



SOCIAL SHELF

FILE SPECS AND CAPABILITIES

THE SOCIAL SHELF SYSTEM CREATES A CUSTOM DESIGNED PORTAL TO DELIVER YOUR ADVERTISING MESSAGE IN ANY ONE OF THE FOLLOWING THREE AD FORMATS

VIDEO

With your video ad, we will design a portal customized to your colors and fonts along with your video.

- Video file – up to a maximum :45 MP4 or WMV file. Max file size – 15MB
 - (16:9 preferred but 4:3 is acceptable)
 - (Video files larger than 15 MB will be compressed)
- Your Brand logo – the largest sized vector file available
 - (Vector files allow resizing without loss of clarity)
 - A transparent PNG file is also requested if available
- Your Brand colors (Hex colors only please)
- Your Brand font (most fonts available) if your Brand uses a custom font, you can supply us with an OTF or TTF file. If you do not have the custom font files we will match it closely as possible with the hundreds of fonts built into our system – subject to your final approval.
- Any copy you would like included on the page.
- Product image(s)

AUDIO

With your audio ad, we will design a portal customized to your colors and fonts along with your ad.

- Audio file – up to a maximum :45 WAV or MP3 file. Max file size – 10MB
- Your Brand logo – the largest sized vector file available
 - (Vector files allow resizing without loss of clarity)
 - A transparent PNG file is also requested if available
- Your Brand colors (Hex colors only please)
- Your Brand font (most fonts available) if your Brand uses a custom font, you can supply us with an OTF or TTF file. If you do not have the custom font files we will match it closely as possible with the hundreds of fonts built into our system – subject to your final approval
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STATIC

With your static ad, we will design a portal customized to your colors and fonts along with your ad.

- Static ad - Max file size – 5MB (vector file preferred)
 - (400W x 600H {minimum} pixels | 300 dpi | .PNG file format| height max 1200 pixels)
- Your Brand logo – the largest sized vector file available
 - (Vector files allow resizing without loss of clarity)
 - A transparent PNG file is also requested if available
- Your Brand colors (Hex colors only please)
- Your Brand font (most fonts available) if your Brand uses a custom font, you can supply us with an OTF or TTF file. If you do not have the custom font files we will match it closely as possible with the hundreds of fonts built into our system – subject to your final approval. Any copy you would like included on the page
- Product image(s)

ADDITIONAL CONTENT OPTIONS

- In addition to the ad options listed above, Social Shelf also offers you more.
 - (Limit of two)
- An “About Us” page
- A Nutritional information page
- A food or beverage pairing page
- A recipe page
- A participating retailer page
- The ability to deliver an electronic IRC coupon, where permitted, or rebate offer.
 - Client must provide UPC coupon (850x644 pixels | 300 DPI | .PNG File format)

see creative specs above

Please allow up to 10 days for creative changes

If the additional page options listed above, do not quite fit your needs talk to a member of our sales staff to discuss your custom content.