

## Paychex / Corestream Creative Request

Ad Type	Dimensions	File Type	Additional Details	Ad Copy/Text Details		Creative Due Date
				On Graphic?	Separate Text File?	
Logo	Vector File	Illustrator .ai, .eps, or .svg	NA	NA	NA	<b>7 business days prior to ad run date by EOD (5pm ET)</b>
Portal Web Ad Image	<b>LIFESTYLE IMAGE</b> 2:1 ratio Preferred Size: 1200 x 600 pixels	.jpg, .png	<b>BLANK LIFESTYLE IMAGE</b> 96dpi - Square corners Graphics should be supplied free of any text, logos or call to action buttons. <i>Link</i> : Direct to Brand landing page	No	Yes See Content Submission Form ( <i>Campaign Headline</i> ) 45 character max <i>*character limits include spaces</i>	<b>7 business days prior to ad run date by EOD (5pm ET)</b>
Solo	Can accommodate custom design: Please keep email layout at: 600px wide, height is unrestricted	Images should be high resolution PNG or JPEG	Please provide an email design mockup as well as a packaged folder of all images, copy, and links to be used in your email build. Subject line and preheader copy suggestions are accepted. <i>*Corestream reserves the right to adjust content as needed</i>	Brand Discretion	Yes	<b>7 business days prior to ad run date by EOD (5pm ET)</b>
<i>Multi-Brand Email</i> <b>Spotlight Ad (Ad Space Type 1)</b>	<b>LIFESTYLE IMAGE</b> 2:1 ratio Preferred Size: 1200 x 600 pixels	Hi-res .PNG (preferred) or .JPEG	<b>LIFESTYLE IMAGE</b> 96dpi - Square corners Graphics should be supplied free of any text or call to action buttons. Logo and CTA will be included next to image. <i>Link</i> : Direct to Brand landing page	No	Yes Headline: <b>50 characters max</b> Body Copy: <b>200 characters max</b> <i>*character limits include spaces</i>	<b>7 business days prior to email send date by EOD (5pm ET)</b>
<i>Multi-Brand Email</i> <b>Tier 1 Ad (Ad Space Type 2)</b>	<b>LIFESTYLE IMAGE</b> 1:1 ratio Preferred Size: 600 x 600 pixels	Hi-res .PNG (preferred) or .JPEG	<b>LIFESTYLE IMAGE</b> 96dpi - Square corners Graphics should be supplied free of any text or call to action buttons. Logo and CTA will be included next to image. <i>Link</i> : Direct to Brand landing page	No	Yes Headline: <b>30 characters max</b> Body Copy: <b>150 characters max</b> <i>*character limits include spaces</i>	<b>7 business days prior to email send date by EOD (5pm ET)</b>
<i>Multi-Brand Email</i> <b>Tier 2 Ad (Ad Space Type 3)</b>	<b>LIFESTYLE IMAGE</b> 2:1 ratio Preferred Size: 1200 x 600 pixels	Hi-res .PNG (preferred) or .JPEG	<b>LIFESTYLE IMAGE</b> 96dpi - Square corners Graphics should be supplied free of any text or call to action buttons. Logo and CTA will be included next to image. <i>Link</i> : Direct to Brand landing page	No	Yes Headline: <b>20 characters max</b> Body Copy: <b>75 characters max</b> <i>*character limits include spaces</i>	<b>7 business days prior to email send date by EOD (5pm ET)</b>
<i>Multi-Brand Email</i> <b>Tier 3 Logo (Ad Space Type 4)</b>	<b>Logo</b> + Short Brand Description or Offer Code	Illustrator .ai, .eps, or .svg	<b>Brand Logo</b> <i>Link</i> : Direct to Brand landing page	No	Yes Short Brand Description or Offer Code: <b>30 characters max</b> <i>*character limits include spaces</i>	<b>7 business days prior to email send date by EOD (5pm ET)</b>

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