

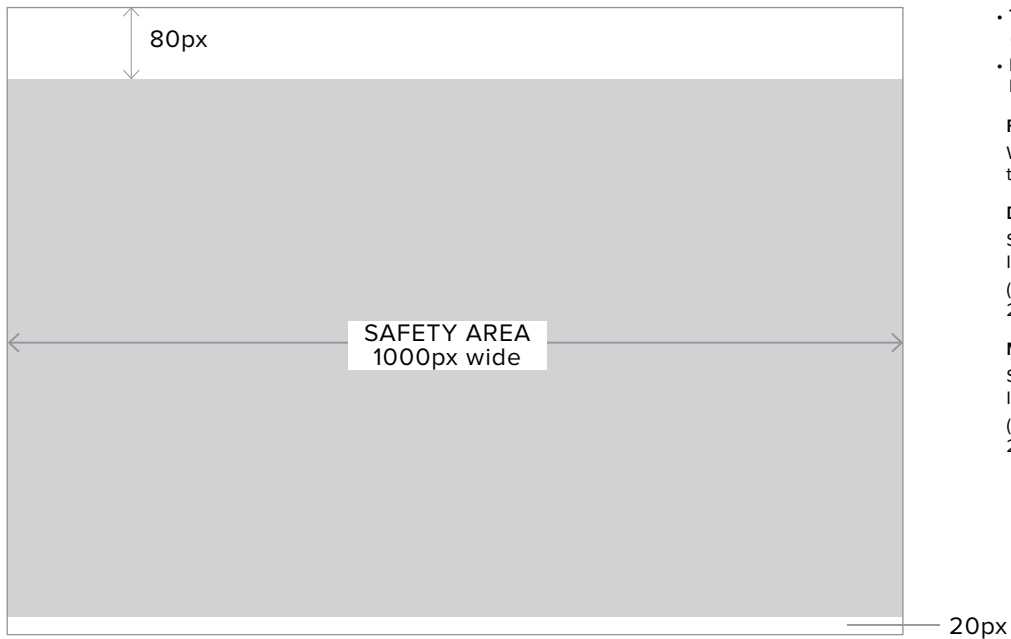
INTERSCROLLER

This document provides an overview of the specs as well as proper format for file delivery. Please refer to our photoshop files to simply build your interscroller.

NOTES:

- 1000x700 creative will be seen by Desktop and Tablet (Landscape) screens .
- 300x600 creative will be seen by Mobile and Tablet (Portrait) screens.
- Creative should use a solid background colour.
HEX colour code must be supplied along with files for creative bleed edges
- Fitting essential creative messaging within the safe area is at the discretion of the client/agency

SPECS



- **Two JPEG files** – 1000x700 and 300x600 (Max file size is 1 MB per file)
- Must be received by Postmedia 5 days prior to live date for testing and revisions

FORMAT FOR FILE DELIVERY:

When saving the JPEG files, please follow the naming convention below:

Desktop/Tablet (Landscape):

SPECIFIC CAMPAIGN NAME - START DATE - INTERSCROLLER 1000x700.JPG
(eg. WINTER SALE STAPLES CANADA - FEB 7 2020 - INTERSCROLLER 1000x700.jpg)

Mobile/Tablet (Portrait)

SPECIFIC CAMPAIGN NAME - START DATE - INTERSCROLLER 300x600.JPG
(e.g. WINTER SALE STAPLES CANADA - FEB 7 2020 - INTERSCROLLER 300x600.jpg)

