

SOCIAL SHELF SYSTEM

CAPABILITIES AND FILE SPECS

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

VIDEO

- a. With your video ad, we will design a portal customized to your colors and fonts along with your video.
 - i. Video file – up to a maximum :45 MP4 or WMV file. Max file size – 25MB
 1. (16:9 preferred but 4:3 is acceptable)
 - ii. Your Brand logo – the largest sized vector file available
(vector files allow resizing without loss of clarity)
 1. A PNG file is also requested if available
 - iii. Your Brand colors (Hex colors only please)
 - iv. Your Brand font (most fonts available) if your Brand uses a custom font, we will match it as closely as possible with the hundreds of fonts built into our system – subject to your final approval.
 - v. Any copy you would like included on the page.
 - vi. **To update video, please allow up to 10 days for changes.**

AUDIO

- a. With your audio ad, we will design a portal customized to your colors and fonts along with your ad.
 - i. Audio file – up to a maximum :45 WAV or MP3 file. Max file size – 10MB
 - ii. Your Brand logo – the largest sized vector file available
(vector files allow resizing without loss of clarity)
 1. A PNG file is also requested if available
 - iii. Your Brand colors (Hex colors only please)
 - iv. Your Brand font (most fonts available) if your Brand uses a custom font, we will match it as closely as possible with the hundreds of fonts built into our system – subject to your final approval.
 - v. Any copy you would like included on the page.
 - vi. **To update audio, please allow up to 10 days for changes.**

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STATIC

- a. With your static ad, we will design a portal customized to your colors and fonts along with your ad.
 - i. Static ad - Max file size – 5MB (vector file preferred)
 1. (400W x 600H {minimum} pixels | 300 dpi| .PNG file format| height max 1200 pixels)
 - a. (If specifications above do not fit your needs, please reach out to sales representative for customization)
 - ii. Your Brand logo – the largest sized vector file available (vector files allow resizing without loss of clarity)
 1. a PNG file is also requested if available
 - iii. Your Brand colors (Hex colors only please)
 - iv. Your Brand font (most fonts available) if your Brand uses a custom font, we will match it as closely as possible with the hundreds of fonts built into our system – subject to your final approval.
 - v. Any copy you would like included on the page

In addition to the ad pages listed above, Social Shelf also offers you more. (Limit of two)

 4. The ability to deliver an electronic IRC coupon, where permitted.
 - a. Client must provide UPC coupon (850x644 pixels | 300 DPI | .PNG File format)
 - i. (If specifications above do not fit your needs, please reach out to sales representative for customization)
 5. A Nutritional information page *
 6. A food or beverage paring page *
 7. A recipe page *
 8. A participating retailer page *
 9. An “About Us” page *
 - * Additional Page file specs –
 - a. (400W x 600H {minimum} pixels | 300 dpi| .PNG file format| height max 1200 pixels)
 - i. (If specifications above do not fit your needs, please reach out to sales representative for customization)
 - b. Any copy you would like included on the page
 10. 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
 - 11. To update content, please allow up to 10 days for changes.**