

# CANDY COATED CHRISTMAS

TEAM BUILDS | PHASE 2

**PRIORITY**

**OCTOBER 27**

17\_Amazon Rotator (FRV  
Static, Rotator Background &  
Content Logo) ALT ART

## 17\_Amazon Rotator (FRV Static, Rotator Background & Content Logo) ALT ART

PSD Template for Feature Rotator Assets (PLEASE USE NEW UI LAYERS):

[https://drive.google.com/file/d/1oaqcKuGZmqFjD-M\\_2Qxbq38OxKIPEIPS/view?usp=sharing](https://drive.google.com/file/d/1oaqcKuGZmqFjD-M_2Qxbq38OxKIPEIPS/view?usp=sharing)

We need to use the [Amazon Rotator \(PVC version\)](#) we already have and update the art to only use the solo lady





Save new 17 Amazon Rotator PVC ALT ART here:

[17\\_Amazon Rotator \(FRV Static, Rotator Background & Content Logo\) ALT ART](#)

Due 10/27 ASAP

discovery+ original film

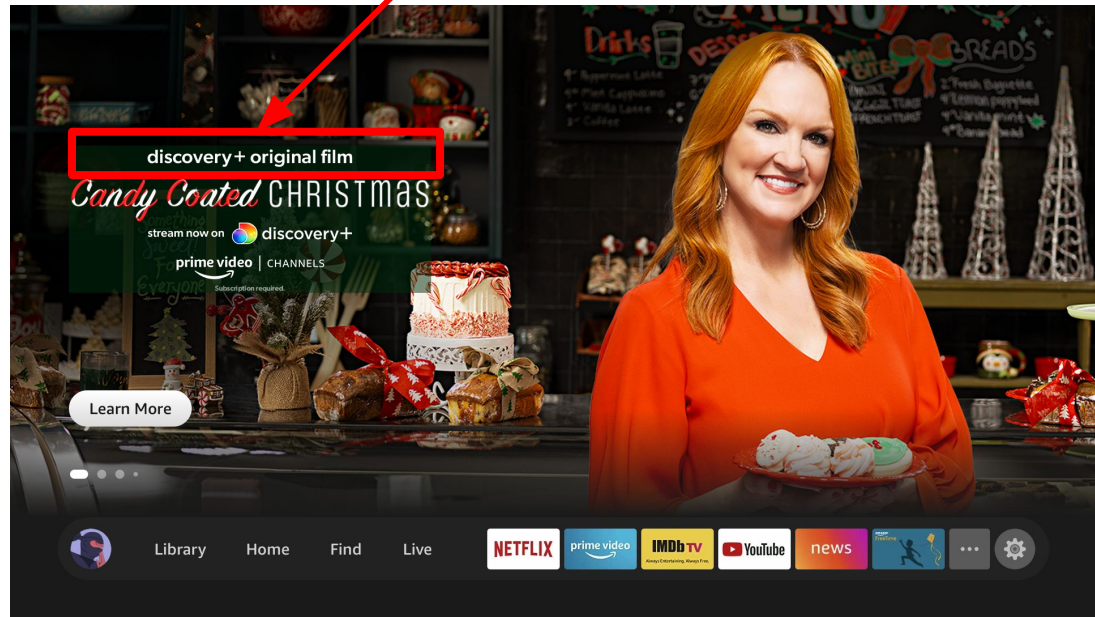


Save new 17 Amazon Rotator PVC ALT ART here:

[17\\_Amazon Rotator \(FRV Static, Rotator Background & Content Logo\) ALT ART](#)

Due 10/27 ASAP

discovery+ original film



NEW

18\_Amazon\_Fire\_Rotator\_  
(Non-PVC) ALT ART

# 18\_Amazon\_Fire\_Rotator\_(Non-PVC) ALT ART

PSD Template for Feature Rotator Assets (PLEASE USE NEW UI LAYERS):

[https://drive.google.com/file/d/1oaqcKuGZmqFjD-M\\_2Qxbq38OxKIPEIPS/view?usp=sharing](https://drive.google.com/file/d/1oaqcKuGZmqFjD-M_2Qxbq38OxKIPEIPS/view?usp=sharing)

We need to use the [Amazon Rotator \(NON-PVC version\)](#) we already have and update the art to only use the solo lady

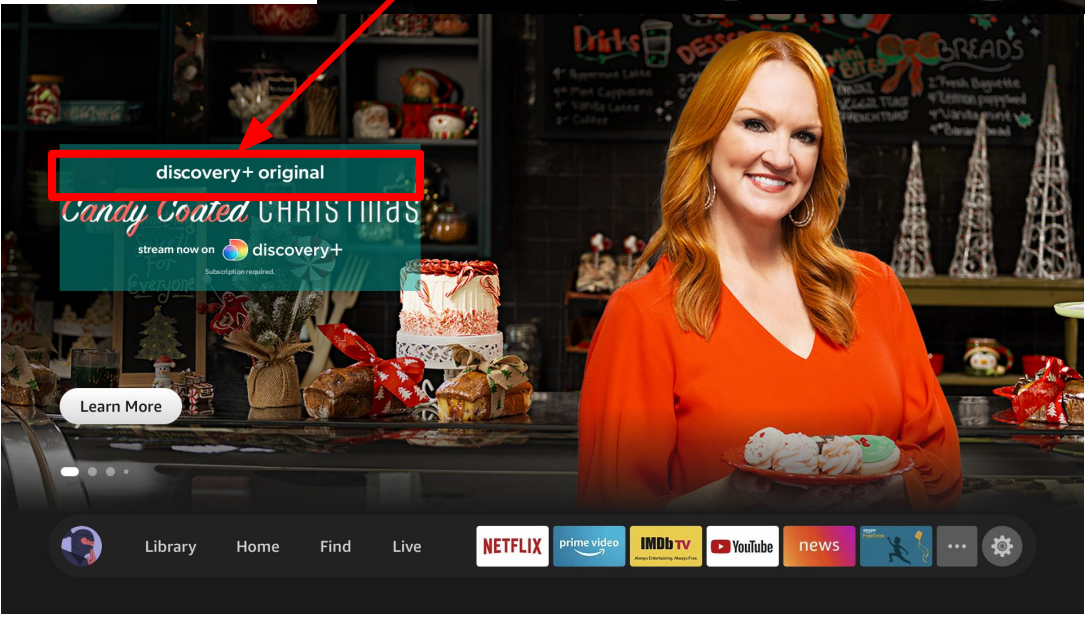


Save new 18 Amazon Rotator PVC ALT ART here:

[18\\_Amazon\\_Rotator\\_NON-PVC\\_ALT\\_ART](#)

Due 10/27 ASAP

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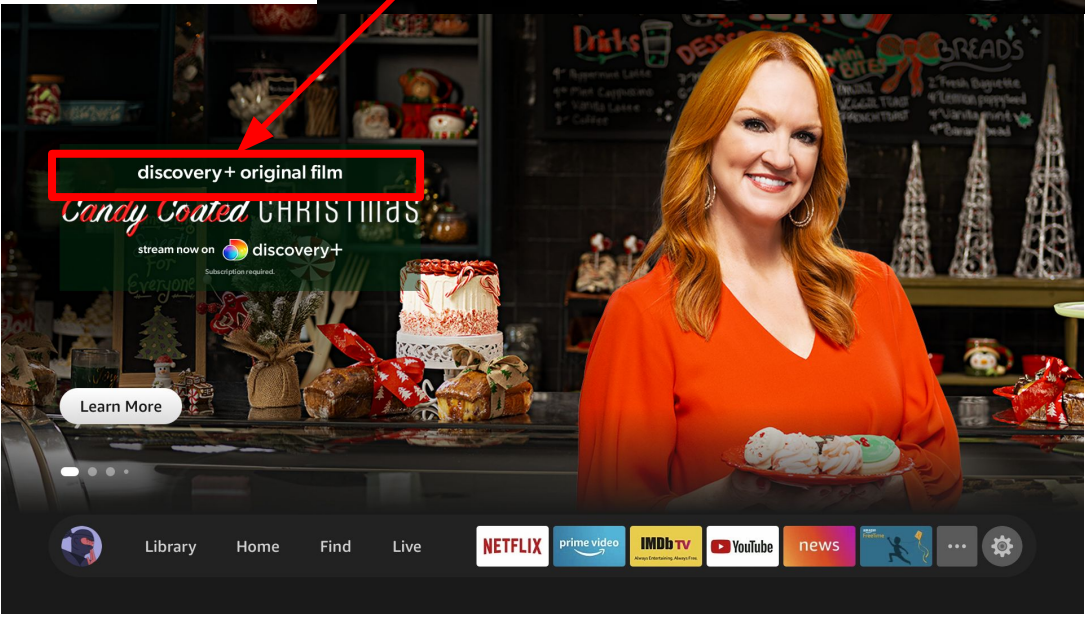


Save new 18 Amazon Rotator PVC ALT ART here:

[18\\_Amazon\\_Rotator\\_NON-PVC\\_ALT\\_ART](#)

Due 10/27 ASAP

discovery+ original film



NEW

19\_Amazon\_Spotlight\_Ban  
ner\_1280x720\_ALT

We need to use [the Amazon Spotlight Banner 1280x720](#) we already have and update the art to only use the solo lady





Save new 19\_Amazon\_Spotlight\_Banner\_1280x720\_ALThere:

[19\\_Amazon\\_Spotlight\\_Banner\\_1280x720\\_ALT](#)

Due 10/27 ASAP

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Save new 19\_Amazon\_Spotlight\_Banner\_1280x720\_ALThere:

[19\\_Amazon\\_Spotlight\\_Banner\\_1280x720\\_ALT](#)

Due 10/27 ASAP

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Save new 19\_Amazon\_Spotlight\_Banner\_1280x720\_ALThere:

[19\\_Amazon\\_Spotlight\\_Banner\\_1280x720\\_ALT](#)

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NEW

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Save new 19\_Amazon\_Spotlight\_Banner\_1280x720\_ALThere:

[19\\_Amazon\\_Spotlight\\_Banner\\_1280x720\\_ALT](#)

Due 10/27 ASAP

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01 Amazon Logo Image

Save new 01 Amazon Logo Image here:

[01\\_Amazon\\_Logo\\_Image](#)

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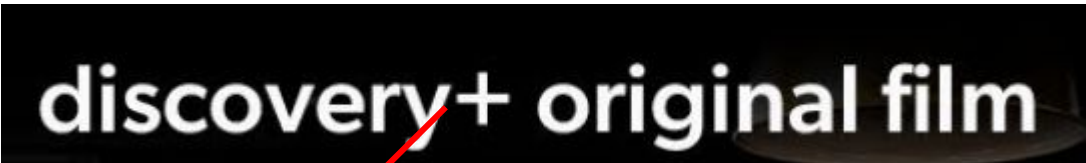
Watch with Prime |  prime video

Subscription required. Terms apply.

Save new 01 Amazon Logo Image here:

[01\\_Amazon\\_Logo\\_Image](#)

Due 10/27 ASAP



NEW



# 02 Amazon InLine Banner



Save new 02 Amazon InLine Banner here:

[02\\_Amazon\\_InLine\\_Banner](#)

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Save new 02 Amazon InLine Banner here:

[02\\_Amazon\\_InLine\\_Banner](#)

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Save new 02 Amazon InLine Banner here:

[02\\_Amazon\\_InLine\\_Banner](#)

NEW  
UPDATED  
11-2

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Save new 02 Amazon InLine Banner here: [CANADA VERSION](#)

[02\\_Amazon\\_InLine\\_Banner](#)

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UPDATED  
11-2

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# 03 Amazon Details Banner

Save new 03 Amazon Details Banner here:

[03\\_Amazon\\_Details\\_Banner](#)

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Save new 03 Amazon Details Banner here:

[03\\_Amazon\\_Details\\_Banner](#)

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# 04 Amazon Screensaver Image



Save new 04 Amazon Screensaver Image here:

Due 10/27 ASAP

[04\\_Amazon\\_Screensaver\\_Image](#)

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Save new 04 Amazon Screensaver Image here:

Due 10/27 ASAP

[04\\_Amazon\\_Screensaver\\_Image](#)

discovery+ original film



discovery+ original

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CHRISTMAS  
start free trial  discovery+  
Keep the logo left aligned and vertically centered  
Export: 640px tall, 360px wide, PNG, 450kb maximum

Image area outside this box may be cropped or covered  
Keep the focus of the image in this area

Legal text and content rating labels

Save new 04 Amazon Screensaver Image here:

[04\\_Amazon\\_Screensaver\\_Image](#)

**Due 10/27 ASAP**





Save new 04 Amazon Screensaver Image here:

[04\\_Amazon\\_Screensaver\\_Image](#)

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Save new 04 Amazon Screensaver Image here:

[04\\_Amazon\\_Screensaver\\_Image](#)

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start free trial  discovery+  
Keep the logo left aligned and vertically centered  
Export: 640px tall, 360px wide, PNG, 450kb maximum

Image area outside this box may be cropped or covered  
Keep the focus of the image in this area

Legal text and content rating labels

# NEW BUILDS

OCTOBER 27

05\_LSNI HPTO Flexcards

## 05\_LSNI HPTO Flexcards

**Due 10/27 EOD**

Notes:

Specs -

[https://docs.google.com/presentation/d/1v4evSprwkvNe-vZ7SAOUEMkOs6UR1SVkFT3avKDBT3w/edit#slide=id.ge6596f6573\\_1\\_41](https://docs.google.com/presentation/d/1v4evSprwkvNe-vZ7SAOUEMkOs6UR1SVkFT3avKDBT3w/edit#slide=id.ge6596f6573_1_41)

Sizes: 1260x420 & 375x431 (no visual reference, please use a similar size build as a guide)

CTA:

V1: start free trial (all lowercase)

V2: black friday - TBD (use FPO BLACK FRIDAY as messaging)

Legal: (must have capital first letter, and have periods after each line)

Subscription required.

Terms apply.

Final format - JPG

Max size - 40K

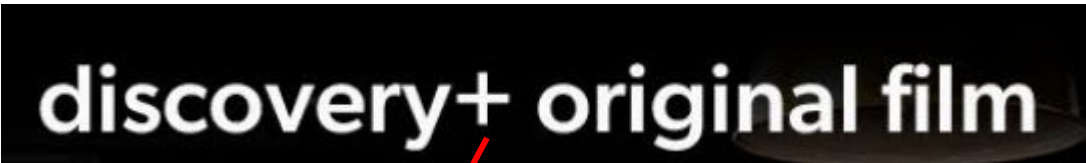


Save new 05\_LSNI HPTO Flexcards here:

[05\\_LSNI HPTO Flexcards](#)

Due 10/27 EOD

Add new art for 1260x420 40k here



Change to "sign up no

Save new 05\_LSNi HPTO Flexcards here:

[05\\_LSNi HPTO Flexcards](#)

Due 10/27 EOD

Add new art for 1260x420 40k here

NEW

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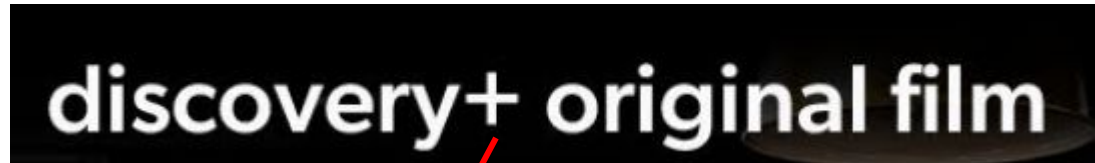
Change to "sign up now"

Save new 05\_LSNi HPTO Flexcards here:

[05\\_LSNi HPTO Flexcards](#)

Due 10/27 EOD

Add new art for 1260x420 80k here



Change to "sign up no

"Terms apply."



Save new 05\_LSNi HPTO Flexcards here:

[05\\_LSNi HPTO Flexcards](#)

Due 10/27 EOD

Add new art for 1260x420 80k here

NEW

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Change to "sign up now"

"Terms apply."

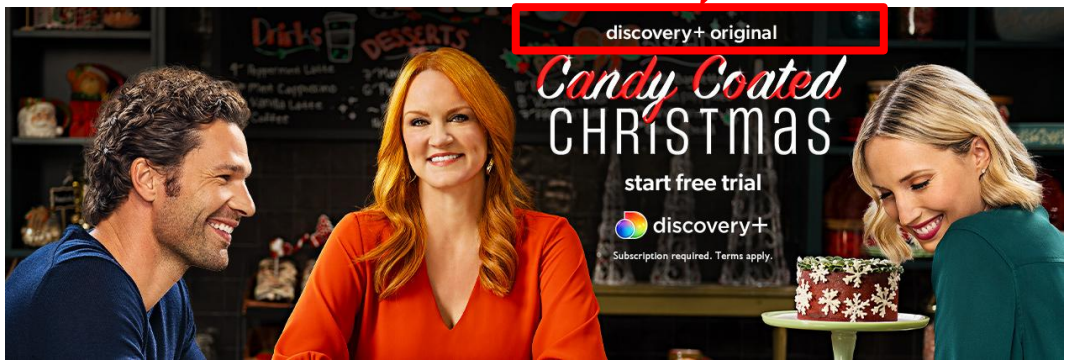
Save new 05\_LSNI HPTO Flexcards here:

[05\\_LSNI HPTO Flexcards](#)

Due 10/27 EOD

Add new art for 1260x420 HIGH RES he

# discovery+ original film

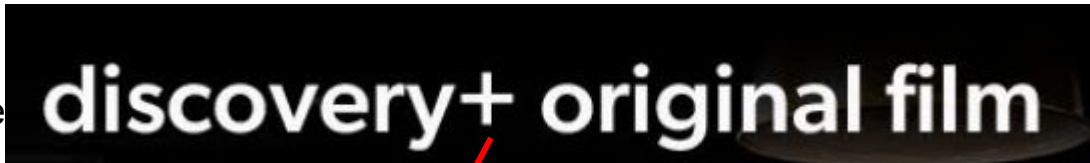


Save new 05\_LSNi HPTO Flexcards here:

[05\\_LSNi HPTO Flexcards](#)

Due 10/27 EOD

Add new art for 1260x420 HIGH RES he



NEW





Save new 05\_LSN1 HPTO Flexcards here:

[05\\_LSN1 HPTO Flexcards](#)

Due 10/27 EOD

Add new art for 375x431 40k here

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Save new 05\_LSNi HPTO Flexcards here:

[05\\_LSNi HPTO Flexcards](#)

Due 10/27 EOD

Add new art for 375x431 40k here

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NEW

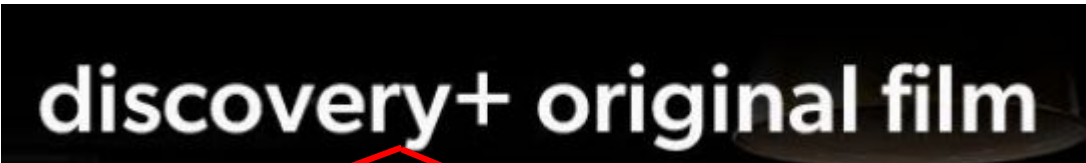


Save new 05\_LSNi HPTO Flexcards here:

[05\\_LSNi HPTO Flexcards](#)

Due 10/27 EOD

Add new art for 375x431 80k here



Change to "sign up no

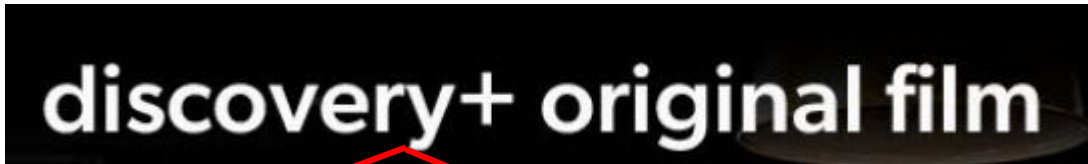
Remove "Subscription req  
Use only "Terms apply."

Save new 05\_LSNi HPTO Flexcards here:

[05\\_LSNi HPTO Flexcards](#)

Due 10/27 EOD

Add new art for 375x431 80k here



NEW



Change to "sign up now"

Remove "Subscription required. Terms apply."  
Use only "Terms apply."

Save new 05\_LSNi HPTO Flexcards here:

[05\\_LSNi HPTO Flexcards](#)

Due 10/27 EOD

Add new art for 375x431 HIGH RES here

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Change to "sign up no

Remove "Subscription req  
Use only "Terms apply."



Save new 05\_LSNi HPTO Flexcards here:

[05\\_LSNi HPTO Flexcards](#)

Due 10/27 EOD

Add new art for 375x431 HIGH RES here

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Change to "sign up now"

Remove "Subscription required."  
Use only "Terms apply."



# NEW BUILDS

OCTOBER 28

06\_Verizon Stream TV  
Promo Rail

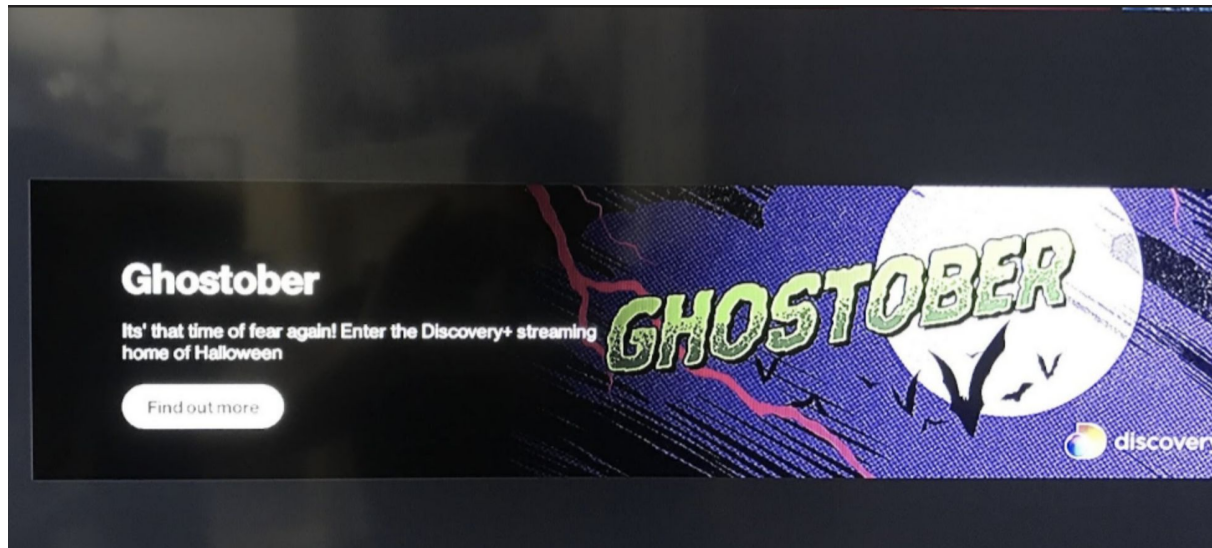
Specs: 1677x570

No copy on the image other than title treatment

A gradient will be laid over the image on the left third

Reference:

<https://drive.google.com/file/d/1-yD9dzCc752D-Bm9aHFMbArcU39KmCR-/view?usp=sharing>



Save new 06\_Verizon Stream TV Promo Rail here:

[06\\_Verizon Stream TV Promo Rail](#)

Due 10/28 EOD

Add new art for review here

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Save new 06\_Verizon Stream TV Promo Rail here:

[06\\_Verizon Stream TV Promo Rail](#)

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Add new art for review here

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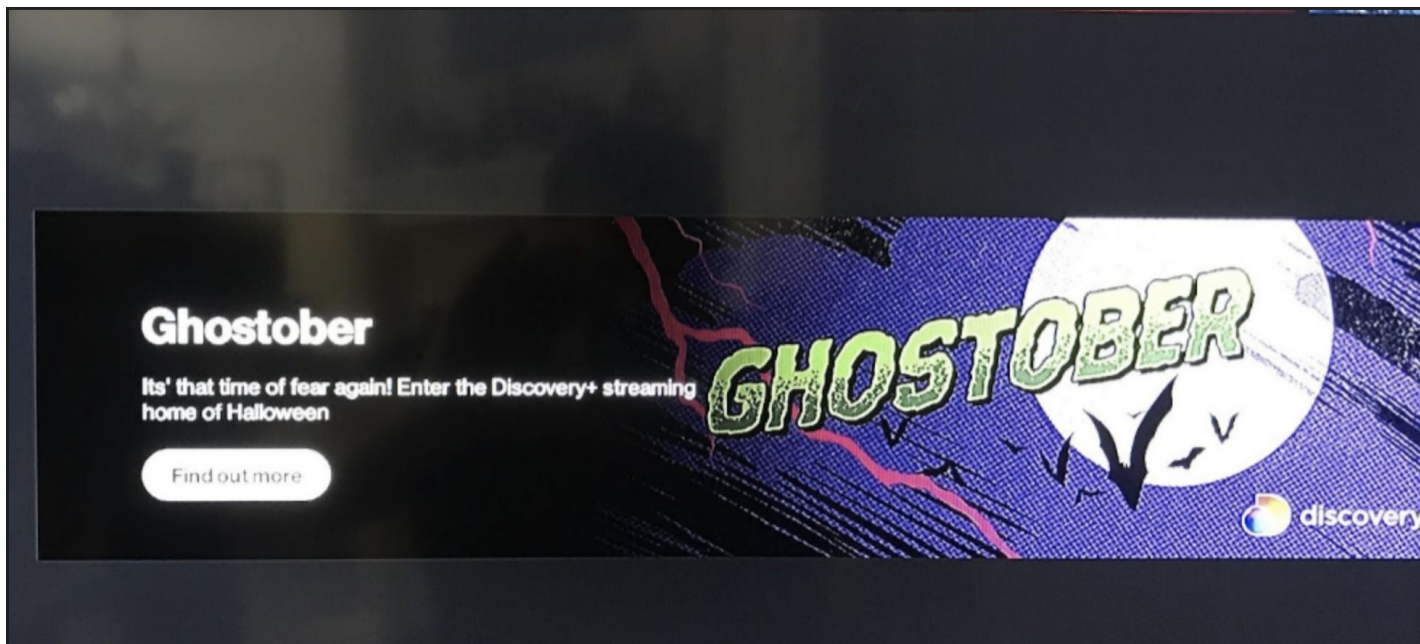
07\_Verizon Stream TV Hero



specs 1920x1080- (match layout to one of our other 1920x1080 builds) and use the reference below for the TT/TUNE-IN/CTA lockups

Reference:

<https://drive.google.com/file/d/1-yD9dzCc752D-Bm9aHFMbArcU39KmCR-/view?usp=sharing>



Save new 07\_Verizon Stream TV Hero here:

[07\\_Verizon Stream TV Hero](#)

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Save new 07\_Verizon Stream TV Hero here:

[07\\_Verizon Stream TV Hero](#)

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GHOSTOBER  
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[07\\_Verizon Stream TV Hero](#)

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NEW

# NEW BUILDS

NOVEMBER 2

08\_Google UAC, Performance  
Max, Discovery Ads Static Ads



Notes:

Google specs:

[https://docs.google.com/presentation/d/1v4eNe-vZ7SAOUEMkOs6UR1SVkFT3avKDBT3lIide=id.ge834d8cb4e\\_0\\_26](https://docs.google.com/presentation/d/1v4eNe-vZ7SAOUEMkOs6UR1SVkFT3avKDBT3lIide=id.ge834d8cb4e_0_26)

Hero Key Art

Specs: 1200x1200, 1200x628, 1200x1500, 960x1200, 300x300, 1200x300

2 CTA Messages

1. start free trial
2. **Black Friday TBD**

Legal:

Subscription required.

Terms apply.

Final file format: JPG

5MB max file size

**GOOGLE**

**SINGLE IMAGES** UAC | Performance Max | Discovery Ads

- Files Size: 5MB max
- Dimensions:
  - 1200 x 1500 (4:5) (UAC)
  - 1200 x 1200 (1:1) (UAC/PM)
  - 1200 x 628 (1.91:1) (UAC/PM)
  - 960 x 1200 (PM)
  - 1200 x 300 (PM)
  - 300 x 300 (PM)
- CTA: Start Free Trial
- Legal Disclaimer: Terms apply.

**CAROUSEL** Discovery Ads

- 5 images recommended
  - Min. 2; max. 10
- At least 1 square or 1 landscape format for each card
  - **Square:** Min. 300x300; recommended 1200 x 1200
  - **Landscape:** Min. 600x314; recommended 1200 x 628
- Portraits are allowed, they just can't all be portraits.
- Consider telling a story rather than simply showing a mix of products and note that the images will be shown in the order you upload them.

**BEST PRACTICES**

- UAC ads perform best when there is limited text/logos on the creative. It is recommended to keep any text, taglines, and logos to less than 20% of the image.
- For any originals/exclusives please include tagline: stream it exclusively on [d+ logo]
- [BEST PRACTICE](#)

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Save new 08\_Google UAC, Performance Max, Discovery Ads Static Ads here:  
[08\\_Google UAC, Performance Max, Discovery Ads Static Ads](#)

Due 11/02 EOD

start free trial

NEW



960x1200



300x300



1200x628



1200x1500



1200x1200



1200x300

Save new 08\_Google UAC, Performance Max, Discovery Ads Static Ads here:

Due 11/02 EOD

[08\\_Google UAC, Performance Max, Discovery Ads Static Ads](#)

black friday

NEW



960x1200



300x300



1200x628



1200x1500



1200x1200



1200x300

# NEW BUILDS

NOVEMBER 3

09\_LG Featured Banner



## Specs

Image size - 460x337

Max file size: 0.5MB

Resolution 72 DPI

Top center alignment for text as default

- Text alignment to change depending on object placement

- For texts for two or more lines, alignment to follow set

Samples/templates:

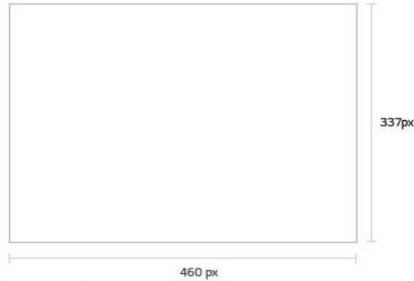
[https://drive.google.com/file/d/1ehngdZ-OvU0tTKMLep7t\\_IjBBHHukmo/view?usp=sharing](https://drive.google.com/file/d/1ehngdZ-OvU0tTKMLep7t_IjBBHHukmo/view?usp=sharing)

## Featured Banner

### ✓ Size & Samples

- Featured banners sizes to be **460px\*337px** with a resolution of **72dpi** and max file size of **0.5MB**

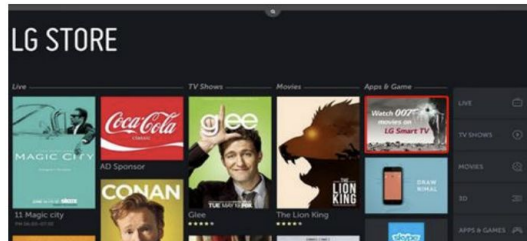
### ● Banner Size



### ● Banner Samples



### ✓ Live Samples



Save new 09\_LG Featured Banner here:

[09\\_LG Featured Banner](#)

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Add new art for review here

Save new 09\_LG Featured Banner here:

[09\\_LG Featured Banner](#)

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10\_REDDIT

Notes:

Reddit specs:

[https://docs.google.com/presentation/d/1v4evSprwkvNe-vZ7SAOUEMkOs6UR1SVkFT3avKDBT3w/edit#slide=id.ge460d0de25\\_0\\_559](https://docs.google.com/presentation/d/1v4evSprwkvNe-vZ7SAOUEMkOs6UR1SVkFT3avKDBT3w/edit#slide=id.ge460d0de25_0_559)

Assets:

Card Image - 1200x628 (3MB max file size)

Thumbnail Image - 400x300 (500KB max file size)

2 CTA versions:

Hero key art - start free trial

Hero key art Black Friday - TBD

Legal:

Subscription required.

Terms apply.

**REDDIT**

**VIDEO**

- Aspect Ratio: 4:5
- Length: :15
- File type: MP4 or MOV (ProRes NOT accepted)
- Max File Size: 1 GB
- Frame rate: ≤ 30FPS
- Captions are needed

**CARD IMAGE (STATICS ONLY)**

- Dimensions: 1200 x 628 px
- Max file size: 3MB

**THUMBNAIL IMAGE**

- Dimensions: 400 x 300 px
- Ratio: 4:3
- Max file size: 500kb

**BEST PRACTICES**

- Focus on useful news/buzzy moments in the first 3-5 seconds
  - Murder Hornets and Unraveled were the top-performing single titles on Reddit
  - Redditors value content that will inform, educate, spread awareness about a topic that is important to them. Many people come to Reddit to get answers/solutions, so integrating their values is highly recommended
- [SPECS](#)

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NEW





Save new 10\_Reddit here: [START\\_FREE\\_TRIAL\\_400X300](#)

[10\\_Reddit](#)

Due 11/03 EOD

NEW



(Google Slides is resizing  
this up a lot.)

Save new 10\_Reddit here: SIGN\_UP\_NOW\_400X300

[10\\_Reddit](#)

Due 11/03 EOD

NEW



(Google Slides is resizing  
this up a lot.)

11\_Pinterest



Notes:

Pintrest specs:

[https://docs.google.com/presentation/d/1v4evSprwkvNe-vZ7SAOUEMkOs6UR1SVkFT3avKDBT3w/edit#slide=id.gf4b6cbcef2\\_2\\_20](https://docs.google.com/presentation/d/1v4evSprwkvNe-vZ7SAOUEMkOs6UR1SVkFT3avKDBT3w/edit#slide=id.gf4b6cbcef2_2_20)

Hero Key Art - 1000x1500

Hero Key Art Black Friday - 1000x1500

CTA:

Hero Key Art - start your free trial

**Black Friday - TBD**

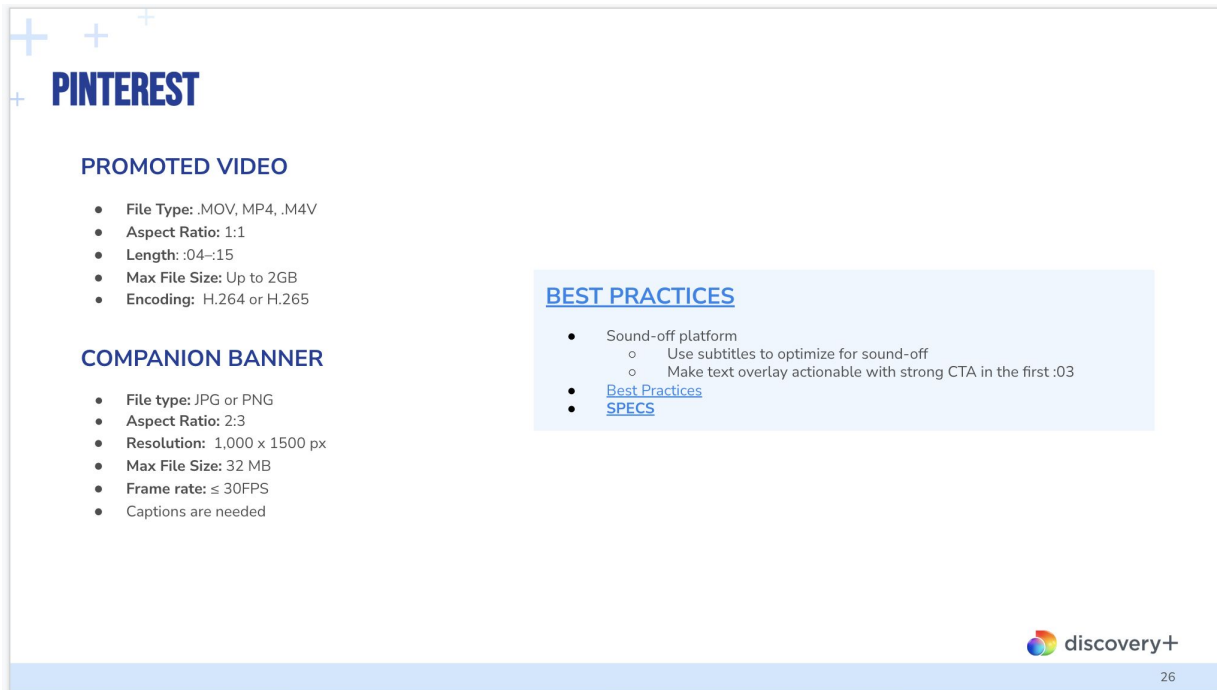
Legal

Subscription required.

Terms apply.

Final format: JPG or PNG

Max file size: 32MB



The slide is titled "PINTEREST" and is decorated with plus signs in the top left corner. It is divided into three main sections: "PROMOTED VIDEO", "COMPANION BANNER", and "BEST PRACTICES". The "BEST PRACTICES" section is highlighted with a light blue background. At the bottom right, there is a "discovery+" logo and the page number "26".

## PINTEREST

### PROMOTED VIDEO

- File Type: .MOV, MP4, .M4V
- Aspect Ratio: 1:1
- Length: :04-:15
- Max File Size: Up to 2GB
- Encoding: H.264 or H.265

### COMPANION BANNER

- File type: JPG or PNG
- Aspect Ratio: 2:3
- Resolution: 1,000 x 1500 px
- Max File Size: 32 MB
- Frame rate: ≤ 30FPS
- Captions are needed

### BEST PRACTICES

- Sound-off platform
  - Use subtitles to optimize for sound-off
  - Make text overlay actionable with strong CTA in the first :03
- [Best Practices](#)
- [SPECS](#)

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Save new 11\_Pinterest here:  
[11\\_Pinterest](#) - Start Free Trial  
1000x1500

NEW



Due 11/03 EOD

Save new 11\_Pinterest here:  
[11\\_Pinterest](#) - Sign Up Now  
1000x1500

NEW



Due 11/03 EOD

# 12\_Facebook/Instagram Image Ad

Notes:

FB/IG Specs:

[https://docs.google.com/presentation/d/1v4evSprwkvNe-vZ7SAOUEMkOs6UR1SVkFT3avKDBT3w/edit#slide=id.gcb18394039\\_0\\_93](https://docs.google.com/presentation/d/1v4evSprwkvNe-vZ7SAOUEMkOs6UR1SVkFT3avKDBT3w/edit#slide=id.gcb18394039_0_93)

Hero Key Art - 1080x1080 & 1080x1920 - start free trial

Hero Key Art Black Friday - 1080x1080 & 1080x1920 - TBD

Legal

Subscription required.

Terms apply.

Final file

JPG or PNG

Max file size 30 MB

## FACEBOOK/INSTAGRAM

### SINGLE VIDEO ADS

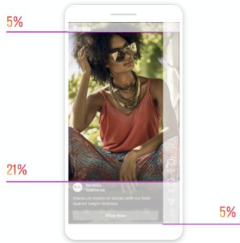
- **File type:** MP4,MOV, or GIF
- **Aspect Ratio:** 4:5 and 9:16
- **Resolution:** At least 1080 x 1080 px
- **Length:** :15
- **Max File Size:** 26GB
- **Video Settings:** H.264 compression format, square pixels, fixed frame rate, progressive scan, and stereo AAC audio compression format (above 128kbps)
- Subtitles are required

### IG REELS


- **File Type:** MP4, MOV
- **Aspect Ratio:** 9:16
- **Resolution:** At least 500 x 888 px
- **Recommended length:** :15 or less (can be up to :30)
- **Max file size:** 4GB
- **Video settings:** H.264 compression format, square pixels, fixed frame rate, progressive scan, and stereo AAC audio compression format (above 128kbps)
- Other notes:
  - Sound and Subtitles are optional but recommended
  - Please mind safe zone recommendations
  - [Detailed IG Reels Video Specs](#) - please look at the design safe

### BEST PRACTICES

- Videos should not contain edit lists or special boxes in file containers.
- Video Sound: Optional, but recommended
- [SPECS](#)



5%  
21%  
5%





Save new 12\_Facebook/Instagram Image Ad here:  
[12\\_Facebook/Instagram Image Ad](#) - Start Free Trial 1080x1080

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13\_Roku



Notes:

Roku specs:

[https://docs.google.com/presentation/d/1v4evSprwkvNe-vZ7SAOUEMkOs6UR1SVkFT3avKDBT3w/edit#slide=id.ge460d0de25\\_0\\_367](https://docs.google.com/presentation/d/1v4evSprwkvNe-vZ7SAOUEMkOs6UR1SVkFT3avKDBT3w/edit#slide=id.ge460d0de25_0_367)

Homescreen & Screensaver banner -  
525x735, 186x261, 406x131 - CTA - start  
free trial

Homescreen & Screensaver Banner Black  
Friday - 525x735, 186x261, 406x131 -  
CTA - TBD

Legal

Subscription required.

Terms apply.

Final file format - JPG

Max file size 150 KB


## ROKU


### HOME SCREEN NATIVE

- File Type: JPG
- Ad Dimension: 525 x 735px
- Font Size (min):
  - Headline: 40-85pt
  - CTA: 28-35pt
  - Attribution/Legal: 14pt
- Image Resolution: Preferred: 150 -300 dpi /  
Minimum: 72 dpi
- Max File Size:150KB

[EXAMPLE](#)

[SPECS](#)





17

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NEW



Save new 13\_Roku here: Start Free Trial 406x131

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Due 11/03 EOD

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Save new 13\_Roku here: Sign Up Now 406x131

[13\\_Roku](#)

Due 11/03 EOD

NEW





Save new 13\_Roku here: Start Free Trial 525x735

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NEW



# NEW BUILDS

NOVEMBER 6

14\_D/Tech & LSNI Ads

Notes:

Specs:

[https://docs.google.com/presentation/d/1v4evSprwkvNe-vZ7SAOUEMkOs6UR1SVkFT3avKDBT3w/edit#slide=id.ge6596f6573\\_1\\_41](https://docs.google.com/presentation/d/1v4evSprwkvNe-vZ7SAOUEMkOs6UR1SVkFT3avKDBT3w/edit#slide=id.ge6596f6573_1_41)

Sizes: 250x250, 300x50, 300x250, 320x50, 300x600, 160x600, 728x90, 970x250, 970x90

Hero Key art

Hero Key Art Black Friday

CTA

start free trial

black friday - Sign up now.

Legal

Subscription required.

Terms apply.

black friday - Terms Apply.

Final file format - JPG

## D//TECH SIZES

### STATICS

- Static 250x250/ max 80k
- Static 300x250/ max 20k
- Static 300x600/max 80k
- Static 160x600/ max 80k
- Static 728x90/max 80k
- Static 970x250/max 80k
- Static 970x90/max 80k
- 301x301 max20k (Required for Spotify CB)

Pre-existing banners for smallest sizes:

- [Static 320x50/ max 80k](#)
- [Static 300x50/ max 40k](#)

### HTML

- 300x250/ 300k
- 320x50/ 100k
- 300x600/ 400k
- 160x600 / 300k
- 728x90 / 300k
- 970x250/ 500k
- 970x90 / 400k

### LSNI

HPTO Flexcards:

- 1260x420
- 375x431

### RICH MEDIA

- 970x250/200kb (1mb Host-initiated subload)
- 300x600/200kb (1mb Host-initiated subload)
- 300x250/200kb (1mb Host-initiated subload)

RON Banners:

- 300x250
- 300x600
- 320x50
- 728x90
- 970x250

discovery+

41



Save new 14\_D/Tech & LSNI Ads here:

[14\\_D/Tech & LSNI Ads](#)

**Due 11/06 EOD**

Add new art for review here

15\_CANADA!!!!!!!!!!!!!!!!!!!!!!

# 14\_D/Tech & LSNI Ads

**Due 11/06 EOD**

Notes:

Specs:

Sizes:

Hero Key art

Hero Key Art Black Friday

CTA

start free trial

**black friday - Sign up now.**

Legal

Subscription required.

Terms apply.

**black friday - Terms Apply.**

Final file format - JPG

Max size 40K for all except (320x50 - 20K)

Save new 14\_D/Tech & LSNI Ads here:

[14\\_D/Tech & LSNI Ads](#)

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Add new art for review here

**THANK YOU**