

POSITION	IMAGE DIMENSIONS	FILE SIZE	IMAGE FILE TYPES
<b>Leader ad</b>	728x90 and 300x50 (mobile)	72 ppi Max File Size 40 KB	JPEG, GIF, PNG and animated GIF. Animated GIFs need to have all important info in first frame. Max of 3 loops and max of 4 frames. Linking URL (tied to graphic)
<b>Rectangle</b>	300x250		
<b>Large Rectangle</b>	600x400 and 300x250 (mobile)		
<b>Featured Product</b>	200x143 image	72 ppi Max File Size 40 KB	300 characters of copy or less (including spaces) “Sponsored by” (Please indicate how you would like this to read “Sponsored by Garcia Foods”
<b>Recipe Text Ad (Recipe Report)</b>	280x210 image	72 ppi Max File Size 40 KB	300 characters of copy or less (including spaces) “Sponsored by” (Please indicate how you would like this to read “Sponsored by Garcia Foods”
<b>Recipe Showcase / Product Showcase</b>	150x100 image (3 product images)	72 ppi Max File Size 40 KB	150 characters copy or less (including spaces)

- HTML5 is not accepted
- All creative must have a 1pt border around it in a color other than white
- eNewsletters are mobile optimized. Both Desktop and Mobile assets are required.
- Third party image tags and 1x1 tracking pixels are not accepted. Third party click trackers are accepted.
- We recommend that any animated GIFs, include all pertinent information/Call-to-Action in first frame to account for email clients that do not support animation.
- Link to URL needed for all sizes. Mobile and desktop version must use same link.

#### MATERIALS DUE

- 10 business days prior to deployment