

Please submit all assets **THREE WEEKS PRIOR** to the start date at:
DotFoods.com/MarketingServices

Digest Email Spotlight–Dot Pulse

DIGITAL MATERIAL

You need to provide us with:

Image: 400 x 400 px

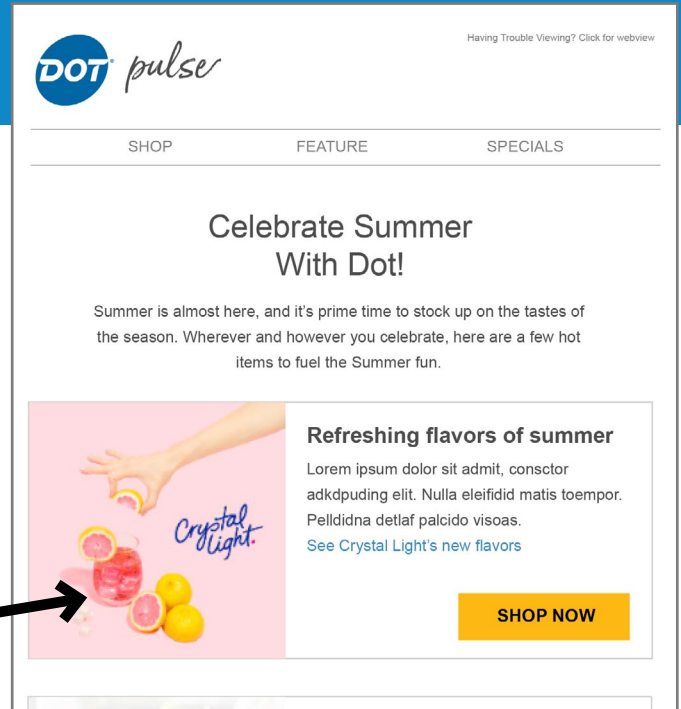
Headline: Up to 29 characters, including spaces

Teaser Copy: Up to 175 characters, including spaces

Learn More Link: Can go to POS, website, social media, etc.

Shop Now Link: Links to products on the Expressway (STOCKED items only)

Dot Pulse
Ad Space



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Digital Ads

These ads will be placed on the current Dot e-commerce site, the Dot Expressway®, **PLUS** the new Dot shopping site.

AD TYPE	AD SIZE	RUN TIME
Carousel Ad	912 x 500 px (file size less than 300kb)	15 days
Homepage Billboard Ad <i>new Dot e-commerce site</i>	970 x 250 px (desktop version)	15 days
	300 x 250 px (mobile version)	15 days
Top Right Ad*	300 x 250 px (file size less than 80kb)	15 days
Below the Scroll Ad*	250 x 250 px (file size less than 70kb)	15 days
Homepage Display Ad <i>new Dot e-commerce site</i>	300 x 250 px	15 days
Category Featured Brand Logo	180 x 180 px	Year-long
Category Featured Brand Logo** <i>new Dot e-commerce site</i>	120 x 120 px	Year-long
Category Ad	250 x 250 px (file size less than 80kb)	Year-long
Category Display Ad <i>new Dot e-commerce site</i>	300 x 250 px	Year-long

Provide images in .jpeg format except Category Featured Brand Logo ads. Logos must be in .png format with a transparent background.

Ads with a white background must have a border. Ads with a color background are recommended.

Ads can click through to STOCKED items on the Expressway (recommended), POS, external website, etc.

*This ad type can be designed as an animated .gif to run no longer than 6 seconds.

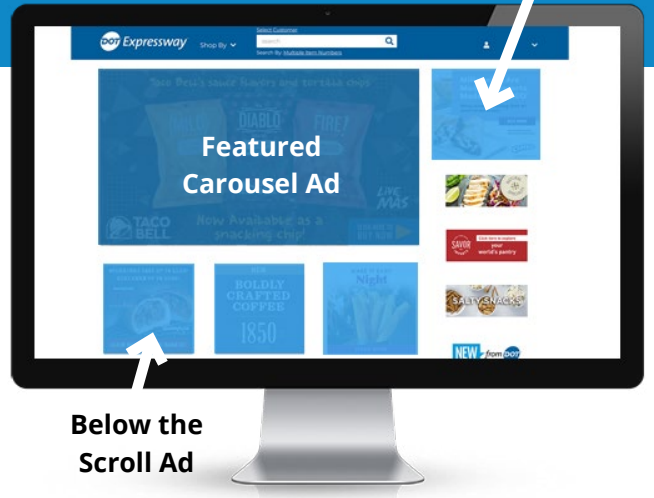
**This ad type must supply logo in .png format with transparent background.

Ads can click through to items on the Expressway (STOCKED items only), POS, external website, etc.

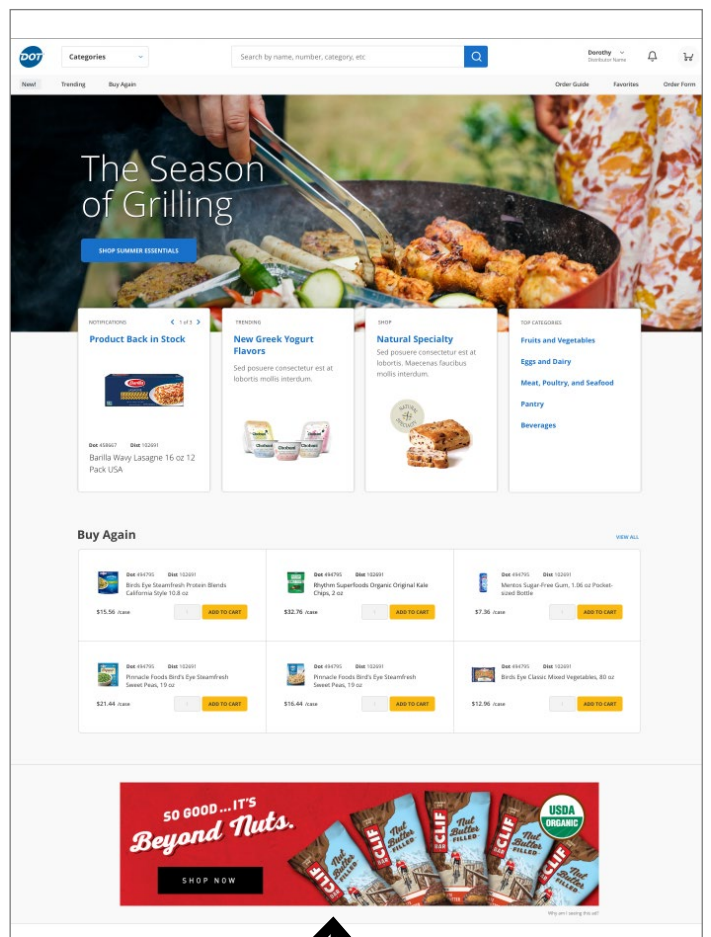
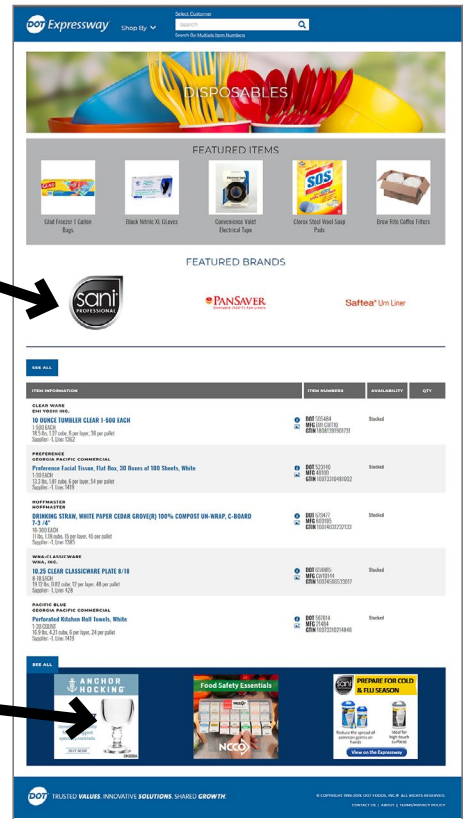
Each campaign contains:

- 1 Carousel Ad
 - 2 Top Right Ads
 - 2 Below the Scroll Ads
 - 1 Category Featured Brand Logo
 - 1 Category Ad on the Dot Expressway
- PLUS-**
- 1 Homepage Billboard Ad
 - 2 Homepage Display Ads
 - 1 Category Featured Brand Logo
 - 1 Category Display Ad on the new Dot e-commerce site.
- 12 TOTAL ADS**

Top Right Ad

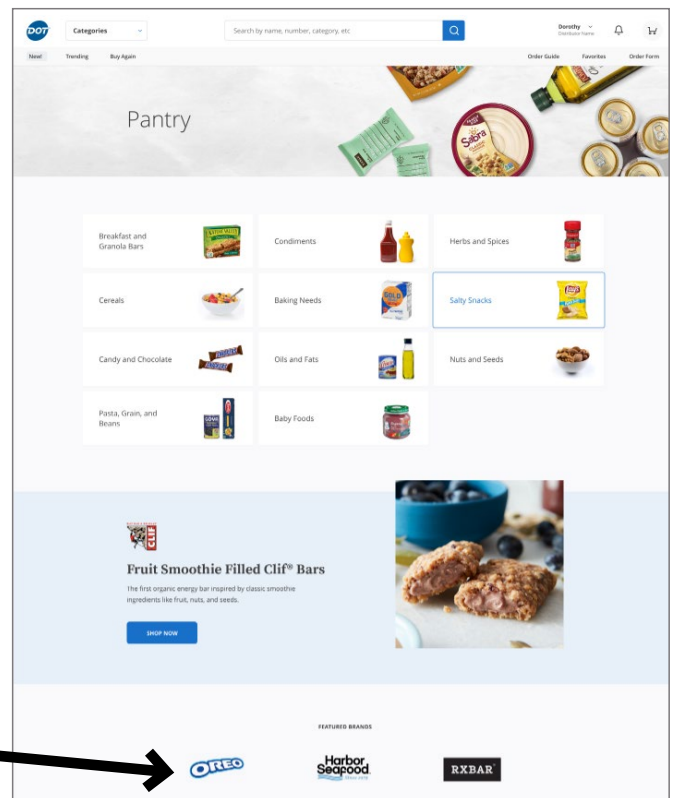
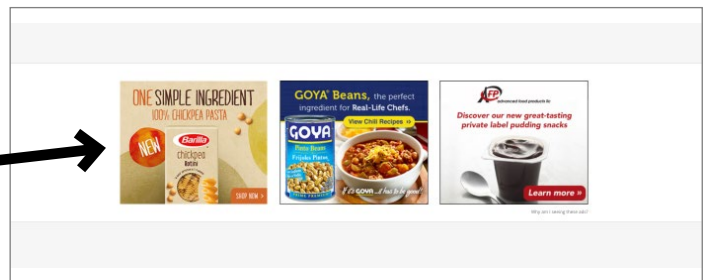


Below the Scroll Ad



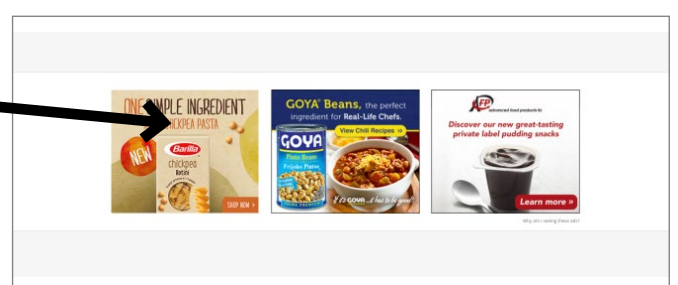
Homepage Billboard Ad

Homepage Display Ad



Category Featured Brand Logo

Category Display Ad



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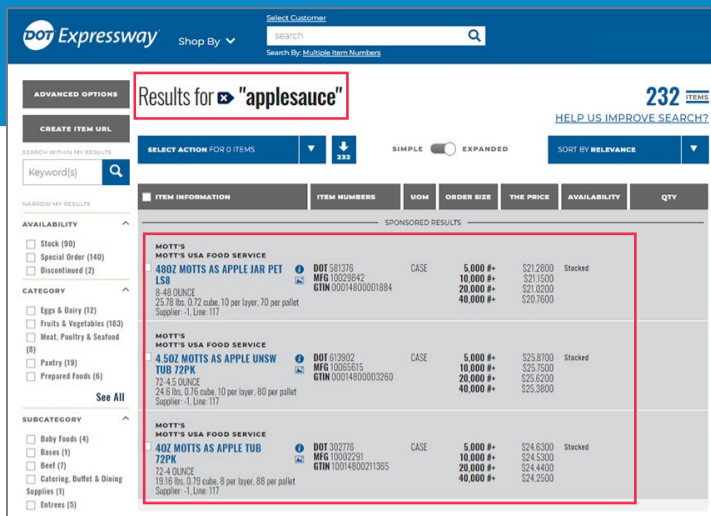
Sponsored Search Terms

BOOST UP TO 3 ITEMS

Work with your Marketing Specialist to identify terms that will work best for your products.

Choose 3 products per term to feature on the search results page for the current Expressway.

Choose 1 product per term to feature on the search results page for the new e-commerce site.



ALL MEDIA SPECS

Please submit all assets **THREE WEEKS PRIOR** to the start date at:
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Digital Ads

Specs found on pages 2 and 3 of this pdf

Sponsored Search Terms

Specs found on page 4 of this pdf

Digest Email-Dot Pulse

Specs found on page 2 of this pdf

Direct Mail Postcard

PRINT MATERIAL

You need to provide us with:

Company Logo

Images: Any images to be included in postcard design

Copy: Up to 400-600 words

Call to Action: URL to link to your website, social media, etc.

6" HIGH

FRONT:
Your images, text, and logo

9" WIDE

BACK:
Your images, text,
and logo here

Mail panel

Interested in more media options? Please work with your marketing specialist on all other media requirements, including telemarketing, video, face-to-face events, and more.