## 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.

| Seasonal Placements (Bundle Web/App) | |
|---|---|
| | **CPG Provides:** |
| Product Carousel | UPCs to tag in carousel<br>Minimum of 10 UPCs |
| Skinny eSpot on Seasonal Page | 1280x160 - Desktop |
| Native eSpot of Seasonal Screen | 640 x 160 - Mobile |

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

| Homepage Bundle 1 (Bundle Web/App) | | |
|---|---|---|
| **Placements** | **Web (Full Ad and Responsive Ad)** | **Flat Art Size (CPG Provides)** |
| Zone 1 Placement on the Homepage Hero Rotator | 948 x 312 - Desktop<br>640 X 424 - Mobile | 884 x 248px - Desktop<br>576 x 360px - Mobile |
| Zone 1 Placement Skinny eSpot | 1280x160 - Desktop<br><br>640x160 - Mobile | 1280x160 – Desktop<br>640x160 - Mobile |
| Mobile App Hero | 1152 X 560 | 716 x 496px art area only |

## *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

| Homepage Bundle 2 (Bundle Web/App) | | |
|---|---|---|
| **Placements** | **Web (Full Ad and Responsive Ad)** | **Flat Art Size (CPG Provides)** |
| Zone 2 eSpot Placement (skinny espot) | 1280x160 - Desktop<br><br>640x160 - Mobile | 1280x160px - Desktop<br>640x160px - Mobile |
| Mobile App Hero | 1152  X 560 | 716 x 496px art area only |

## *Homepage Zone 3*

- Creative to be developed by CPG and built within CAAM
- Homepage Zone 3 does not receive support within the App

- Clicks through to curated list, brand shop, or campaign page

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

| Zone 3 (Web Only) | |
|---|---|
| **Placement** | **Flat Art Size (CPG Provides)** |
| Zone 3 eSpot Placement (Skinny eSpot) | 1280x160 Desktop<br><br>640x160 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 | | |
|---|---|---|
| Placement | Web (Full Ad and Responsive Ad) | Flat Art Size (CPG Provides) |
| Zone 3 eSpot Placement (Skinny eSpot) | 1280x160 – Desktop<br>640x160 – Mobile | 1280x160 – Desktop<br>640x160 – Mobile |
| Mobile App Hero | 1152 X 560 - Desktop | 716x496px art area only |

### 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

| New Item Innovation – GOLD | | |
|---|---|---|
| Product Carousel | Need UPCs submitted to tag to the product carousel | Flat Art Size (CPG Provides) |
| Featured Premium Placement | This placement will use the provided Homepage creative. Additional creative does not need to be provided. | 1280x160px - Desktop |
| | | 640x160px - Mobile |

New Arrivals Experience

- 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

| New Arrivals Experience | |
|---|---|
| | **CPG Provides:** |
| Product Carousel | CPG provides UPCs to tag in carousel |
| Zone 3 eSpot Placement (Skinny eSpot) Placement uses provided Homepage OSA creative. Additional creative not to be provided | 1280 x 160 Desktop 640 x 160 Mobile |