

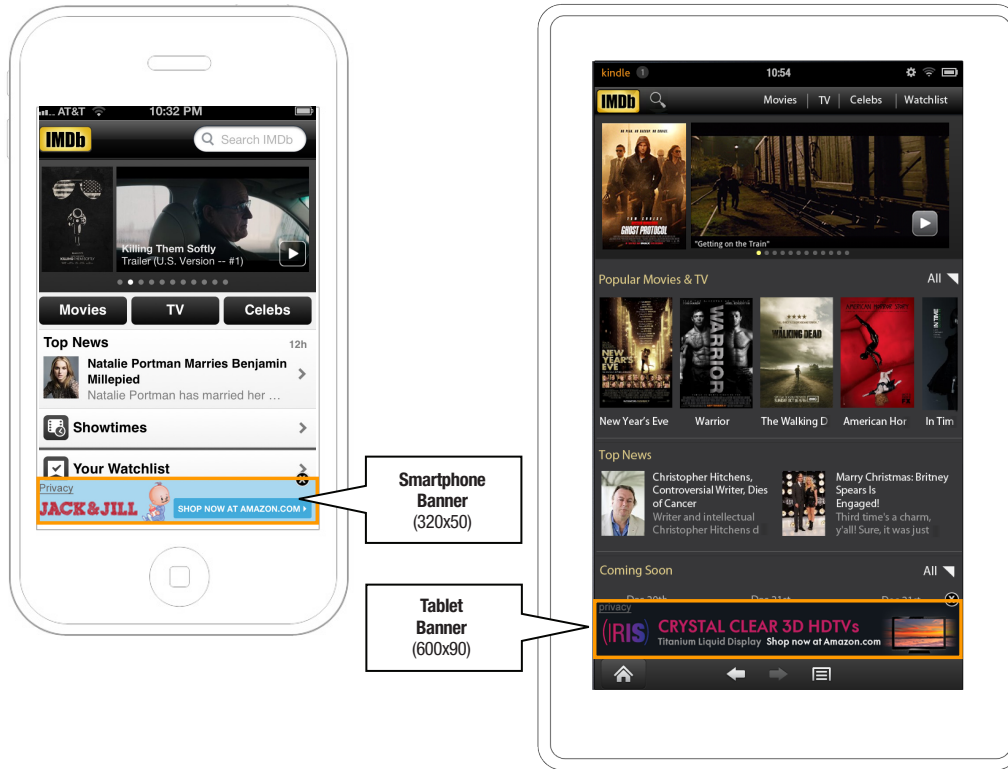
# Amazon Display Advertising Style Guide

## AMAZON MOBILE AD NETWORK

### 1 Overview

#### Description

The Amazon Mobile Ad Network enables mobile display advertisers to achieve scale and precision by reaching Amazon mobile users on 3rd party high quality mobile applications on Amazon Appstore, Kindle Fire, Amazon Mobile Ads, certified and well recognized mobile applications on Android and iOS and Amazon owned and operated properties, in a cost efficient way.



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#### 1.1 – Dimensions, File Weights & Formats

Placement Dimensions	Screen Resolution	Creative Dimensions Portrait (P) & Landscape (L)	Final Screen Dimensions	Creative File Weight (Col/Exp)	File Format
300 x 50 (Smartphone)	320 x 480 pixels	Collapsed: W 600 x H 100 pixels Exp (P): W 640 x H 800 pixels Exp (L): W 960 x H 480 pixels	Collapsed: W 300 x H 50 pixels Exp (P): W 320 x H 400 pixels Exp (L): W 480 x H 240 pixels	15k/100k max	JPG / PNG-8
320 x 50 (Smartphone)	320 x 480 pixels	Collapsed: W 640 x H 100 pixels Exp (P): W 640 x H 800 pixels Exp (L): W 960 x H 480 pixels	Collapsed: W 320 x H 50 pixels Exp (P): W 320 x H 400 pixels Exp (L): W 480 x H 240 pixels	20k/100k max	JPG / PNG-8
600 x 90 (Kindle Fire)	600 x 1024 pixels	Collapsed: W 600 x H 90 pixels Exp (P): W 500 x H 800 pixels Exp (L): W 800 x H 500 pixels	Collapsed: W 600 x H 90 pixels Exp (P): W 500 x H 800 pixels Exp (L): W 800 x H 500 pixels	10k/120k max	JPG / PNG-8
300 x 250 (Kindle Fire)	600 x 1024 pixels	Collapsed: W 300 x H 250 pixels Exp (P): W 500 x H 800 pixels Exp (L): W 800 x H 500 pixels	Collapsed: W 300 x H 250 pixels Exp (P): W 500 x H 800 pixels Exp (L): W 800 x H 500 pixels	40k/120k max	JPG / PNG-8
300 x 250 (iPad)	768 x 1024 pixels	Collapsed: W 600 x H 500 pixels Exp (P): W 1456 x H 1832 pixels Exp (L): W 1832 x H 1320 pixels	Collapsed: W 300 x H 250 pixels Exp (P): W 728 x H 916 pixels Exp (L): W 916 x H 660 pixels	40k/120k max	JPG / PNG-8
728 x 90 (iPad)	768 x 1024 pixels	Collapsed: W 1456 x H 180 pixels Exp (P): W 1456 x H 1832 pixels Exp (L): W 1832 x H 1320 pixels	Collapsed: W 728 x H 90 pixels Exp (P): W 728 x H 916 pixels Exp (L): W 916 x H 660 pixels	40k/120k max	JPG / PNG-8
1024 x 50 (iPad)	768 x 1024 pixels	Collapsed: W 2048 x H 100 pixels Exp (P): W 1456 x H 1832 pixels Exp (L): W 1832 x H 1320 pixels	Collapsed: W 1024 x H 50 pixels Exp (P): W 728 x H 916 pixels Exp (L): W 916 x H 660 pixels	40k/120k max	JPG / PNG-8
768 x 66 (iPad)	768 x 1024 pixels	Collapsed: W 1536 x H 132 pixels Exp (P): W 1536 x H 1968 pixels Exp (L): W 2048 x H 1456 pixels	Collapsed: W 768 x H 66 pixels Exp (P): W 768 x H 984 pixels Exp (L): W 1024 x H 728 pixels	40k/120k max	JPG / PNG-8
703 x 66 (iPad)	768 x 1024 pixels	Collapsed: W 1406 x H 132 pixels Exp (P): W 1536 x H 1968 pixels Exp (L): W 2048 x H 1456 pixels	Collapsed: W 703 x H 66 pixels Exp (P): W 768 x H 984 pixels Exp (L): W 1024 x H 728 pixels	40k/120k max	JPG / PNG-8

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### 1 Overview (Continued)

1.2 – Locations US

1.3 – Placements Available with the 300x50, 320x50, 600x90, 300x250, 728x90, 1024x50, 768x66, and 703x66 ad units on mobile applications in the Amazon Mobile Ad Network.

### 2 Creative Elements

2.1 – Branding, Colors & Typography

- All design elements for mobile advertising should match the branding guidelines of the advertiser.
- Advertiser's logo or name must be included in creative execution.
- If ad is clicking through to Amazon, the Amazon logo or textual reference to Amazon should be in unit - but not both.
- Amazon branded call to action buttons may be used.

2.2 – Privacy Link

All Off-Amazon placements must have the Amazon "Privacy Link", which links to the Amazon Advertising Preferences page.

- Must be placed in the collapsed and expanded ad unit.
- Should be placed in the top-left, bottom-left, or bottom-right corner of the ad. It cannot be placed in the top-right corner because it will be covered by the close button.
- Link will be placed by the Amazon Traffic team.

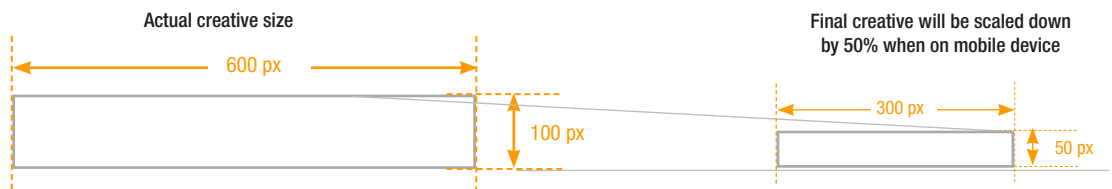
2.3 – Required Advertiser Assets

- Pre-existing standard ad units for reference, layered PSD files, logos, backgrounds, key art, SWF and FLA files, fonts, advertising copy & brand guidelines.
- All advertisements and contents therein are subject to approval by Amazon.

### 3 300x50 Smartphone Banner

3.1 – Creative Guidelines

- Collapsed Banner should be designed at 600x100 pixels and scaled down by 50% when displayed on the mobile device. The following creative guidelines pertain to the banner creative dimensions of 600x100 pixels:
  - Max k-weight = 15kb
  - Color in the banner background is allowed.
  - If a background image utilizes a photo, pattern or text, it should be simple, non-distracting, and understated.
  - Text should be minimal. Remove any unnecessary or extraneous language.
  - Font size should not be smaller than 16pt and must be legible when viewed on device.
  - Creative must contain a 2 pixel border.
  - Should contain headline and/or subhead.
  - Animation isn't allowed in the collapsed banner.



- Expanded Banner should be designed at 640x800 pixels for portrait mode and 960x480 for landscape mode. It will be scaled down by 50% when displayed on the mobile device. The following creative guidelines pertain to the banner creative dimensions of 640x800 pixels and 960x480 pixels:
  - Max k-weight = 100kb
  - Close button must be located in the top right corner of the expanded ad and at least 40x40 pixels.
  - Content should not reside within the top right 70w x 70h pixels of the expanded unit to prevent being covered up by the close button.
  - Should contain a headline and/or subhead and call to action.

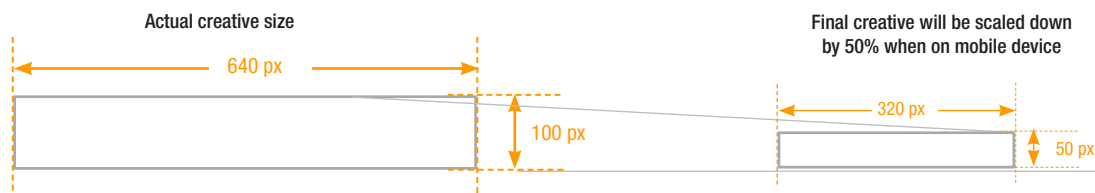
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### 4 320x50 Smartphone Banner

#### 4.1 – Creative Guidelines

- Collapsed Banner should be designed at 640x100 pixels and scaled down by 50% when displayed on the mobile device. The following creative guidelines pertain to the banner creative dimensions of 640x100 pixels:
  - Max k-weight = 20kb
  - Color in the banner background is allowed.
  - If a background image utilizes a photo, pattern or text, it should be simple, non-distracting, and understated.
  - Text should be minimal. Remove any unnecessary or extraneous language.
  - Font size should not be smaller than 16pt and must be legible when viewed on device.
  - Creative must contain a 2 pixel border.
  - Should contain headline and/or subhead.
  - Animation isn't allowed in the collapsed banner.



- Expanded Banner should be designed at 640x800 pixels for portrait mode and 960x480 for landscape mode. It will be scaled down by 50% when displayed on the mobile device. The following creative guidelines pertain to the banner creative dimensions of 640x800 pixels and 960x480 pixels:
  - Max k-weight = 100kb
  - Close button must be located in the top right corner of the expanded ad and at least 40x40 pixels.
  - Content should not reside within the top right 70w x 70h pixels of the expanded unit to prevent being covered up by the close button.
  - Should contain a headline and/or subhead and call to action.

### 5 600x90 Tablet Banner

#### 5.1 – Creative Guidelines

- Collapsed Banner should be designed at 600x90 pixels. The following creative guidelines pertain to the banner creative dimensions of 600x90 pixels:
  - Max k-weight = 10kb
  - Color in the banner background is allowed.
  - If a background image utilizes a photo, pattern or text, it should be simple, non-distracting, and understated.
  - Text should be minimal. Remove any unnecessary or extraneous language.
  - Font size should not be smaller than 16pt and must be legible when viewed on device.
  - Creative must contain a 1 pixel border.
  - Should contain headline and/or subhead.
  - Animation isn't allowed in the collapsed banner.
- Expanded Banner should be designed at 500x800 pixels for portrait mode and 800x500 pixels for landscape mode. The following creative guidelines pertain to the banner creative dimensions of 500x800 pixels and 800x500 pixels:
  - Max k-weight = 120kb
  - Close button must be located in the top right corner of the expanded ad and at least 40x40 pixels.
  - Content should not reside within the top right 70w x 70h pixels of the expanded unit to prevent being covered up by the close button.
  - Should contain a headline and/or subhead and call to action.

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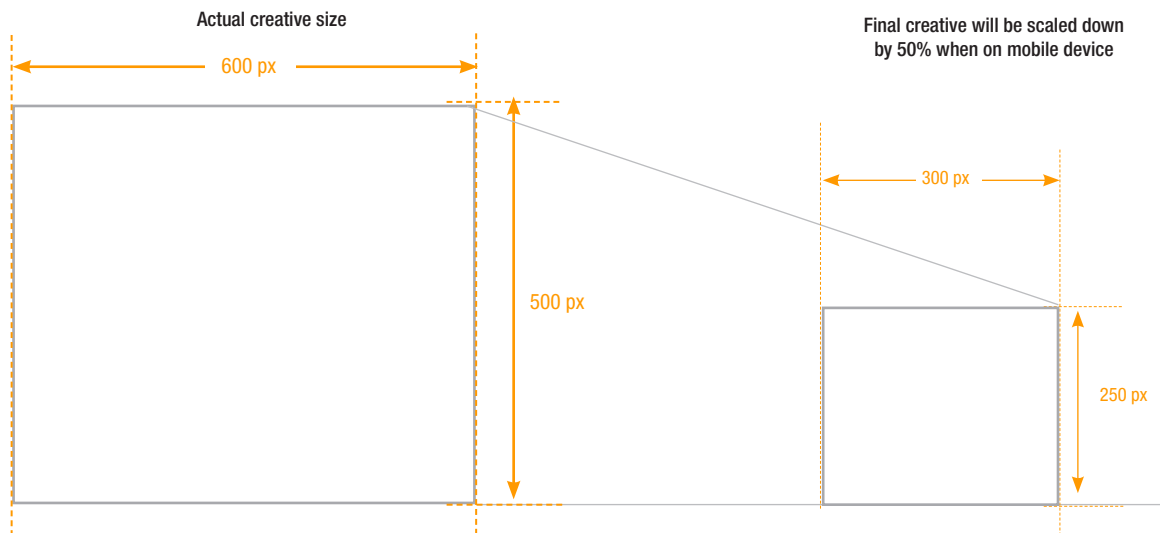
### 6 300x250 Tablet Banners

#### 6.1 – Kindle Fire Creative Guidelines

- Collapsed Banner should be designed at 300x250 pixels. The following creative guidelines pertain to the banner creative dimensions of 300x250 pixels:
  - Max k-weight = 40kb
  - Color in the banner background is allowed.
  - If a background image utilizes a photo, pattern or text, it should be simple, non-distracting, and understated.
  - Text should be minimal. Remove any unnecessary or extraneous language.
  - Font size should not be smaller than 16pt and must be legible when viewed on device.
  - Creative must contain a 1 pixel border.
  - Should contain headline and/or subhead.
  - Animation isn't allowed in the collapsed banner.
- Expanded Banner should be designed at 500x800 pixels for portrait mode and 800x500 pixels for landscape mode. The following creative guidelines pertain to the banner creative dimensions of 500x800 pixels and 800x500 pixels:
  - Max k-weight = 120kb
  - Close button must be located in the top right corner of the expanded ad and at least 40x40 pixels.
  - Content should not reside within the top right 70w x 70h pixels of the expanded unit to prevent being covered up by the close button.
  - Should contain a headline and/or subhead and call to action.

#### 6.2 – iPad Creative Guidelines

- Collapsed Banner should be designed at 600x500 pixels and scaled down by 50% when displayed on the mobile device. The following creative guidelines pertain to the banner creative dimensions of 600x500 pixels:
  - Max k-weight = 40kb
  - Color in the banner background is allowed.
  - If a background image utilizes a photo, pattern or text, it should be simple, non-distracting, and understated.
  - Text should be minimal. Remove any unnecessary or extraneous language.
  - Font size should not be smaller than 16pt and must be legible when viewed on device.
  - Creative must contain a 2 pixel border.
  - Should contain headline and/or subhead.
  - Animation isn't allowed in the collapsed banner.



- Expanded Banner should be designed at 1456x1832 pixels for portrait mode and 1832x1320 for landscape mode. It will be scaled down by 50% when displayed on the mobile device. The following creative guidelines pertain to the banner creative dimensions of 1456x1832 pixels and 1832x1320 pixels:
  - Max k-weight = 120kb
  - Close button must be located in the top right corner of the expanded ad and at least 40x40 pixels.
  - Content should not reside within the top right 70w x 70h pixels of the expanded unit to prevent being covered up by the close button.
  - Should contain a headline and/or subhead and call to action.

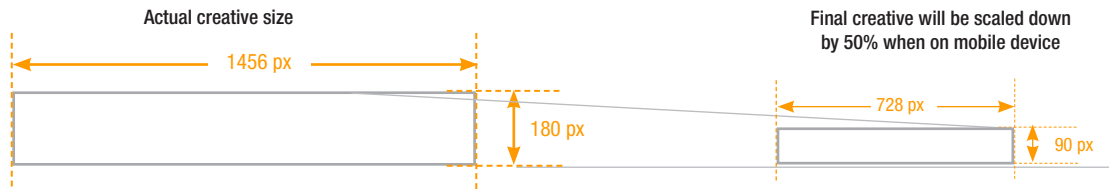
# Amazon Display Advertising Style Guide

## AMAZON MOBILE AD NETWORK

### 7 728x90 Tablet Banner

#### 7.1 – Creative Guidelines

- Collapsed Banner should be designed at 1456x180 pixels and scaled down by 50% when displayed on the mobile device. The following creative guidelines pertain to the banner creative dimensions of 1456x180 pixels:
  - Max k-weight = 40kb
  - Color in the banner background is allowed.
  - If a background image utilizes a photo, pattern or text, it should be simple, non-distracting, and understated.
  - Text should be minimal. Remove any unnecessary or extraneous language.
  - Font size should not be smaller than 16pt and must be legible when viewed on device.
  - Creative must contain a 2 pixel border.
  - Should contain headline and/or subhead.
  - Animation isn't allowed in the collapsed banner.

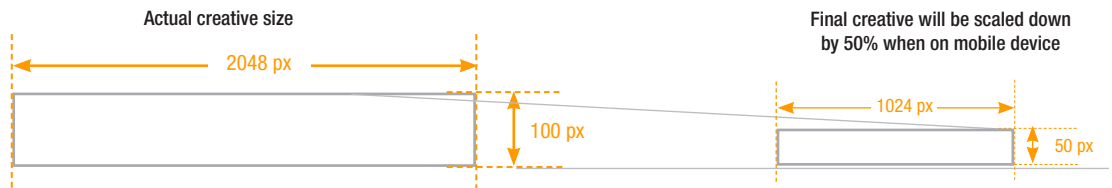


- Expanded Banner should be designed at 1456x1832 pixels for portrait mode and 1832x1320 for landscape mode. It will be scaled down by 50% when displayed on the mobile device. The following creative guidelines pertain to the banner creative dimensions of 1456x1832 pixels and 1832x1320 pixels:
  - Max k-weight = 120kb
  - Close button must be located in the top right corner of the expanded ad and at least 40x40 pixels.
  - Content should not reside within the top right 70w x 70h pixels of the expanded unit to prevent being covered up by the close button.
  - Should contain a headline and/or subhead and call to action.

### 8 1024x50 Tablet Banner

#### 8.1 – Creative Guidelines

- Collapsed Banner should be designed at 2048x100 pixels and scaled down by 50% when displayed on the mobile device. The following creative guidelines pertain to the banner creative dimensions of 2048x100 pixels:
  - Max k-weight = 40kb
  - Color in the banner background is allowed.
  - If a background image utilizes a photo, pattern or text, it should be simple, non-distracting, and understated.
  - Text should be minimal. Remove any unnecessary or extraneous language.
  - Font size should not be smaller than 16pt and must be legible when viewed on device.
  - Creative must contain a 2 pixel border.
  - Should contain headline and/or subhead.
  - Animation isn't allowed in the collapsed banner.



- Expanded Banner should be designed at 1456x1832 pixels for portrait mode and 1832x1320 for landscape mode. It will be scaled down by 50% when displayed on the mobile device. The following creative guidelines pertain to the banner creative dimensions of 1456x1832 pixels and 1832x1320 pixels:
  - Max k-weight = 120kb
  - Close button must be located in the top right corner of the expanded ad and at least 40x40 pixels.
  - Content should not reside within the top right 70w x 70h pixels of the expanded unit to prevent being covered up by the close button.
  - Should contain a headline and/or subhead and call to action.

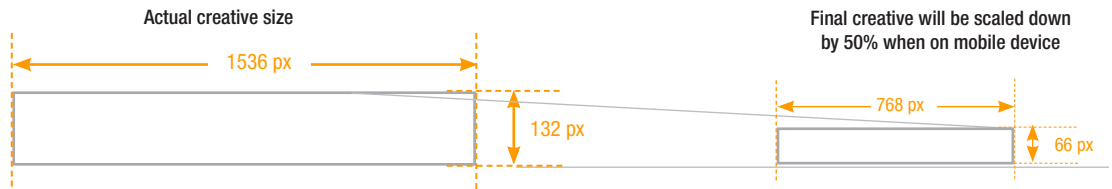
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## AMAZON MOBILE AD NETWORK

### 9 768x66 Tablet Banner

#### 9.1 – Creative Guidelines

- Collapsed Banner should be designed at 1536x132 pixels and scaled down by 50% when displayed on the mobile device. The following creative guidelines pertain to the banner creative dimensions of 1536x132 pixels:
  - Max k-weight = 40kb
  - Color in the banner background is allowed.
  - If a background image utilizes a photo, pattern or text, it should be simple, non-distracting, and understated.
  - Text should be minimal. Remove any unnecessary or extraneous language.
  - Font size should not be smaller than 16pt and must be legible when viewed on device.
  - Creative must contain a 2 pixel border.
  - Should contain headline and/or subhead.
  - Animation isn't allowed in the collapsed banner.

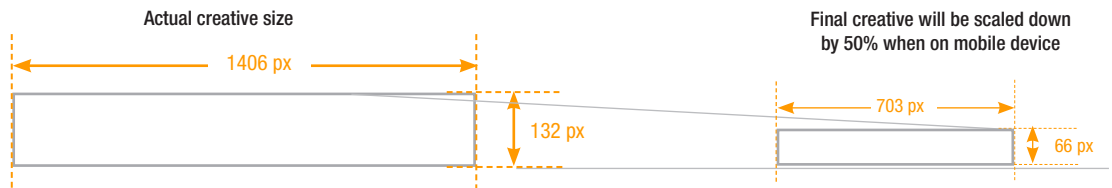


- Expanded Banner should be designed at 1536x1968 pixels for portrait mode and 2048x1456 for landscape mode. It will be scaled down by 50% when displayed on the mobile device. The following creative guidelines pertain to the banner creative dimensions of 1536x1968 pixels and 2048x1456 pixels:
  - Max k-weight = 120kb
  - Close button must be located in the top right corner of the expanded ad and at least 40x40 pixels.
  - Content should not reside within the top right 70w x 70h pixels of the expanded unit to prevent being covered up by the close button.
  - Should contain a headline and/or subhead and call to action.

### 10 703x66 Tablet Banner

#### 10.1 – Creative Guidelines

- Collapsed Banner should be designed at 1406x132 pixels and scaled down by 50% when displayed on the mobile device. The following creative guidelines pertain to the banner creative dimensions of 1406x132 pixels:
  - Max k-weight = 40kb
  - Color in the banner background is allowed.
  - If a background image utilizes a photo, pattern or text, it should be simple, non-distracting, and understated.
  - Text should be minimal. Remove any unnecessary or extraneous language.
  - Font size should not be smaller than 16pt and must be legible when viewed on device.
  - Creative must contain a 2 pixel border.
  - Should contain headline and/or subhead.
  - Animation isn't allowed in the collapsed banner.



- Expanded Banner should be designed at 1536x1968 pixels for portrait mode and 2048x1456 for landscape mode. It will be scaled down by 50% when displayed on the mobile device. The following creative guidelines pertain to the banner creative dimensions of 1536x1968 pixels and 2048x1456 pixels:
  - Max k-weight = 120kb
  - Close button must be located in the top right corner of the expanded ad and at least 40x40 pixels.
  - Content should not reside within the top right 70w x 70h pixels of the expanded unit to prevent being covered up by the close button.
  - Should contain a headline and/or subhead and call to action.

# Amazon Display Advertising Style Guide

## AMAZON MOBILE AD NETWORK

### 11 Approved & Not Approved

11.1

Approved ✓



Not Approved ❌



Why

- 1 Content should not reside within the top right corner of the expanded unit to prevent being covered up by the close button.
- 2 All Off-Amazon placements must have the Amazon "Privacy Link", which links to the Amazon Advertising Preferences page.
- 3 Advertiser's logo or name must be included in creative execution.
- 4 If ad is clicking through to Amazon, the Amazon logo or textual reference to Amazon should be in unit - but not both.

Approved ✓



Not Approved ❌



Why

- 1 Creative must be visually distinct by featuring a clearly visible border.
- 2 Advertiser's logo or name must be included in creative execution.
- 3 If ad is clicking through to Amazon, the Amazon logo or textual reference to Amazon should be in unit - but not both.
- 4 All Off-Amazon placements must have the Amazon "Privacy Link", which links to the Amazon Advertising Preferences page.

Approved ✓



Not Approved ❌



Why

- 1 All Off-Amazon placements must have the Amazon "Privacy Link", which links to the Amazon Advertising Preferences page.
- 2 Advertiser's logo or name must be included in creative execution.
- 3 If ad is clicking through to Amazon, the Amazon logo or textual reference to Amazon should be in unit - but not both.

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## AMAZON MOBILE AD NETWORK

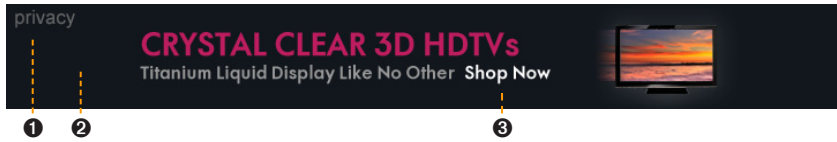
### 11 Approved & Not Approved (Continued)

11.1 (continued)

Approved ✓



Not Approved ⚡



Why

- 1 The "Privacy Link" must be underlined.
- 2 Advertiser's logo or name must be included in creative execution.
- 3 If ad is clicking through to Amazon, the Amazon logo or textual reference to Amazon should be in unit - but not both.