

# PHOTOGRAPHY, BANNER & LOGO STANDARDS

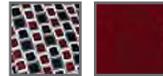
**PRODUCT IMAGES**  
MINIMUM SIZE REQUIREMENT **!**  
2000 x 2000 pixels

ACCEPTABLE FILE FORMATS  
JPG | TIF | EPS | PSD

ACCEPTABLE FILE COMPRESSION FORMATS  
ZIP | BIN | HQX

COLOR FORMAT  
Images should retain the original RGB color space (standard for digital photography)

**PRODUCT SWATCHES**  
MINIMUM SIZE REQUIREMENTS  
30 x 30 pixels



## VENDOR PROVIDED WEB BANNERS

Web banners designed by vendors must conform to these guidelines before they are sent to the Exchange for approval.

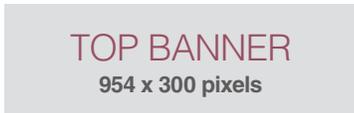
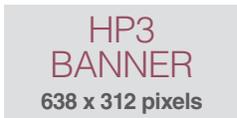
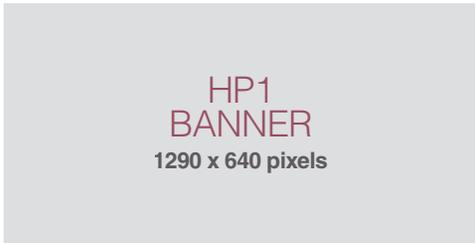
**PhotoShop (PSD):** Must be layered, editable, and accompanied by fonts.

**Jpeg:** Must be rendered in high quality with low file compression.

**Pdf:** Must be editable and accompanied by fonts.

Submit final banner files to your Exchange buyer. Vendor-designed banner files must include the brand logo and a reference to the Exchange website, shopmyexchange.com.

If the banner advertises a time sensitive promotional offer, ad copy must include applicable end dates. It is highly recommended, if possible, that promotions do not start or end on weekends. The Exchange must receive final approved banner files a minimum of three weeks prior to the requested promotion start date. Contact your Exchange buyer to coordinate co-op agreements and to reserve your ad space and release date on the website.



**KEY** HP - Home Page  
NM- Navigation Menu

**NOTE: Additional Holiday surcharges may apply, please check with your buyer for more information.**

# VIDEO, DEMO, & YOUTUBE LINK STANDARDS

## VENDOR PROVIDED VIDEOS

### 1 First preference:

Content syndication via WebCollage or SellPoints. This is the best customer experience. The advantage for the vendor is that its video/content could then be syndicated to any retailer one of those two companies has a relationship with. There are many options offered, including only a video, or for a more enriched customer experience, inline content. WebCollage and SellPoints would be happy to reach out to vendors on behalf of or in concert with Exchange merchants. Exchange E-Commerce can provide contact information for both companies.

Example: CRC [7760972]

### 2 Second preference:

Embedding YouTube videos. With the YouTube video, though, the vid would have to be clean of third-party ads and direction to the vendor's site. Only one YouTube video per product page is allowed. We only need the YouTube url and the associated product CRC.

Example: CRC [8154231]

### 3 Third preference:

Text link in the Product Overview section of the product page linking to a video hosted on the vendor's server.

Example: CRC [6746472]

### 4 Fourth preference:

Text link in the Product Overview section of the product page linking to a video hosted on the The Exchange server.

Example: CRC [6746472]

## VIDEO STANDARDS

### SIZE REQUIREMENT

1 or 2 minutes long at a file size of 5-20 meg is typical... Bandwidth is more important than file size for streaming video.

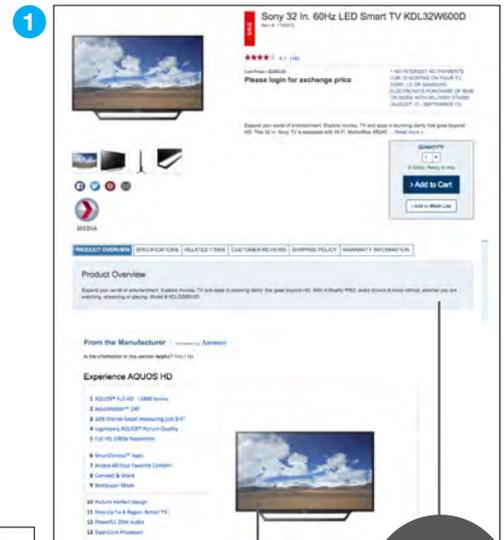
### ACCEPTABLE FILE FORMATS

MP4 (all other video formats will be converted by host.)

### Contacts:

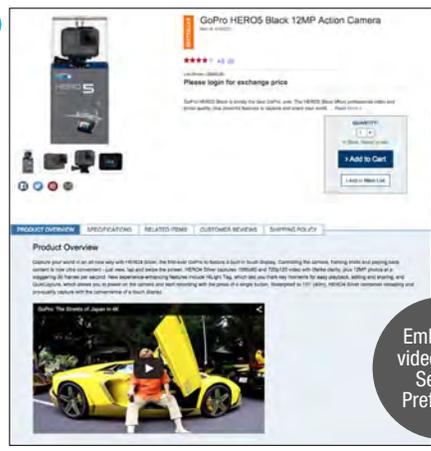
Shane Binion 214-312-4421  
 Selena Urquhart 214-312-6228  
 Bryan Johnson 214-312-3910

**NOTE: Additional Holiday surcharges may apply, please check with your buyer for more information.**

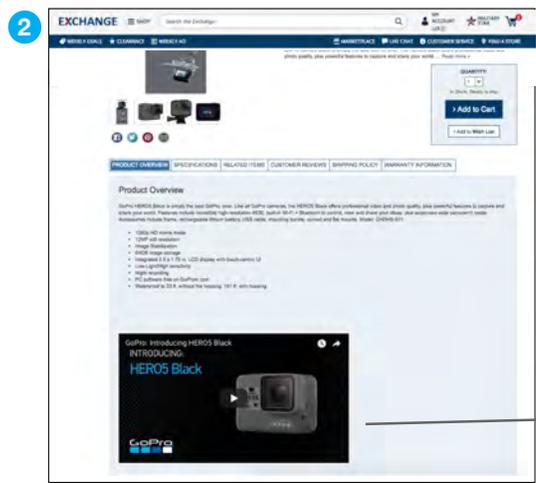


Link option First Preference

Inline content from syndicator First Preference



Embedded video option Second Preference



Youtube Link option for landing page Second Preference



Youtube page



Link option Third & Fourth Preference