# Corestream Creative Request

| Ad Type | Dimensions | File Type | Additional Details | Ad Copy/Text Details | | Creative Due Date |
|---|---|---|---|---|---|---|
| | | | | **On Graphic?** | **Separate Text File?** | |
| *Portal* Logo | Vector File | Illustrator .ai, .eps, or .svg | NA | NA | NA | **7 business days prior** to ad run date by EOD (5pm ET) |
| *Portal* Web Ad Image | **LIFESTYLE IMAGE** 2:1 ratio Preferred Size: 1200 x 600 pixels | .jpg, .png | **BLANK LIFESTYLE IMAGE** 96dpi - Square corners Graphics should be supplied free of any text, logos or call to action buttons. *Link* : Direct to Brand landing page | No | Yes See Content Submission Form *(Campaign Headline)* 45 character max *character limits include spaces | **7 business days prior** to ad run date by EOD (5pm ET) |
| *Solo Takeover* **Takeover Ad** | Can accommodate custom design: Please keep email layout at **600px wide and 1800px max height** | 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. | Brand Discretion | Yes | **7 business days prior** to ad run date by EOD (5pm ET) |
| *Solo Takeover* **Popular Ad** | **LIFESTYLE IMAGE** 2:1 ratio Preferred Size: 1200 x 600 pixels | Hi-res .PNG (preferred) or .JPEG | LIFESTYLE IMAGE 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. Link: Direct to Brand landing page | No | Yes Headline: **20 characters max** Body Copy: **100 characters max** *character limits include spaces | **7 business days prior** to email send date by EOD (5pm ET) |
| *Discover & Learn Email* **Takeover Ad** | Can accommodate custom design: Please keep email layout at **600px wide and 1800px max height** | 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. *Corestream reserves the right to adjust content as needed* | Brand Discretion | Yes | **7 business days prior** to ad run date by EOD (5pm ET) |
| *Discover & Learn Email* **Recommended Ad** | LIFESTYLE IMAGE 2:1 ratio Preferred Size: 1200 x 600 pixels | Hi-res .PNG (preferred) or .JPEG | LIFESTYLE IMAGE 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. *Link* : Direct to Brand landing page | No | Yes Headline: **20 characters max** Body Copy: **100 characters max** *character limits include spaces | **7 business days prior** to email send date by EOD (5pm ET) |
| *Discover & Learn Email* **Did You Know (DYK) Ad** | **LIFESTYLE IMAGE** 1:1 ratio Preferred Size: 600 x 600 pixels | Hi-res .PNG (preferred) or .JPEG | LIFESTYLE IMAGE 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. *Link* : Direct to Brand landing page | No | Yes Headline: **80 characters max** Body Copy: **300 characters max** *character limits include spaces | **7 business days prior** to email send date by EOD (5pm ET) |
| *Discover & Learn Email* **New Brand (Ad Space Type 4 )** | **Logo** + Short Brand Description or Offer Code | Illustrator .ai, .eps, or .svg | **Brand Logo** *Link:* Direct to Brand landing page | No | Yes Short Brand Description or Offer Code: **30 characters max** *character limits include spaces | **7 business days prior** to email send date by EOD (5pm ET) |
| *Benefits Newsletter* **Editorial Ad** | **Text Only** | Text Doc | **Text Placement** Brand Description followed by Offer Description | N/A | Yes Brand Description: **300 characters max** Offer Description: **150 characters max** | **7 business days prior** to email send date by EOD (5pm ET) |
| *Multi-Brand Email* **Spotlight Ad (Ad Space Type 1)** | **LIFESTYLE IMAGE** 2:1 ratio Preferred Size: 1200 x 600 pixels | Hi-res .PNG (preferred) or .JPEG | LIFESTYLE IMAGE 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. *Link* : Direct to Brand landing page | No | Yes Headline: **50 characters max** Body Copy: **200 characters max** *character limits include spaces | **7 business days prior** to email send date by EOD (5pm ET) |
| *Multi-Brand Email* **Tier 1 Ad (Ad Space Type 2)** | **LIFESTYLE IMAGE** 1:1 ratio Preferred Size: 600 x 600 pixels | Hi-res .PNG (preferred) or .JPEG | LIFESTYLE IMAGE 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. *Link* : Direct to Brand landing page | No | Yes Headline: **30 characters max** Body Copy: **150 characters max** *character limits include spaces | **7 business days prior** to email send date by EOD (5pm ET) |
| *Multi-Brand Email* **Tier 2 Ad (Ad Space Type 3)** | **LIFESTYLE IMAGE** 2:1 ratio Preferred Size: 1200 x 600 pixels | Hi-res .PNG (preferred) or .JPEG | LIFESTYLE IMAGE 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. *Link* : Direct to Brand landing page | No | Yes Headline: **20 characters max** Body Copy: **75 characters max** *character limits include spaces | **7 business days prior** to email send date by EOD (5pm ET) |
| *Multi-Brand Email* **Tier 3 Logo (Ad Space Type 4)** | **Logo** + Short Brand Description or Offer Code | Illustrator .ai, .eps, or .svg | **Brand Logo** *Link:* Direct to Brand landing page | No | Yes Short Brand Description or Offer Code: **30 characters max** *character limits include spaces | **7 business days prior** to email send date by EOD (5pm ET) |

*Corestream reserves the right to adjust content as needed