

Amazon Display Advertising Style Guide

SITE WIDE MINI MARQUEE PUSHDOWN

1 Overview

Description

The Site Wide Mini Marquee Pushdown placement is located above the Global Navigation Bar (GNO) on all Amazon pages except for the homepage (Home Page Marquee). The user-initiated expanded unit can either be static or contain rich media.

The image shows three sequential screenshots of the Amazon website's top section. The first screenshot, labeled 'Collapsed Static State (before flash loads)', shows a standard Amazon header with navigation links and a search bar. The second screenshot, labeled 'Collapsed Flash State (on flash load)', shows the same header but with a small, compact advertisement unit appearing below the navigation bar. The third screenshot, labeled 'Expanded Flash State (user-initiated)', shows the advertisement unit expanded to a larger size, featuring a 'KITCHENSMART' promotion with a '20% OFF ALL APPLIANCES' offer and a 'Shop Now' button. Callout boxes with numbered circles 1, 2, and 3 point to these respective states.

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1.1 – Dimensions **Collapsed:** 310w x 39h pixel for content area (as seen on load of home page)
Expanded: 980w x 250h pixels (activated by user-initiation from call to action button in collapsed state)
 See the *Visual Components* section for additional details on dimensions and functionality. All sizes are non-IAB standard.

1.2 – Locations ES, IT

1.3 – Placements Amazon Site Wide Pages: amazon.es, amazon.it

1.4 – Related Documents
General Branding: Overview and general guidelines for advertising on Amazon.com: amazon.com/advertisingspecs
Home Page Guidelines: Specific guidelines for advertising on the Amazon home page: [Home Page Creative Guidelines](http://amazon.com/homepagecreativeguidelines)
Related Ad Units: Home Page Marquee Pushdown, Home Page Pushdown, Sitewide Mini Marquee Flyout, Wish List Pushdown

2 Creative Elements

- 2.1 – Branding, Colors & Typography**
- Advertiser's logos, typography and design elements such as buttons should not dominate the page, visually compete with the Amazon logo or give the impression of "shouting" through scale or type case treatments.
 - All design elements for advertisements linking off-site should match the guidelines for your campaign and not use Amazon branding elements, buttons, fonts, etc., unless expressly approved by Amazon. (See Amazon.com [Brand Usage Guidelines](http://amazon.com/brandusageguidelines) for more detail).
 - Advertiser's logo and clear call to action (CTA) must be included in creative execution. Use horizontal logo lock-ups when available vs. vertical to have better impact in compact ad space of the collapsed state.
 - Creative with white or light backgrounds must have a border or a background that is distinguishable from Amazon content on the page.

2.2 – Advertisement Labels **Advertisement Link:** This label is required for all ad units and will be placed by Amazon within the ad artwork
 See visual examples in sections 4.1 and 4.2 for additional details on advertisement link placements and requirements

2.3 – Required Advertiser Assets

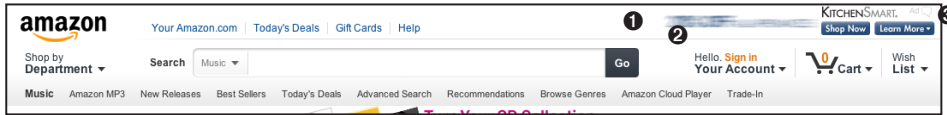
- Pre-existing standard ad units for reference, layered PSD files, logos, backgrounds, key art, SWF and FLA files, fonts, advertising copy & brand guidelines
- Hex value for background (see 3.4 & 4.2)

All advertisements, and contents therein, are subject to approval by Amazon.com

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3 Approved & Not Approved

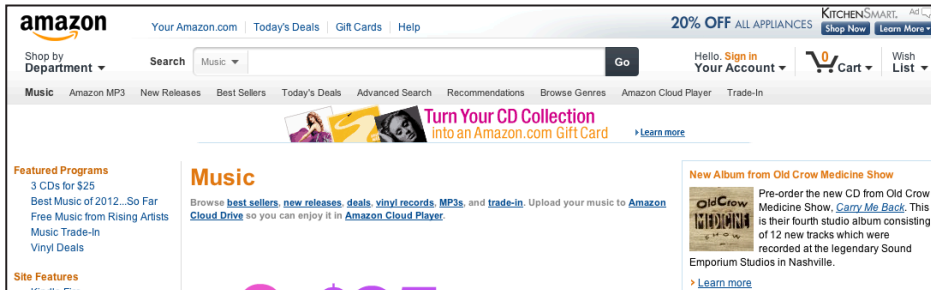
3.1 – Not Approved



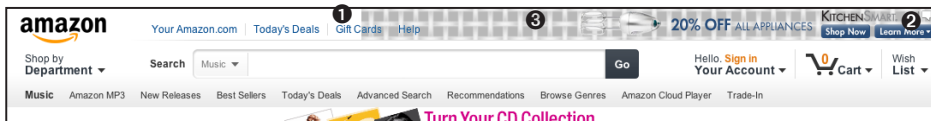
Why

- ❶ The background of the ad must be distinct from Amazon content and cannot be pure white
- ❷ The collapsed ad unit cannot use motion, except subtle animation for the expand link
- ❸ The advertisement link needs to be clearly legible from the background

Approved



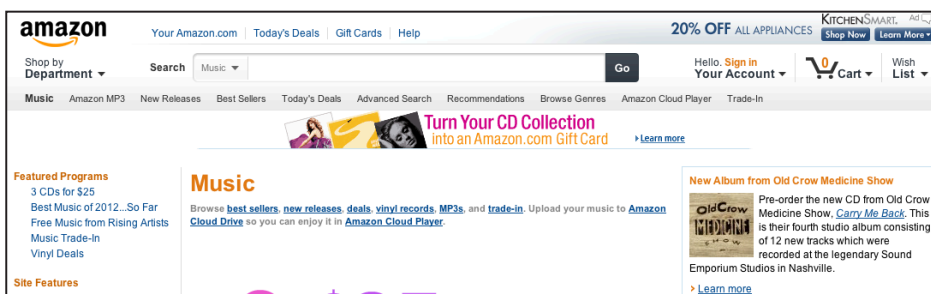
3.2 – Not Approved



Why

- ❶ The gradient should have a smooth transition to maintain the legibility of the site messaging
- ❷ The background graphic should be simple, non-distracting, understated, and clean
- ❸ All foreground objects and messaging are limited to the 505 pixel wide collapsed content space

Approved

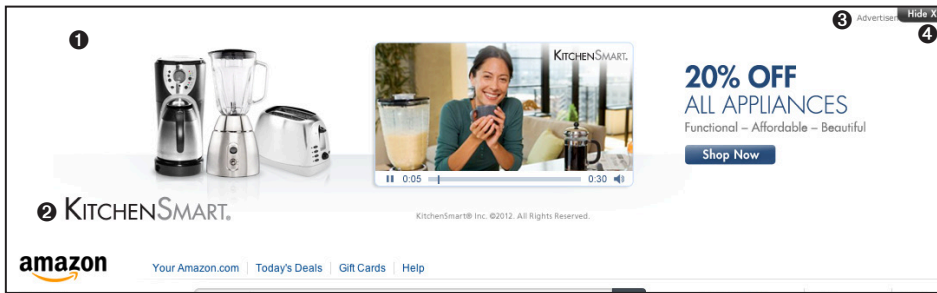


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3 Approved & Not Approved

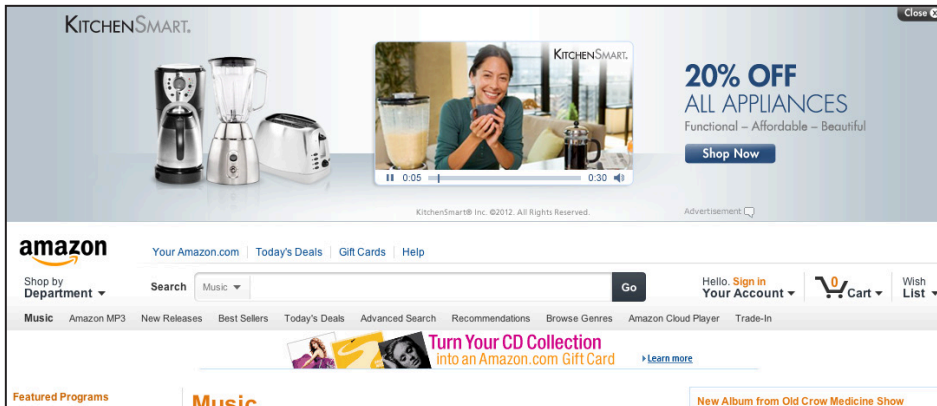
3.3 Not Approved 



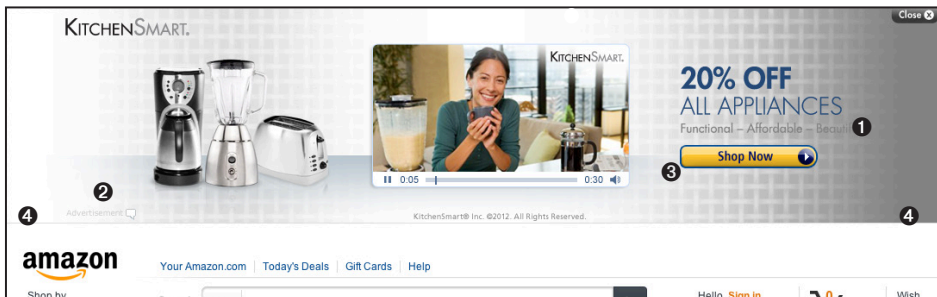
Why

- 1 The background of the ad must be distinct from Amazon content and cannot be pure white
- 2 The logo of the ad should not be positioned so as to compete with the Amazon logo
- 3 Content should not reside within the top right 300w x 50h pixels of the expanded unit to prevent being covered up by the close button as the browser becomes narrower than 1024 pixels wide
- 4 The close button should always say "Close" and have an icon for the "x" vs. the letter "x"

Approved 



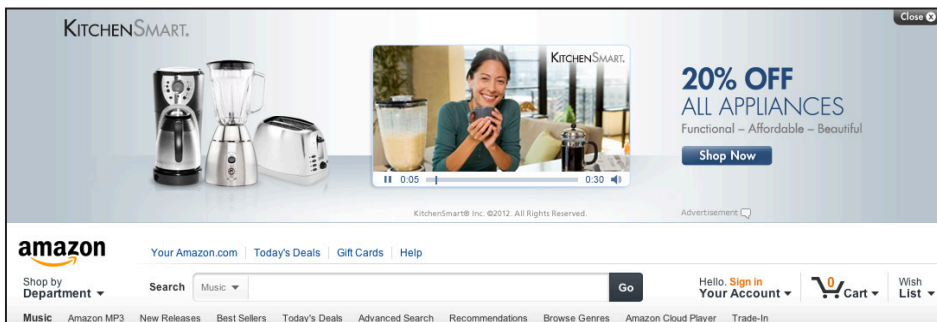
3.4 Not Approved 



Why

- 1 The background of the ad should not have a confusing or distracting pattern
- 2 The advertisement link needs to be clearly legible from the background and should not be positioned in the bottom left corner of the ad so as to compete with the Amazon logo
- 3 The ad cannot use Amazon-branded buttons except for special cases
- 4 Both backgrounds must be the same color and cannot be white. (also see 4.2 and the *Gold Box Style Guide* for additional visual examples)

Approved 



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4 Layout & Technical Specs

4.1 – Collapsed Unit Breakdown

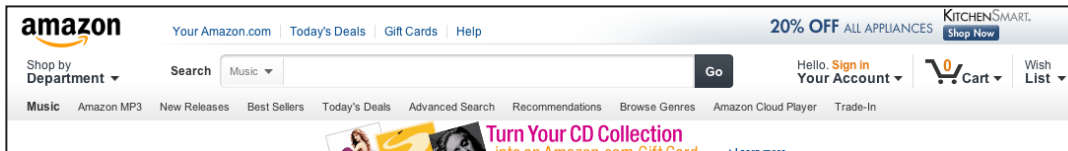
Functionality

- The collapsed state of the ad unit first loads as a static graphic to minimize latency without the expand button and is seamlessly followed by a dynamic Flash version of the same artwork with the addition of expand button
- The static and Flash main content area is clickable (along with the CTA buttons) and floats on top of the background image
- Animation with the collapsed static unit should be confined to the expand button. Rollover states or highlights are accepted. As the static ad unit transitions to Flash, the expand button should dynamically enter (see amazon.com/advertisingspecs for general animation guidelines and best practices)
- The advertisement link and icon is only shown after the Flash unit loads

Dimensions

- The main content area is located within a 310w x 39h pixel area that floats over a 2000w pixel background image. The background image is placed to reveal the left 800 pixels of the graphic. As the browser expands past 1024 pixel screen resolution, more of the image is revealed.

Static (Collapsed)

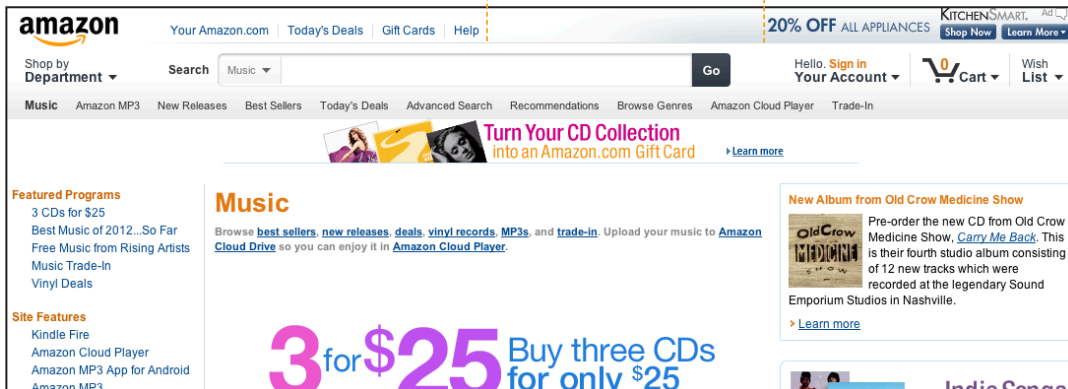


600 pixels revealed of 2000 pixel image at 1093 screen resolution

Gradient should transition smoothly to 100% white and be completely white by the time it reaches the left text

310 pixel max width for collapsed content area (transparent background)
The "Ad" label should reside in this space.

Flash (Collapsed)



39 pixels

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4 Layout & Technical Specs (Continued)

4.2 – Expanded Unit Breakdown

Functionality

- After the ad is expanded by the user, additional functionality and features are revealed. The expanded ad unit can function like a microsite.
- Animation and interactivity with the expanded unit is not limited as long as everything is contained within the pre-defined content area (see amazon.com/advertisingspecs for general animation guidelines and best practices)

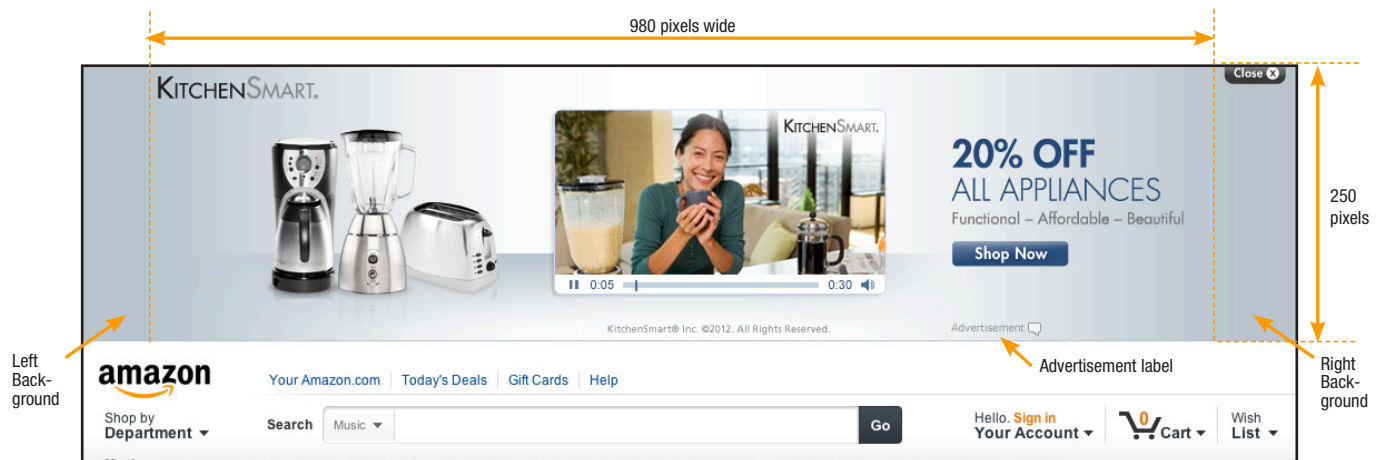
Dimensions

- The expanded ad area occupies a 980w x 250h pixel area

Backgrounds (see section 3.4 for additional visual examples)

- As the browser is expanded beyond a 1024w pixel area, a “background” is revealed. Both backgrounds must be the same color and cannot be white.
- For creative with rounded or non-flush edges, the area creating the effect should be rendered with the same color used for the backgrounds
- A fade effect into the background areas can be used in the event imagery is getting cut-off by the ad boundaries
- The color of the background and padding should be selected to best accommodate the overall design of the ad unit as the page expands

Flash (Expanded)



4.3 – File Size

Collapsed

- Static ad unit should be no larger than 40k (including background image)
- Flash ad unit should be no larger than 40k (including background image)

Expanded

- Flash ad unit should be no larger than 300k (excluding streaming video file where applicable)
- Streaming video file should be encoded using On2 VP6 codec with bitrate not exceeding 900 kbps

4.4 – File Format

Collapsed

- Static ad unit should be a transparent PNG (310w X 39h pixels)
- Flash ad unit should be a SWF (310w X 39h pixels)
- Background image should be a JPG (2000w X 39h pixels)

Expanded

- Flash ad unit should be a SWF (980w X 250h pixels)
- Streaming video file should be FLV (only 1 video per ad unit)
- Close button should be a transparent PNG

General

- No dynamically loaded external assets allowed

4.5 – Video Requirements

Video assets will be encoded in Flash for streaming as follows:

- Only 1 FLV per ad unit; Codec – On2 VP6; Bitrate Encoding – VBR; Video Bitrate: No more than 600; No F4V files; Audio Bitrate: No more than 12
- Additional video format requirements can be found at: amazon.com/advertisingspecs
- Video will be streamed from within ad units

4.6 – Flash Requirements

- All rich media ad units built are supported by Flash Player 10 and Action Script 3
- Flash build requirements are available in full at: amazon.com/advertisingspecs