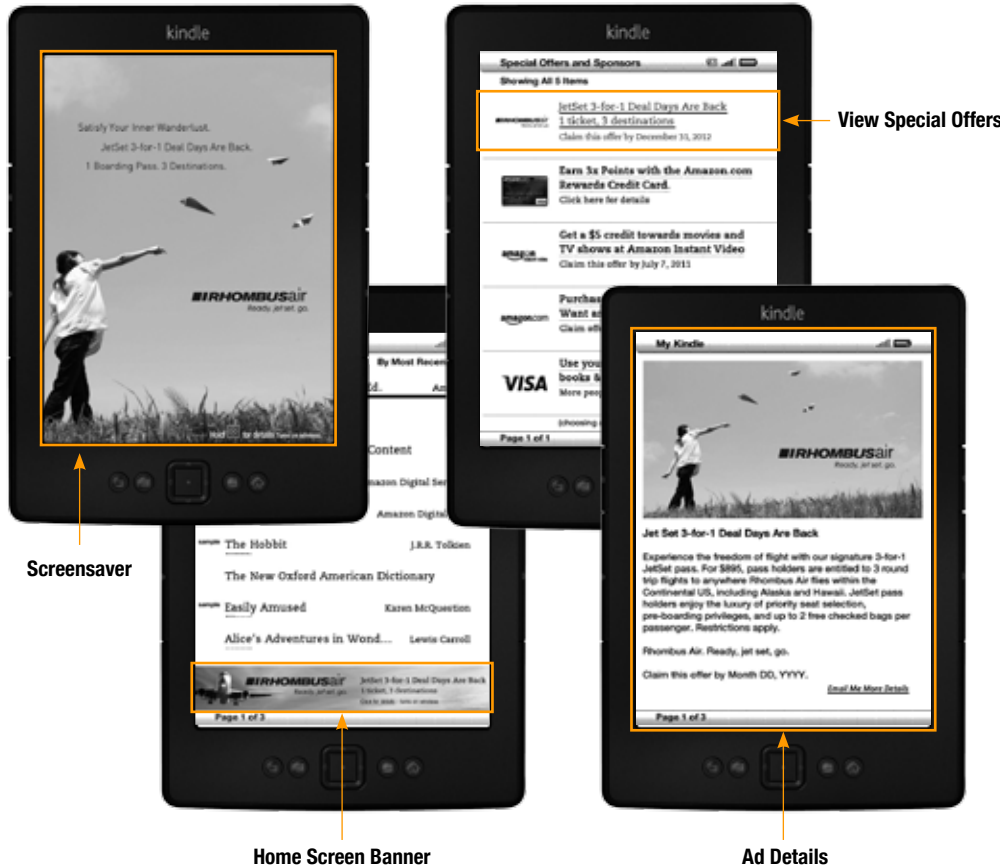


Amazon Advertising Style Guide

KINDLE WITH SPECIAL OFFERS

1 Overview

1.1 – Description Kindle with Special Offers is a unique advertising platform for advertisers. Ad packages include Screensaver, Home Screen Banner, Ad Details Page and View Special Offers page placements.



- 1 Overview**
 - 1.1 – Description
 - 1.2 – Placements
 - 1.3 – Creative Requirements
 - 1.4 – Locations
- 2 Creative Guidelines**
 - 2.1 – Branding, Colors & Typography
 - 2.2 – Required Advertiser Assets
- 3 Screensaver**
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 - 3.2 – Required Elements
 - 3.3 – Creative Guidelines
 - 3.4 – Active Content
 - 3.5 – Buy From Device
 - 3.6 – Approved & Not Approved
- 4 Home Screen Banner**
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 - 4.3 – Creative Guidelines
 - 4.4 – Approved & Not Approved
- 5 All Offers Placement**
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 - 5.2 – Creative Guidelines
- 6 Ad Details Page**
 - 6.1 – Dimensions
 - 6.2 – Required Elements
 - 6.3 – Creative Guidelines
 - 6.4 – Available Templates
- 7 Email to Customer**
 - 7.1 – Description
 - 7.2 – Required Elements

1.2 – Placements The Kindle advertising opportunity is unique. All placements are combined and delivered as a package to device and include the following placements:

Screensaver

758x1024px or 600x800px full screen advertisement that appears when the device is in 'sleep' mode.

Home Screen Banner

758x116px or 600x90px persistent banner at the bottom of the "Home" screen on Kindle. "Home" is where customer content is organized. This is also where customers access the Kindle Store to purchase new content, via the Home menu.

View Special Offers

Placement which includes headline, subheadline and a 128x128px or 100x100px thumbnail image for each ad on device. View Special Offers page is accessed via a link from the Home menu and displays all current, active special offers and sponsored screensavers.

Ad Details Page

Sizes for images that appear on the detail page will vary based on content. (See section 1.3) This is the cached page on device that is the 'click thru' from the Screensaver, Home Screen Banner and View Special Offers links.

Customer Email (Included with non Buy From Device ad campaigns only. See section 8 for more details.)

From the Ad Details page the call to action can be "Email me more details" or "Email me this offer". The follow up email includes more information from the advertiser, offer instructions (if applicable) and links to a URL of the advertiser's choosing (Link-In/Link-Out guidelines apply).

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KINDLE WITH SPECIAL OFFERS

1.3 – Creative Requirements

Kindle with Special Offers ad placements and requirements by device type.

| Ad Placements and Requirements | | Kindle Paperwhite | Kindle Touch | Kindle | Kindle Keyboard |
|--------------------------------|--|---|---------------------------------------|---|---|
| Screensaver (SS) | Dimensions | 758x1024px | 600x800px | 600x800px | 600x800px |
| | Call to action | CTA graphic/button + "Swipe to unlock Kindle" (Included on Active layer only) | N/A | "Hold for details - turns on wireless" | "Hold for details - turns on wireless" |
| | Active Content ¹ | Yes | No | No | No |
| Home Screen Banner (HSB) | Dimensions | 758x116px | 600x90px | 600x90px | 600x90px |
| | Call to action | "Tap for details" | "Tap for details - turns on wireless" | "Click for details - turns on wireless" | "Click for details - turns on wireless" |
| View Special Offers (VSO) | Dimensions | 128x128px | 100x100px | 100x100px | 100x100px |
| Details Page ³ (DP) | Template #1 Includes 1 large image | 720x410px | 570x320px | 570x320px | 570x320px |
| | Template #2 Includes 1 small image OR advertiser logo | 175x140px | 140x110px | 140x110px | 140x110px |
| | Template #3 Includes 2 medium images | (A) 250x200px (B) 285x200px | (A) 200x150px (B) 200x150px | (A) 200x150px (B) 200x150px | (A) 200x150px (B) 200x150px |
| | Template #4 Buy From Device² (BFD) Includes 1 product image | 165x228px | 165x228px | 165x228px | 165x228px |

¹ Active Content — See section 3.3 for details. ² Buy From Device — See section 8.1 for details. ³ Details Page — See section 6.4 for details.

1.4 – Locations US

2 Creative Elements

2.1 – Branding, Colors & Typography

- All design elements for Kindle with Special Offers advertising should match the branding guidelines of the advertiser and not use any Amazon.com branding elements, buttons, etc., unless expressly approved by Amazon.com.
- Kindle screensavers must be beautiful. (Request Amazon Creative Standards tenets document from your account manager.)
- All placements on Kindle are 16 color greyscale.

2.2 – Required Advertiser Assets

- All advertisers should provide Amazon with the following assets: Pre-existing standard and print ad units for reference, layered PSD files, logos, backgrounds, fonts, advertising copy & brand guidelines.
- All advertisements and contents therein are subject to approval by Amazon.com.

3 Screensaver

3.1 – Dimensions **Kindle Paperwhite:** 758x1024px full screen ad
Kindle/Kindle Touch/Kindle Keyboard: 600x800px full screen ad

3.2 – Required Elements **Required Screensaver call to action messaging varies for each device** (See section 1.3 for specs)
Artwork must adhere to the following guidelines:

- 5-way button lockup (when required) can be horizontal or vertically stacked, as appropriate.

Hold  for details. Turns on wireless.

Hold  for details
Turns on wireless

- Font color should be 100% black or can change to 100% white when used on a dark background.
- Lockup structure cannot be altered.
- Font style and font sizes cannot be altered.
- 5-way button icon size cannot be altered.

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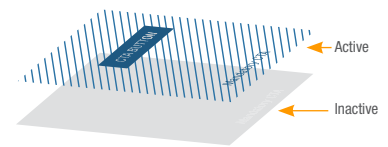
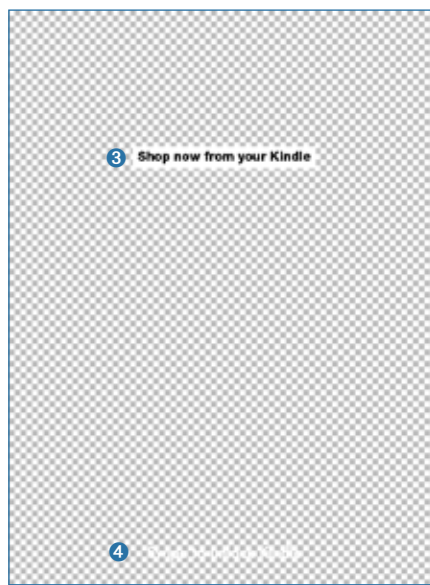
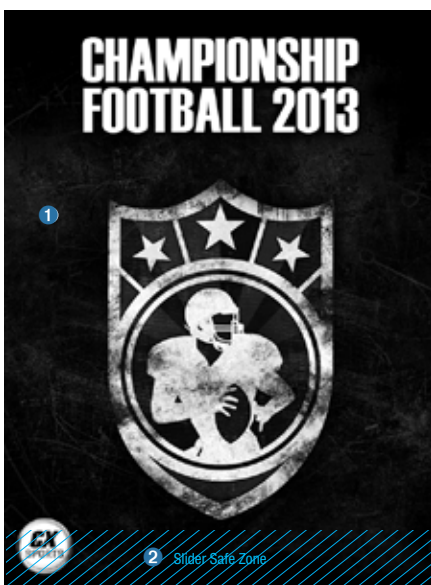
KINDLE WITH SPECIAL OFFERS

3.3 – Creative Guidelines

- All background images must include a full bleed to edges. No white borders or edges.
- Text on screensaver should be minimal. Remove any unnecessary or extraneous language.
- Avoid all caps text if possible to avoid shouting at customers.
- Text should not overpower the visual.
- No trademark symbols allowed (includes © ® and TM marks).
- No asterisks or legal disclaimers to be placed on screensaver.
- Background images should be high contrast and visually appealing.
- Background images should be optimized for sufficient contrast for the Kindle screen.
- All Kindle screensavers must conform to Amazon's General Creative Guidelines around content which can be found at <http://www.amazon.com/advertisingspecs>

3.4 – Active Content

Kindle Paperwhite utilizes “Active” layer technology which allows customers to interact with advertisements. Screensaver creative is displayed when the device is in the inactive state. Users unlock their device by pressing the power button, which turns on the advertisement transparent layer, or “active content.” The active layer overlays the tappable call to action button and mandatory swiping messaging over the screensaver.



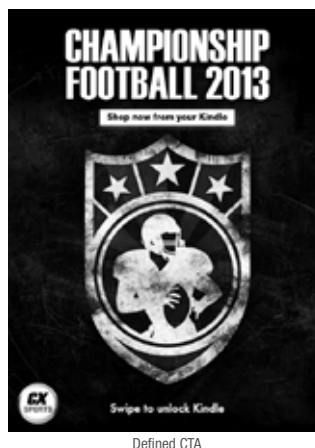
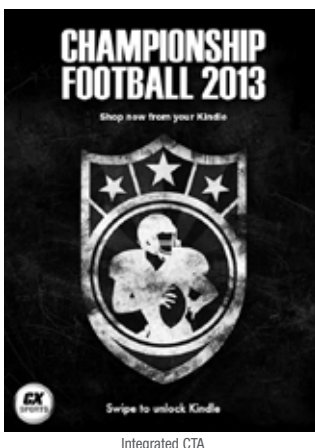
Inactive layer includes:

- 1 Standard Screensaver creative with general messaging
- 2 123px slider safe zone

Active layer includes:

- 3 Tappable call to action button (CTA tap zone is defined by the size of content on active layer.)
- 4 Mandatory “Swipe to unlock Kindle” messaging (added during production)

- The tappable CTA space is defined on the active layer. It is an overlay that features a customizable and tappable call to action button.
- The tappable CTA can appear as a defined button or can seamlessly be integrated with the advertisement background.
- Mandatory swipe messaging text can be black or white to allow it to stand out from the advertisement background color.
- Avoid adding key information and secondary call to action in the 123px slider safe zone. The mandatory “Swipe to unlock Kindle” messaging can not be altered and will be added here in production.



Swipe to unlock Kindle

Mandatory swipe messaging

Shop now from your Kindle

Integrated CTA

Shop now from your Kindle

Defined CTA

Amazon Advertising Style Guide

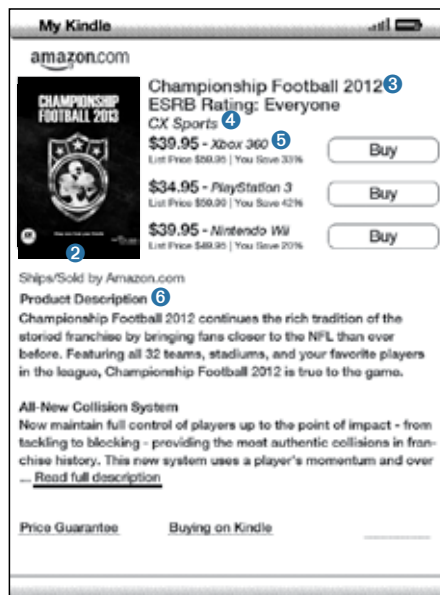
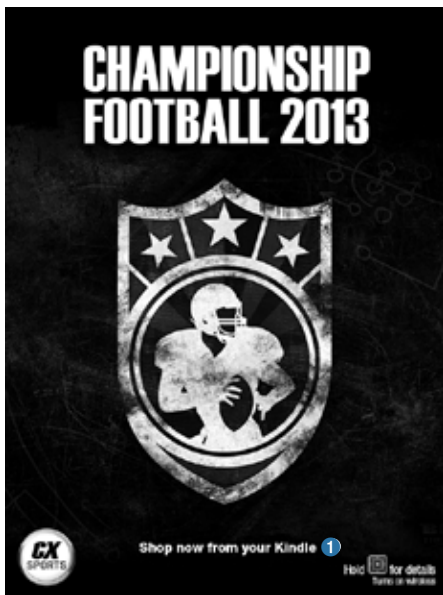
KINDLE WITH SPECIAL OFFERS

3.5 – Buy From Device (BFD)

Buy From Device (BFD) is an elnk campaign option that allows the purchase of non-digital products directly from a Kindle device. Like the standard Kindle elnk customer flow, a Buy From Device ad package includes a Screensaver, Home Screen Banner, View Special Offers page placement and an ad Details Page.



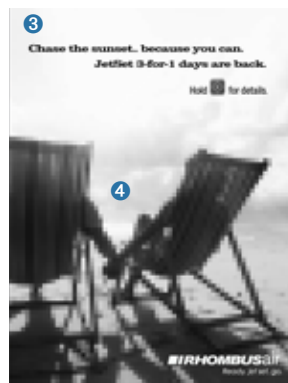
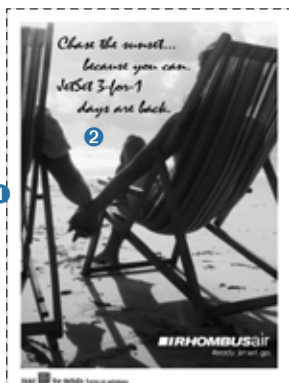
All Buy From Device Screensavers must include the required text: “Shop now from your Kindle”. Buy From Device Detail Page copy requirements can be found in section 6.4.



Buy From Device campaign includes :

- 1 “Shop now from your Kindle” Screensaver message
- 2 Single product Image
- 3 Product title
- 4 Advertiser Name
- 5 Variation Title
- 6 Product Description

3.6 – Approved & Not Approved



Why

- 1 Screensaver has a white border around the image
- 2 Text and image are busy and visually overwhelming
- 3 ‘Hold for Details’ message has been altered and placed at the top of the screensaver
- 4 Background image is poor quality and low resolution

Not Approved

Not Approved

Approved

Amazon Advertising Style Guide

KINDLE WITH SPECIAL OFFERS

4 Home Screen Banner

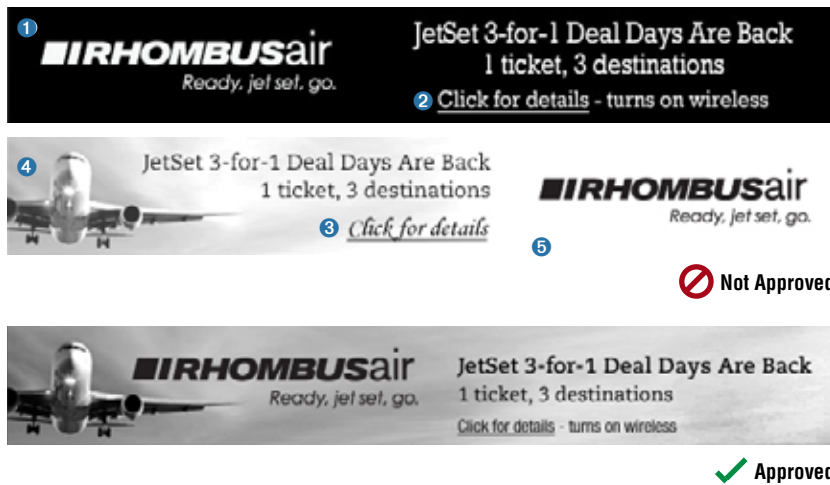
4.1 – Dimensions Kindle Paperwhite: 758x116px banner
Kindle/Kindle Touch/Kindle Keyboard: 600x90px banner

4.2 – Required Elements Home Screen Banner call to action messaging varies for each device (See section 1.3)

- All Home Screen Banners must include the required text, with exact capitalization and punctuation as listed in section 1.3: “[Call to action - turns on wireless](#)”
- Alternatively, the text can be wrapped to two lines: [“Call to action turns on wireless”](#)
- Call to action can be either “[Click for details](#)” “[Learn more](#)”, etc. at advertiser and Amazon’s discretion to be appropriate to the message.
- Call to action should start with a verb. (ie. click, shop, buy)
- Call to action font size should be minimal 11px and maximum 16px.
- Font can match advertiser’s branding style guidelines. Copy should be legible and easy to read.
- Only En dashes (-) can be used as a separator. Em dashes (—) cannot be used.

- 4.3 – Creative Guidelines**
- No black or dark backgrounds; background should be sufficiently light for black text to be used.
 - Banners with white backgrounds should have a 1 px stroke added to outer edge.
 - Any background images should be optimized for sufficient contrast for the Kindle screen.
 - Messaging should be minimal and accurate to what the customer will find when they go to the Ad Details page.

4.4 – Approved & Not Approved

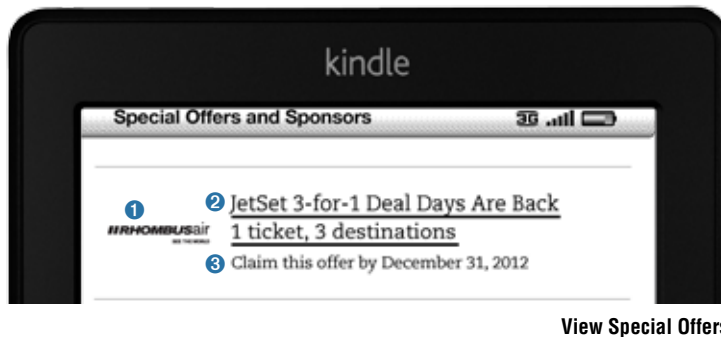


Why

- Background is too dark
- CTA is larger than 16px
- Call to action is difficult to read and is formatted incorrectly
- Not enough contrast
- White background requires 1px stroke on outer edge

5 View Special Offers

5.1 – Placement Components



Placement includes :

- Logo or Image**
128x128px
Kindle Paperwhite
100x100px
Kindle/Kindle Touch/Kindle Keyboard
- Headline**
64 Characters, 2 lines (including spaces)
- Subhead**
80 Characters, 2 lines (including spaces)

- 5.2 – Creative Guidelines**
- No additional formatting allowed (bold, underline, italics, etc.)
 - Offer headline copy should be formatted in title case.
 - Message should be short, simple and accurate as to what the customer will find when they go to the Ad Details page.
 - Offers must include expiration date formatted as “Claim this offer by Month DD, YYYY.”

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KINDLE WITH SPECIAL OFFERS

6 Ad Details Page

6.1 – Dimensions **Kindle Paperwhite:** 758x1024px full screen ad
Kindle/Kindle Touch/Kindle Keyboard: 600x800px full screen ad

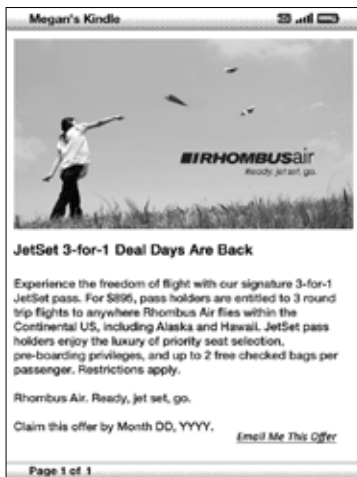
- 6.2 – Required Elements**
- Headline
 - Subheadline (templates 2 and 3 only)
 - Body copy or product description
 - Offer valid dates (if applicable)
 - Photography or campaign creative
 - Logo (template 2 only)
 - Call to action for non Buy From Device campaigns: “Email Me More Details” or “Email Me This Offer”

6.3 – Creative Guidelines

The Ad Details Page is the landing page for your campaign on Kindle with Special Offers. It is where customers can find more information about your product or service and allows the customer the opportunity to request additional information from the advertiser.

- Imagery should be consistent with other placements.
- All text is Kindle standard font (Helvetica) and cannot be customized.
- Offers must include valid dates in subheadline space formatted as “Claim this offer by Month DD, YYYY.”
- Offer headline copy should be formatted in title case.
- Message should be simple and accurate and not mislead customers or obfuscate advertiser details.
- No additional links can be added other than the required Call to Action outlined in Section 6.2.

6.4 – Available Templates

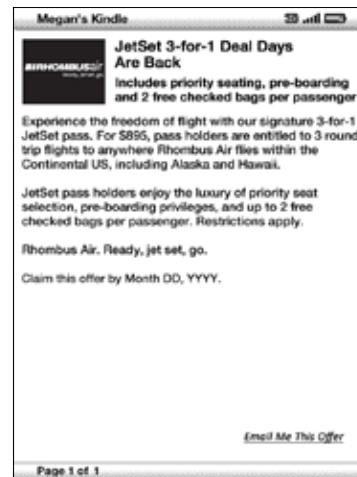


Template 1 1 Large Hero Image

Image
720x410px
Kindle Paperwhite
570x320px
Kindle/Kindle Touch/Kindle Keyboard

Headline
119 characters max*
2 lines max*

Body copy
420 characters max*



Template 2 1 small image or advertiser logo

Image
175x140px
Kindle Paperwhite
140x110px
Kindle/Kindle Touch/Kindle Keyboard

Headline
63 characters max*
2 lines max*

Subhead
74 characters max*
2 lines max*

Body copy
1230 characters max*



Template 3 2 medium images

Images
250x200px, 285x200px
Kindle Paperwhite
200x150px, 200x150px
Kindle/Kindle Touch/Kindle Keyboard

Headline
33 characters max*
1 line max*

Subhead
70 characters max*
2 lines max*

Body copy
800 characters max*



Template 4 Buy From Device (BFD) features 1 product image

Image
165x228
Kindle Paperwhite
165x228px
Kindle/Kindle Touch/Kindle Keyboard

Product Title
28 characters per line*
2 lines max*

Advertiser Name
28 characters max*

Variation Title
12 characters max*
3 variations max*

Product Description
1400 characters max*

* All character count restrictions are approximate. Depending on formatting, your campaign may allow for fewer characters. Character counts include spaces. A blank line is equal to approximately 64 characters.

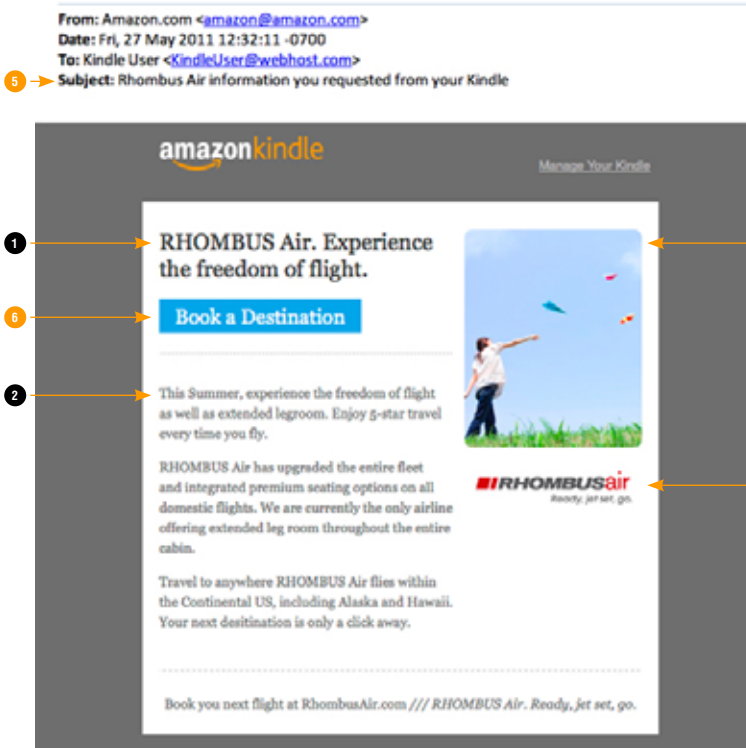
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KINDLE WITH SPECIAL OFFERS

7 Customer Email

7.1 – Description All Kindle with Special Offers ad campaigns include an email to customers. The email is a template for advertiser or offer messages and the format cannot be customized. All Kindle emails are designed and sent from Amazon.com. Copy must be different from the Ad Details page.

7.2 – Required Elements



Standard Email Template

All emails includes the following elements:

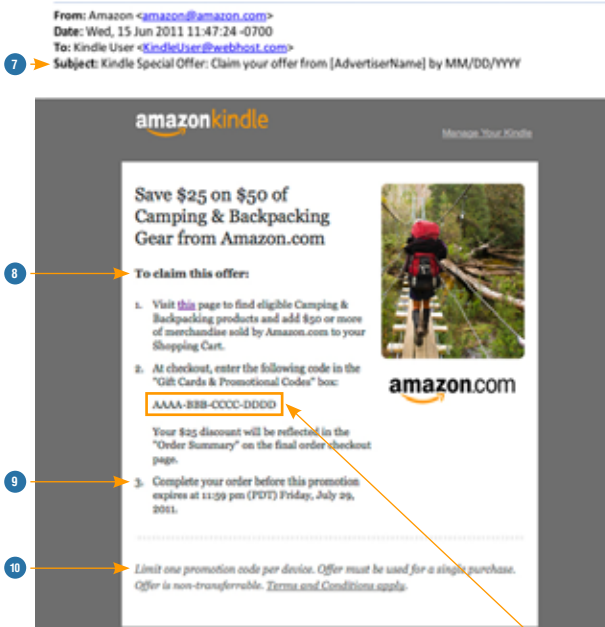
- 1 **Headline**
- 75 characters max (with spaces)
- 2 **Body copy**
- 500 characters max (with spaces)
- Copy must be different from the Ad Details page
- 3 **Main image**
- 158px Width – variable height
- 4 **Advertiser logo**
- Variable height, max width 158px

Standard email template also includes:

- 5 **Advertiser Subject line**
- Should be formatted: [AdvertiserName] information you requested from your Kindle
- 6 **Call to action**
- 20 characters max (with spaces)
- Must start with a verb

Offer templates also includes:

- 7 **Offer Subject line**
- Format "Kindle Special Offer: Claim your offer from [AdvertiserName] by MM/DD/YYYY"
- 8 **Offer Instructions**
- Should contain simple instructions for the customer on how they claim the offer, including a link to the full details of the offer and/or a link to shop for qualifying products.
- 9 **Offer valid dates**
- Format "Claim this offer by Month DD, YYYY"
- 10 **Terms and Conditions**
- Link to is required



Offer Email Template (with Promo Code)
Offers on Amazon.com only



Offer Email Template (without Promo Code)