferred) or font files – for best cross browser support, provide one of each of the following: .woff, woff2

04 Copy Deck

05 Recipes/Articles/Tips, etc

- Copy Docs should follow Recipe Guide
- Please use the same file name for image and copy doc so we can easily associate the two.
- No need to lay out each recipe/article/tip in the creative PSD. One example will suffice for each.

06 Videos (hosted and non-hosted)

- Video should be trimmed to desired starting position.
- Must provide image asset of first frame from video.

(continued)



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07 Games/Sweeps

- active play states
- logged out, win/lose, max prizes won, already played views
- prize list view

08 Select Store Image (optional): JPG, PNG or PSD (820px x 270px/variable height)

09 Social Share (Optional)

- Share copy
- Facebook Share Image: at least **1200 x 630px**

10 Floodlight tags (optional)

11 Do Not send piecemeal. Resend in one zip.

12 Please reach out to your Account Manager should you need design assistance.