



How to Submit Creative Design Files

(Final Version Only)

01 PSDs with layer comps or SKETCH files. Do Not send InDesign files.

Desktop: On template creative should be **1020px*** wide

- Discard all unused layers and group layers
- Please provide one example of the hover states if there are any
- Coupon design cannot be modified.
- Tablet will use same design as desktop but will scale responsively down to **768px*w**

Mobile: Design for **320px*** wide, but send the creative sized to **767px** wide

*Heights can be varied.

02 Name of Google Font or font files – for best cross browser support, provide one of each of the following: **.woff, woff2, .ttf, .svg**

03 Copy Deck

04 Recipes/Articles/Tips, etc

- Copy Docs should follow Recipe Guide
- Please use the same file name for image and copy doc so we can easily associate the two.
- No need to lay out each recipe/article/tip in the creative PSD. One example will suffice for each.

05 Games/Sweeps

- active play states
- logged out, win/lose, max prizes won, already played views
- prize list view

06 Select Store Image (optional): **JPG, PNG or PSD (820px x 270px/variable height)**

07 Social Share (Optional)

- Share copy
- Facebook Share Image: at least **1200 x 630px**

08 Floodlight tags (optional)

09 Do Not send piecemeal. Resend in one zip.

10 Please reach out to your Account Manager should you need design assistance.



How to Submit Recipes

01 Keep time/servings on the same line, separated by pipes, as they would appear in the recipe:

Total Time: 3 hours | Prep Time: 20 min. | Serves: 8

02 Abbreviate 'minutes' to 'min.' in the times/servings instructions

03 Convert times larger than 60 min. to hour format (90 min. -> 1 hour, 30min.)

04 Break Tips or special headings onto separate lines if there are multiple items.

05 Number the directions list (if more than one)

06 Capitalize 'T' in Tbsp.

07 Use return to create a new line instead of tabs and spaces

08 Use Word's bulleted list feature instead of symbol characters for bulleted lists.

09 Match the filename to the recipe name, using underscore instead of spaces and no hyphens please. ('sample_recipe.doc' instead of 'a-sample recipe.doc')

10 Use consistent measurements for oz., lbs. etc.



Main Promo Image or Video
1020px W

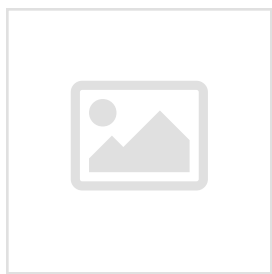
Digital Coupons

Coupon 226 px W

Coupon 226 px W

Coupon 226 px W

Coupon 226 px W



Save \$X.XX

24px

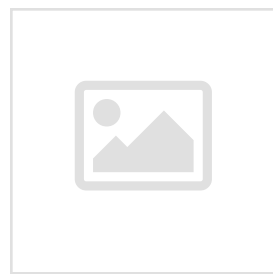
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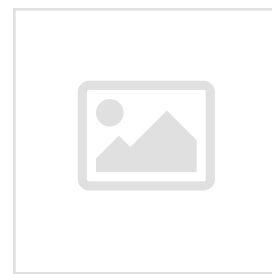


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Retailer Header & Nav

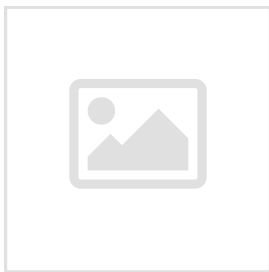


Main Promo Image or Video

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responsively to 320px

Digital Coupons

Coupon 226 px W



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Footer



Main Promo Image or Video
1020px W

Digital Coupons

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Secondary Image or Video
1020px W

Recipe Title
Recipe Sub-Title

Please refer back to submission guidelines on how to submit recipes. Number of recipes can vary.

Ingredients

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Instructions

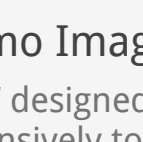
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Recipe 1 Image
280px W

Retailer Header & Nav



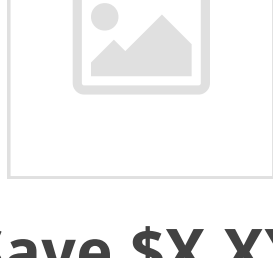
Main Promo Image or Video

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Digital Coupons

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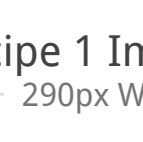


Secondary Image or Video

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Please refer back to submission guidelines on how to submit recipes. Number of recipes can vary



Recipe 1 Image

290px W

Recipe 1 Title

Recipe Sub-Title

Ingredients

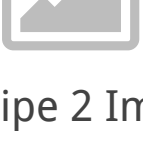
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Recipe 2 Image

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Recipe 2 Title

Recipe Sub-Title

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Footer



Main Promo Image or Video
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Digital Coupons

Coupon 226 px W

Coupon 226 px W

Coupon 226 px W

Coupon 226 px W



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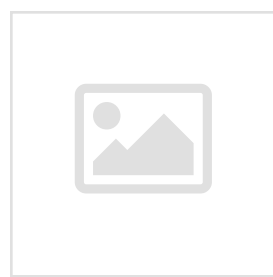
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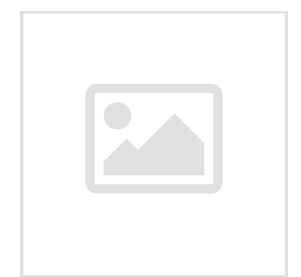


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Retailer Header & Nav



Main Promo Image or Video

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Digital Coupons

Coupon 226 px W



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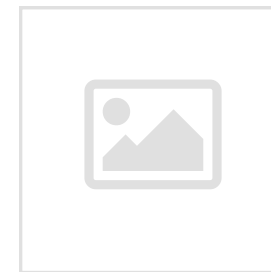
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Main Promo Image or Video

1020px W

Coupon 300px W X 340px H



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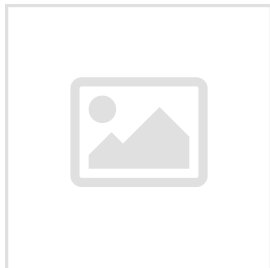
Retailer Header & Nav



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Main Promo Image or Video
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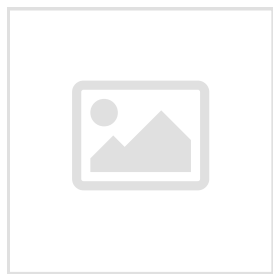
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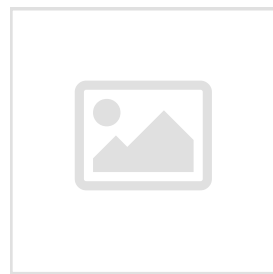
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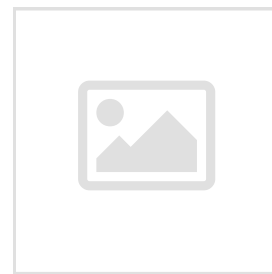


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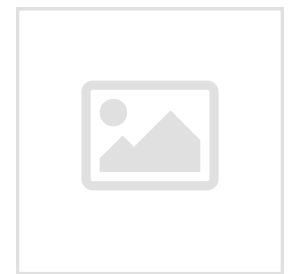


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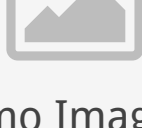


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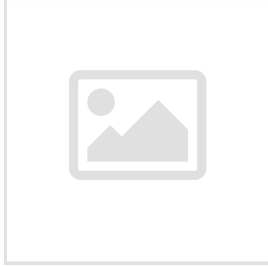


Main Promo Image or Video

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Digital Coupons [Optional Text] Lorem ipsum dolor sit amet, consectetur adipiscing elit.

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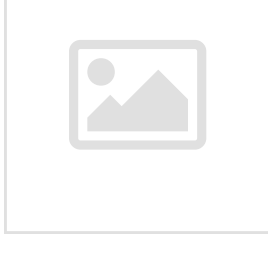
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