

Amazon Advertising Style Guide

FIRE TABLET WITH SPECIAL OFFERS

1 Overview

1.1 – Placements Fire Tablet with Special Offers is a unique advertising platform for advertisers. All ad packages include the following placements:

Wake Screen — Full screen advertisement that appears when the device is woken up from ‘sleep’ mode

View Special Offers — Tile within a list of all special offers and advertisements on the device

Landing Page — Amazon shopping page (products, movies, apps, music, etc.) or a full screen interactive experience (Custom Landing Page, Video with Overlay, or external tablet-optimized URL).



1 Overview

- 1.1 – Placements
- 1.2 – Locations
- 1.3 – Creative Standards
- 1.4 – Branding, Colors & Typography
- 1.5 – Ad Content Restrictions

2 Wake Screen

- 2.1 – Asset Specifications
- 2.2 – Creative Requirements
- 2.3 – Approved & Not Approved

3 View Special Offers

- 3.1 – Asset Specifications
- 3.2 – Creative Requirements

4 Custom Landing Pages

- 4.1 – Page Dimensions

5 External Landing Pages

- 5.1 – Technical Requirements

6 Video

- 6.1 – Content Restrictions
- 6.2 – Technical Specifications
- 6.3 – Video with Overlay

7 Customer Ratings

- 7.1 – Allowable Placements
- 7.2 – Product Restrictions
- 7.3 – Creative Requirements
- 7.4 – Approved & Not Approved

1.2 – Locations US, DE, UK, FR, ES, IT

Amazon Advertising Style Guide

FIRE TABLET WITH SPECIAL OFFERS

1.3 – Creative Standards

Fire Tablet users expect compelling, pixel-perfect ads worthy of their device’s high-quality screen. By aligning your creative with these expectations, your campaigns have the power to deliver meaningful experiences. The following characteristics are guidelines for creating ads that connect with Fire Tablet customers.

Balanced

- Design elements, product imagery, and text are well proportioned. Visual weight is equally dispersed.
- Messaging hierarchy is clear. Elements are laid out in order of importance (e.g. headline first, subhead second, body text third).
- Overall composition feels integrated. Focal points should dominate without sacrificing unity.
- Elements are justified and/or aligned on the same x- and y-axes. Use of symmetry or asymmetry appears deliberate and purposeful.

Not Approved 



Approved 



Why

- 1 Elements are not equally dispersed.
- 2 Elements are not precisely aligned on the same x- and y-axes.

Simple

- Ad copy is kept to a minimum. Unnecessary information or instructions, including “fine print,” are removed. All text is legible.
- *US and EU campaigns only:* Headlines do not exceed 12 words, with supporting copy not exceeding 20.
- *Japan campaigns only:* Headlines do not exceed 20 characters, with the headline and subcopy combined not exceeding 40 characters total.
- Text is set in a maximum of three typefaces, including the call-to-action button.
- Special characters, including copyright (©) and other legal symbols, are strongly discouraged. (Refer to section 2.2.)
- Message bursts and cliché graphic devices are avoided.
- Filters, drop shadows, and other Photoshop effects are used sparingly and subtly.
- If used, animation is restrained, relying on subtlety and finesse.

Not Approved 



Approved 



Why

- 1 Text is set in more than three typefaces
- 2 Supporting copy exceeds 20 words.

Amazon Advertising Style Guide

FIRE TABLET WITH SPECIAL OFFERS

1.3 – Creative Standards (cont'd.)

Respectful

- The tone of the ad is not “shouty.” Elements that appear overbearing or pushy (such as all-caps copy and exclamation points) are avoided.
- Ad creative does not contain content that is violent, threatening, suggestive, provocative, or inappropriate for a general audience. (Refer to section 1.5.)
- Messaging and calls to action are clear and never misleading.
- Marketing claims are substantiated and in the best interest of the customer.
- Questionable tones of voice (including sarcasm, stereotyping, and competitive slander) are not used.
- Animation is fluid and smooth, not abrupt or forceful. Cuts do not occur quickly or suddenly.

Not Approved 



Approved 



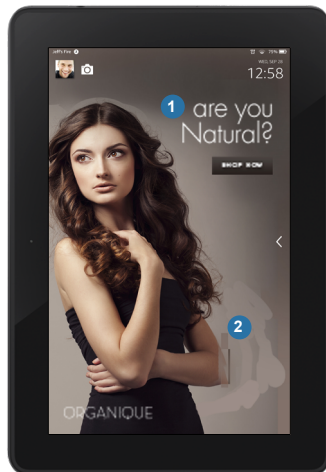
Why

- 1 Marketing claim cannot be substantiated.
- 2 Exclamation point and text styling gives the message a shouty tone.

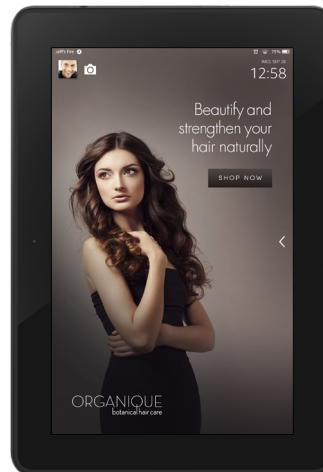
Smart

- Ad copy educates the customer about the main points of the featured product or service.
- Grammar and punctuation are used correctly.
- Images, logos, and text are not pixelated or fuzzy.
- Retouching is photorealistic, avoiding defects in gradients, shadows, and perspective.
- Animation compliments the design and supports the message of the ad.

Not Approved 



Approved 



Why

- 1 Headline and CTA button are fuzzy.
- 2 Retouching has defects.

Amazon Advertising Style Guide

FIRE TABLET WITH SPECIAL OFFERS

- 1.4 – Branding, Colors & Typography**
- All design elements should match the branding guidelines of the advertiser and not use any Amazon branding elements, buttons, etc., unless expressly approved by Amazon.
 - The advertiser's logo or name must be included in creative execution.
 - For requirements regarding the use of Amazon.com's average customer star ratings, refer to section 6.3.

1.5 – Ad Content Restrictions In order to make sure people of all ages have the best experience possible on their Fire, we work with our clients to run ads that are appropriate for all audiences. All Fire ad content must conform to Amazon's Creative Acceptance guidelines found at www.amazon.com/advertisingspecs. Amazon requires that advertisers review their content with these guidelines in mind before submitting. For placement-specific restrictions, refer to sections 2.2 and 5.1.

2 Wake Screen

2.1 – Asset Specifications Wake Screen assets must be created according to these specifications:

Device	Asset	Dimensions	Max. File Weight	Format	Min. Font Size (US/EU)	Min. Font Size (JP)
Kindle Fire (Gen5)	Backgrounds	600x1024px (P) or 1024x600px (L)	300k	JPG	17pt	n/a
Kindle Fire HD (Gen5)	Backgrounds	800x1280px (P) or 1280x800px (L)	300k	JPG	22pt	n/a
Kindle Fire HD 8.9" (Gen5)	Backgrounds	1200x1920px (P) or 1920x1200px (L)	400k	JPG	32pt	n/a
Kindle Fire HD (Gen6) Fire HD 6 (Gen7) Fire HD 7 (Gen7)	Backgrounds	800x1280px (P) or 1280x800px (L)	300k	JPG	22pt	19pt
	Buttons	800x1280px (P) or 1280x800px (L)	n/a	PNG-24	22pt	19pt
Kindle Fire HDX (Gen6)	Backgrounds	1200x1920px (P) or 1920x1200px (L)	800k	JPG	32pt	n/a
	Buttons	1200x1920px (P) or 1920x1200px (L)	n/a	PNG-24	32pt	n/a
Kindle Fire HDX 8.9 (Gen6) Fire HDX 8.9 (Gen7)	Backgrounds	1200x1920px (P) or 1920x1200px (L)	1500k	JPG	32pt	28pt
	Buttons	1600x2560px (P) or 2560x1600px (L)	n/a	PNG-24	42pt	37pt

- Assets must be created for both landscape and portrait orientations.
- Button assets should be the size of the full screen (with a majority of the asset being transparent), not cropped to the dimensions of the visible button.
- Unlock and CTA sliders are added during production and should not be included in the assets.

Wake Screens on Gen6 and Gen7 devices may be animated by providing video files in addition to the background images:

- Format: H264/MP4
- Max file size: 3.5 MB
- Frames per second: 24
- Max length: 7 seconds (video may loop)
- Video must be provided in both landscape and portrait orientations at two different sizes each (800x1280px and 1200x1920px) for a total of four files.
- Buttons and background images are also required. Background images must be identical to the first frame of the video files.

2.2 – Creative Requirements Wake Screen creative must conform to the following requirements:

- Content must be appropriate for audiences of all ages.
- All background images must include a full bleed. No white borders or edges.
- Text, logos, and essential product imagery may not be placed behind sliders or buttons.
- The Gen6/7 Wake Screen interface (unlock caret, date/time, battery level, etc.) may be white or black, but must be easily legible.
- Text must be large enough to be legible on all devices (refer to minimum font sizes listed in section 2.1).
- Legal symbols within ad copy, such as copyright (©), are strongly discouraged and will be removed by default.
- Legal symbols included in logo lockups or product images are allowed.
- All ads for films, TV shows, or video games should include the appropriate rating icon.

Additionally, for animated Wake Screens:

- Video files cannot contain audio.
- Animation cannot be delayed. It must start immediately within the first frames of the video.
- Ad headline, supporting copy, call-to-action, and product image (if applicable) must be visible in the first frame and throughout the entire video.
- Ad text and advertiser logo cannot move, fade, rotate, or stretch. Other minor effects may be applied.

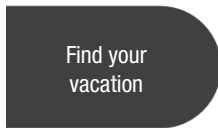
Amazon Advertising Style Guide

FIRE TABLET WITH SPECIAL OFFERS

2.2 – Creative Requirements (cont'd.)

Call-to-Action Sliders and Buttons:

- Call-to-action text must be clear and specific, and should reflect the content of the corresponding Landing Page.
- Slider call-to-action text (Gen5) is limited to two lines of 14 characters each (including spaces). The text should start with a verb and must be formatted in sentence case. All caps, all lowercase, title case, and mixed case are not allowed.
- Sliders are added during production. Their design cannot be changed.
- Button call-to-action text (Gen6/7) is limited to one line of 28 characters (US/EU) or 12 characters (JP). The text should start with a verb and must be formatted in sentence case or to align with the advertiser's established CTA branding. Mixed case is not allowed.
- Button design should reflect the advertiser's brand. Both a default and a pressed state must be created.
- To provide user-friendly tap targets, buttons must meet the following minimum height requirements: 70px (HD), 105px (HDX) and 140px (HDX 8.9)



Call-To-Action Slider (Gen5)



Call-To-Action Button (Gen6/7) - default state



Call-To-Action Button (Gen6/7) - pressed state

2.3 – Approved & Not Approved

Not Approved 



Approved 



Why

- 1 Artwork that falls behind semi-transparent sliders or buttons may not contain text, logos, or key imagery.

Not Approved 



Approved 



Why

- 1 Text must be large enough to be legible on all devices (minimum font sizes listed in section 2.1)

Amazon Advertising Style Guide

FIRE TABLET WITH SPECIAL OFFERS

2.3 – Approved & Not Approved (cont'd.)

Not Approved 



Approved 



Why

- 1 Artwork should not interfere with the legibility of the Gen6/7 Wake Screen interface (date/time, battery level, etc.)
- 2 Call to action used on button must be formatted in sentence case or all caps. All lowercase, camel case and mixed case are not allowed.
Call to action is limited to one line of 28 characters (including spaces).

Not Approved 



Approved 



Why

- 1 The Wake Screen interface may be black or white, but must be easily legible.

3 View Special Offers

3.1 – Asset Specifications

View Special Offers tile assets must be created according to these specifications:

Device	Dimensions	Max. File Weight	Format	Min. Font Size (US/EU)	Min. Font Size (JP)
Kindle Fire (Gen5)	153x153px	30k	JPG	10pt	n/a
Kindle Fire HD (Gen5)	205x205px	30k	JPG	14pt	n/a
Kindle Fire HD 8.9" (Gen5)	324x324px	40k	JPG	22pt	n/a
Kindle Fire HD (Gen6), Fire HD 6 (Gen7), Fire HD 7 (Gen7)	205x205px	30k	JPG	14pt	13pt
Kindle Fire HDX (Gen6)	310x310px	40k	JPG	21pt	n/a
Kindle Fire HDX 8.9 (Gen6), Fire HDX 8.9 (Gen7)	424x424px	60k	JPG	28pt	26pt

Amazon Advertising Style Guide

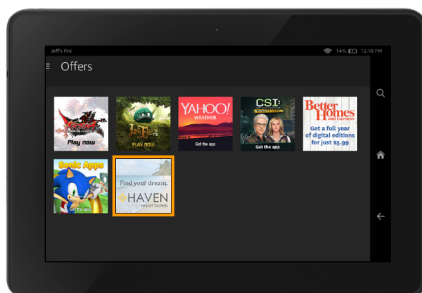
FIRE TABLET WITH SPECIAL OFFERS

3.2 – Creative Requirements

- A call to action is recommended, but not required.
- If used, the call to action must be clear and specific. It must be formatted in sentence case or to align with the advertiser's established CTA branding. Mixed case is not allowed.
- The call to action must not be designed as a button.
- Copy should be legible and easy to read. Fonts should reflect the advertiser's brand.
- Artwork must not contain a border.
- Messaging should reflect the content of the corresponding Landing Page.



View Special Offers (portrait)



View Special Offers (landscape)



View Special Offers tile

4 Custom Landing Pages

4.1 – Page Dimensions

Custom Landing Pages, designed and built by Amazon Creative Services, are displayed in a specialized webview. In order to accommodate the device's status and softkey bars, the exact dimensions of these landing pages are smaller than the device's screen size. The status bar is located at the top of the screen in both orientations. The softkey bar is located at the bottom of the screen in portrait orientation and at the far right of the screen in landscape orientation.

Device	Dimensions (Portrait)	Dimensions (Landscape)
Kindle Fire (Gen5)	600x936px	963x573px
Kindle Fire HD (Gen5)	800x1167px	1202x765px
Kindle Fire HD 8.9" (Gen5)	1200x1790px	1830x1160px
Kindle Fire HD (Gen6), Fire HD 6 (Gen7), Fire HD 7 (Gen7)	800x1168px	1202x766px
Kindle Fire HDX (Gen6)	1200x1752px	1803x1149px
Kindle Fire HDX 8.9 (Gen6), Fire HDX 8.9 (Gen7)	1200x1788px	1828x1159px

5 External Landing Pages

5.1 – Technical Requirements

All client-supplied external landing pages—and any secondary pages they link to—must be fully functional and render properly within the Silk browser on Fire devices in both landscape and portrait orientations:

- All interactive elements (links, form fields, etc.) must function as intended.
- Navigation items, text, and graphics may not be cropped, overlapping, misaligned, or contain unintentional line breaks.
- Video must comply with current HTML video standards. Flash video may not be used.
- If present, services that automatically detect or prompt a customer to enter his/her physical location must be functional.
- All key page elements must load within four seconds when a strong wireless connection is present.

Amazon Advertising Style Guide

FIRE TABLET WITH SPECIAL OFFERS

6 Video

6.1 – Content Restrictions

- Trailers for content rated as appropriate for older teens (15+) must be contained within a Custom Landing Page or external URL, and must only play when initiated by the customer after the page has loaded. Auto-play, including use within Video with Overlay packages, is not allowed.
- Ads containing trailers for content rated as appropriate for young teens (12-15) or older teens (15+) will be filtered from devices with active parental controls, even if the trailer itself is appropriate for all audiences.

6.2 – Technical Specifications

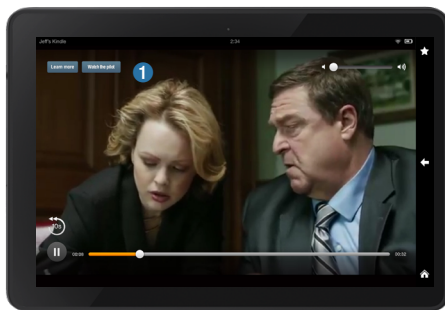
- Video playback is in full screen landscape mode only. Inline video is not supported.
- Always provide a high quality version of a video, even if providing a compressed Fire-ready version as well.

		High quality submission	Fire-ready submission
Video	Codec	Uncompressed, Apple ProRes, H.264	H.264
	Resolution	1280x720 (720p) or higher	960x540
	Bitrate	15mbps or higher	1.8mbps (2mbps max)
	File format	.mov, .mp4	.mp4
	Frame rate	30fps or lower	30fps or lower
	Render profile	n/a	Baseline
	Maximum duration	3min	3min
Audio	Codec	AAC	AAC
	Sample rate	48,000HZ	48,000HZ
	Bitrate	160kbps or higher	128kbps

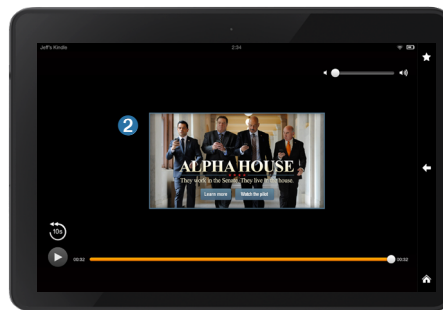
6.3 – Video with Overlay

Video with Overlay is an ad package that allows advertisers to brand a video playback experience. In this scenario, the Wake Screen and the View Special Offers tile open a full screen video that begins playing automatically. In addition to standard media controls, the video also has either one or two call-to-action buttons at the top left corner of the screen; these buttons are only visible when the media controls are active. The video ends on a branded 'end slate.'

- No more than two buttons — tapping these buttons directs the user to an Amazon shopping page, Custom Landing Page, or external tablet-optimized URL.
- Buttons and end slate background image support variable widths for greater design flexibility.
- The same buttons and accompanying links that appear on the overlay during playback are used on the end slate.



During video playback



End of playback

Description

- Call-to-action buttons overlay the top of the video during playback, but only appear when the media controls are visible.
- Upon video completion, the branded end-slate graphic appears along with call-to-action buttons. The end slate persists even when the media controls are dismissed.

Button and end-slate assets must be created according to these specifications:

Device	Asset	Dimensions	Max. File Weight	Format
Kindle Fire (Gen5)	Button(s)	40px height, 180px max width	n/a	PNG-24
	End slate background	220px height, 420px max width	100k	JPG
Kindle Fire HD (Gen5)	Button(s)	52px height, 270px max width	n/a	PNG-24
	End slate background	290px height, 630px max width	200k	JPG
Kindle Fire HD 8.9" (Gen5)	Button(s)	63px height, 320px max width	n/a	PNG-24
	End slate background	464px height, 850px max width	300k	JPG
Kindle Fire HD (Gen6), Fire HD 6 (Gen7), Fire HD 7 (Gen7)	Button(s)	52px height, 270px max width	n/a	PNG-24
	End slate background	290px height, 630px max width	200k	JPG
Kindle Fire HDX (Gen6)	Button(s)	63px height, 320px max width	n/a	PNG-24
	End slate background	464px height, 850px max width	300k	JPG
Kindle Fire HDX 8.9 (Gen6), Fire HD 8.9 (Gen7)	Button(s)	84px height, 427px max width	n/a	PNG-24
	End slate background	619px height, 1133px max width	500k	JPG

Amazon Advertising Style Guide

FIRE TABLET WITH SPECIAL OFFERS

7 Customer Ratings




7.1 – Allowable Placements Average customer star ratings from Amazon.com (or other locale domains, such as Amazon.co.uk or Amazon.de) may be used within ad creative on Wake Screens and Custom Landing Pages. All use is subject to approval by Amazon.com.

- 7.2 – Product Restrictions**
- Ratings may only be used on Wake Screen ads that advertise a single product. Custom Landing Pages, however, may include multiple products and their corresponding ratings.
 - Products must have at least a 3.5 average star rating and a minimum of 15 customer reviews.
 - The rating shown must be for the specific product advertised. For example, if the ad is promoting a 25-inch TV, the rating cannot be from a 52-inch TV, even if it is from the same series.

- 7.3 – Creative Requirements**
- Ratings on the Wake Screen must use a standard lockup, containing these elements:
- The phrase “Average Amazon.com Customer Review” using the domain name of the appropriate locale (e.g. “.de” or “.co.uk”)
 - The average customer star rating
 - The total number of customer reviews in parenthesis
 - The date on which the average customer rating was calculated. Formatting of the date should be appropriate to the locale (MM/DD/YY for US, DD/MM/YY for UK, and DD.MM.YY for DE, etc.)

Visual formatting must be as follows:

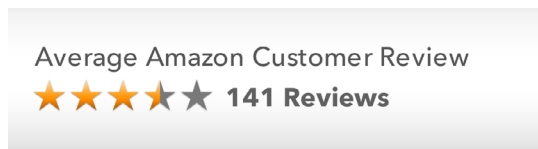
- Stars must always be standard Fire Tablet stars. Star colors may not be changed. The existing star drop shadow may be removed, but not adjusted.
- Font color may be white, black or gray. All text must be the same color.
- The following sizing, spacing, and font faces may not be adjusted:

Average Amazon.com Customer Review  Helvetica Neue LT Std - 55 Roman
 (141 Reviews) 8/11/13  Helvetica Neue LT Std - 45 Light

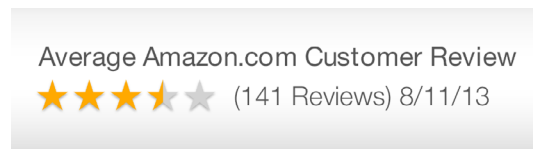
Device	Star Height	Star Spacing	Font Size (72 dpi)
Kindle Fire (Gen5)	20px	3px	16pt
Kindle Fire HD (Gen5)	23px	4px	20pt
Kindle Fire HD 8.9" (Gen5)	35px	6px	30pt
Kindle Fire HD (Gen6), Fire HD 6 (Gen7), Fire HD 7 (Gen7)	23px	4px	20pt
Kindle Fire HDX (Gen6)	35px	6px	30pt
Kindle Fire HDX 8.9 (Gen6), Fire HDX 8.9 (Gen7)	35px	6px	30pt

6.4 – Approved & Not Approved

Not Approved 



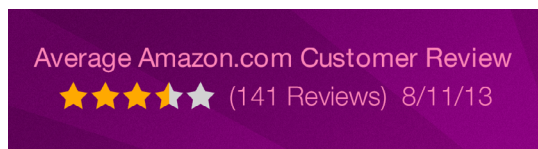
Approved 



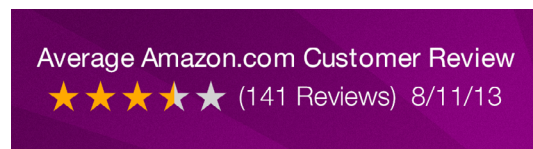
Why

Domain (.com), parenthesis and date must be included. Font face and star colors cannot be changed.

Not Approved 



Approved 



Why

Font color must be white, black, or gray. Star shape and spacing cannot be changed.