

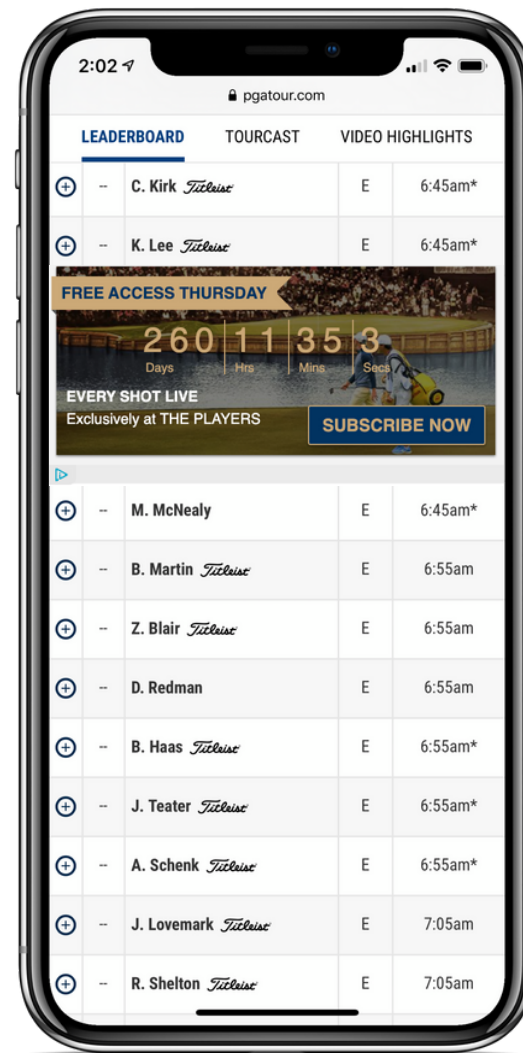


TICKER

Specifications & Style Guide

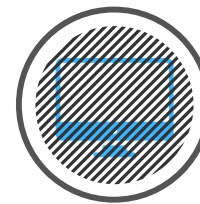


CLICK [HERE](#) TO SEE IT IN ACTION

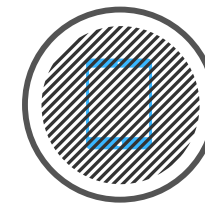


WHAT ARE YOU GETTING?

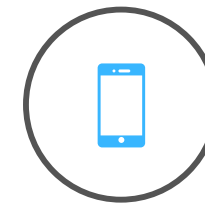
The Ticker conveys a sense of urgency, counting down a sale or launch in real time. This in-content action format works best for bottom-of-the-funnel campaigns aimed at driving your audience to action. Combining time-based actions with plenty of inputs for text and images, the Ticker is a very popular format. Impulse buyers beware.



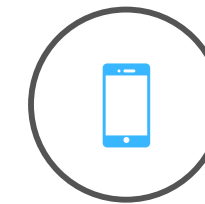
Desktop



Tablet



Mobile
Web



Mobile
App

TICKER SPECS

IMAGE & DESTINATION URL

Images must be 720px x 304px. *However please note that images will only have a visible area of 484px x 280px so you should design your image to have non-viewable top and bottom borders of 12px each and side borders of 118px each.* Only JPG & GIF file types under 200KB are accepted. Avoid using any text on the image itself. Select the destination url for this unit.

COVER IMAGE

Max image file size: 200KB
Image width: 720 pixels
Allowed image formats: JPG, JPEG, GIF, PNG
Image height: 304 pixels

[CLICK HERE TO SEE
PRODUCT OVERVIEW](#)

REQUIRED

Destination URL
Title: 25 character limit
Timer/Expiration Date
CTA Button
Description: 40 characters

OPTIONAL

Ribbon: provide text
Special Price: provide original & special price

CALL TO ACTION

CTA Button: 13 character limit