



CREATIVE SPECS & REQUIREMENTS

DIRECTORY

3

Digital Graphics

4

Video

5

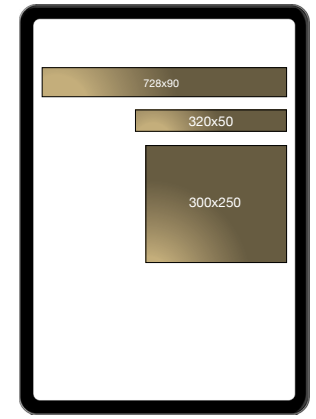
Direct Mail/SmartMail

6

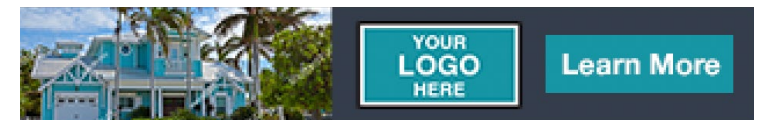
Prohibited

DIGITAL GRAPHICS

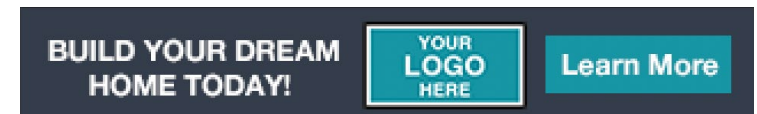
	Display
fullthrottle.app Campaign Requirements	<ul style="list-style-type: none"> • Anchor Ads** required if running a Promo/Offer **Anchor Ads are considered evergreen, no expiration date or offer • Visible 1 pt contrasting border if the primary ad color is white, black or transparent.
Ad Unit 1-3 Sets	300 x 250 728 x 90 320 x 50 (Due to size, limitations set for better clarity*)
File Format	PNG, JPG or GIF <i>Please Note: Ad proofs may appear pixelated due to the reduced size and resolution used for preview purposes. Final output will be high-resolution and print-ready.</i>
Frame Rate	24 fps (Applicable to GIF files only)
Max File Size	50 KB
Max Animation Length	15 seconds
Max Looping	3x
Rich Media	Yes
Submission Lead Time	3 Business Days
Creative Requirements	*Templates available: Picture: 1 Photo, Brand Logo, CTA Text: 5-6 Word Limit, Brand Logo, CTA (No script fonts allowed)



320 x 50 | Picture



320 x 50 | Text



VIDEO

	Video
fullthrottle.app Campaign Requirements	Both :15 and :30 second video creative is recommended to be provided. <i>(Only one is required.)</i>
Frame Height & Width	16:9 Widescreen, 4:3 Standard
File Format	MP4 required
Max File Size	150 MB
Frame Rate	24-30 fps
Bitrate	0.1-40 Mbps (OR 100-40,000 Kbps)
Length	15 seconds OR 30 seconds
Submission Lead Time	3 Business Days



DIRECT MAIL & SMARTMAIL

	Direct Mail & SmartMail
File Size	11(w) x 6(h) inches
File Format	No border, export with full bleed, high-quality PDF
Return Address	<p>Size: 4.175(w) x 3.07(h) <i>(includes bleed)</i></p> <p>Placement: 6.4(x) x 3.0556(y)</p> <p>Specs: Must be in the bottom right corner on the copy side. Area on front is 1.93(w) c 4.25(h) inches.</p> <p>Return address must be at the 6.7" mark with</p> <p>Program Headquarters P.O. Box 3031 Malvern, PA 19355</p>



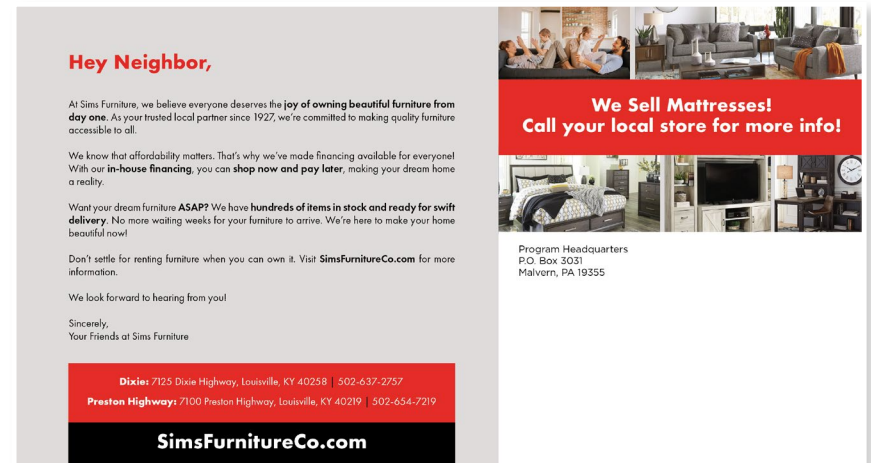
Sims FURNITURE SINCE 1927

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*Application for credit is required. Down payment may be required. Credit limit and down payment requirements may vary based on our underwriting. Individual and joint credit available. Other conditions may apply.

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We look forward to hearing from you!

Sincerely,
Your Friends at Sims Furniture

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Preston Highway: 7100 Preston Highway, Louisville, KY 40219 | 502-654-7219

SimsFurnitureCo.com

We Sell Mattresses!
Call your local store for more info!

Program Headquarters
P.O. Box 3031
Malvern, PA 19355

PROHIBITED

- ⊘ Illicit drugs (including marijuana) and Kratom
- ⊘ Nudity and Explicit sexual products, content, and services



Thank You!