

# Amazon Services Display Advertising Style Guide

## SELLER CENTRAL BANNERS

### 1 Overview

#### Description

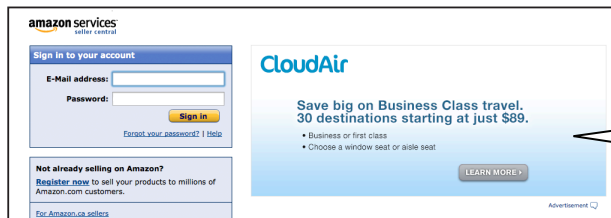
Seller Central is the Amazon-owned site that 3rd party merchants use to manage their business of selling on Amazon.

The **Login Page Placement** is a large and prominent ad unit, located in the middle of the page that sellers use to sign in to their account. This is a highly visible ad placement on a page with limited information, other than a login form. The placement dynamically increases in width as the size of the screen increases.

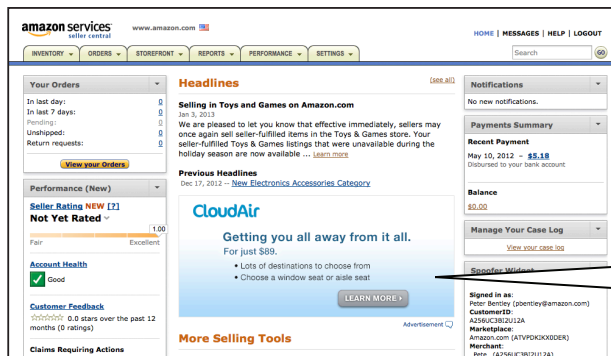
The **Home Page Placement** is located on the Seller Central home page in the center column above the fold. With its prime location in the middle of the Seller Central entry page, it is a high-profile placement seen by sellers entering through traditional means.

The **Application Page Placement** is in the right column above the fold. It is available on four different pages – for Manage Orders, Manage Inventory, Add a Product and Finance. This high profile placement is targeted to merchants as they manage inventory, orders, products, or payments and enables advertisers to keep their message in front of merchants through many of their selling activities on the site.

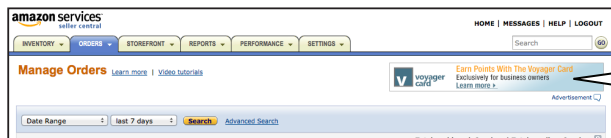
Amazon provides creative services for all of these ad units.



**Login Page Placement (static)**



**Home Page Placement (static)**



**Application Page Placement (static)**

### 1 Overview

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- 5.2-5.3 – Approved & Not Approved Examples
- 5.4 – Ad Unit Breakdown
- 5.5 – File Size
- 5.6 – File Format

**1.1 – Dimensions** Seller Central Login Page Placement - 580w x 250h pixels (extends horizontally with wider screens as detailed in section 3.4)

Seller Central Home Page Placement - 400w x 200h pixels (extends horizontally with wider screens as detailed in section 4.4)

Seller Central Application Page Placement - 350h x 45h pixels

\* All sizes are non-IAB standard.

**1.2 – Locations** Seller Central Login Page Placement - US, UK, DE, JP

Seller Central Home Page Placement - US

Seller Central Application Page Placement - US

**1.3 – Placements** Seller Central Login Page (above the fold) - [sellercentral.amazon.com](http://sellercentral.amazon.com), [sellercentral.amazon.co.uk](http://sellercentral.amazon.co.uk), [sellercentral.amazon.de](http://sellercentral.amazon.de), [sellercentral.amazon.co.jp](http://sellercentral.amazon.co.jp)

Seller Central Home Page (above the fold) - [sellercentral.amazon.com](http://sellercentral.amazon.com) – home page after login

Seller Central Application Page (above the fold) - Manage Orders, Manage Inventory, Add a Product and Finance pages. <http://sellercentral.amazon.com>

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## SELLER CENTRAL BANNERS

### 1 Overview (Continued)

#### 1.4 – Placement and Content Restrictions

- All advertising must be directly related to business offerings for sellers to grow and improve their business
- Advertising is available for the following verticals: (1) business financial services, (2) office supply, (3) telecom and energy services, (4) technology and business software, (5) shipping providers, and (6) business services
- While payment provider advertisements are allowed, credit card acquisition messaging on US placements is not (e.g. “apply now”, “sign up today”, etc.)
- Advertisements must not be openly disparaging or competitive with Amazon Services.
- All advertisements, and contents therein, are subject to approval by Amazon Services.

#### 1.5 – Related Documents

**General Advertising Policies:** Overview and general guidelines for advertising on Amazon.com: [amazon.com/advertisingspecs](http://amazon.com/advertisingspecs)

### 2 Creative Elements

#### 2.1 – Branding, Colors & Typography

- Creative content and messaging should be a highly relevant, targeted message that is beneficial for the small business owner
- The design must be visually balanced in tone with look of the Seller Central site – Clean, open and simple in tone (see *Approved & Not Approved* examples in sections 3.2-3.3, 4.2-4.3 and 5.2-5.3 for further details)
- No overly dark or bright backgrounds allowed. If a background image utilizes a photo, pattern or text, it should be simple, non-distracting, and understated.
- Branding, colors, buttons and typography should be advertiser branded and not use any Amazon elements unless expressly approved.
- No animation is allowed. All images must be static and not contain animations. Rich media is not allowed.
- Advertiser’s logo and clear call to action must be included in creative execution. Only 1 call to action statement allowed per ad unit.

#### 2.2 – Advertisement Link

**Advertisement Link:** This label is required for all ad units and will be placed by Amazon outside of the ad artwork

#### 2.3 – Required Advertiser Assets

- Pre-existing standard ad units for reference, layered PSD files, logos, backgrounds, key art, fonts, advertising copy & brand guidelines
- Single URL for advertisement click-through link

### 3 Seller Central Login Page

3.1 – Dimensions 580w x 250h pixels (extends horizontally with wider screens as detailed in section 3.4)

#### 3.2 – Approved & Not Approved

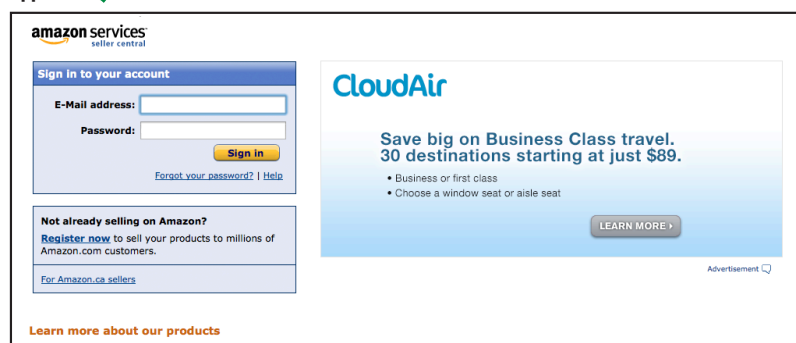
##### Not Approved



##### Why

- 1 If a background image utilizes a pattern, text or photography it should be simple, non-distracting, and understated
- 2 Bright or heavy colors should always be used as accents vs. dominant elements
- 3 Messaging should always be appropriate for a business audience (e.g. business travel instead of vacation related)
- 4 Call to action, visual elements and typography choices should be understated and relevant to the advertiser brand.
- 5 Overly cartoon elements are not allowed. When relevant to the advertiser brand, professional style illustrations are accepted.

##### Approved



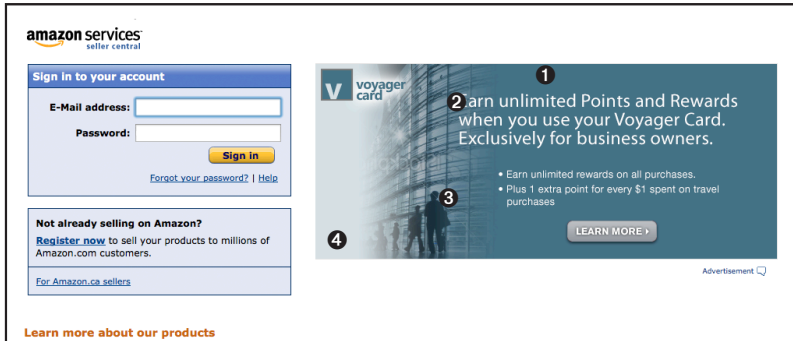
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## SELLER CENTRAL BANNERS

### 3 Seller Central Login Page (Continued)

#### 3.3 – Approved & Not Approved

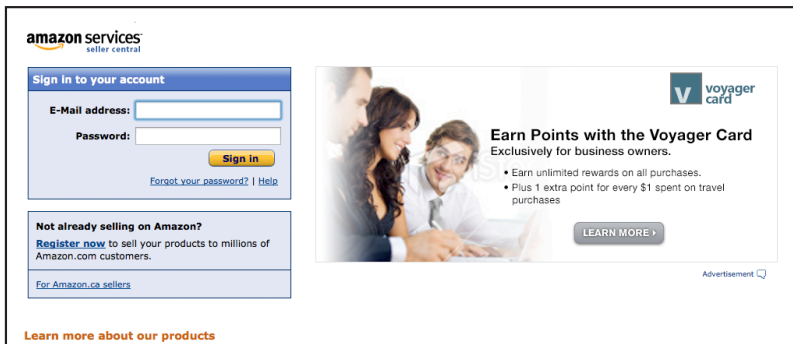
Not Approved 



#### Why

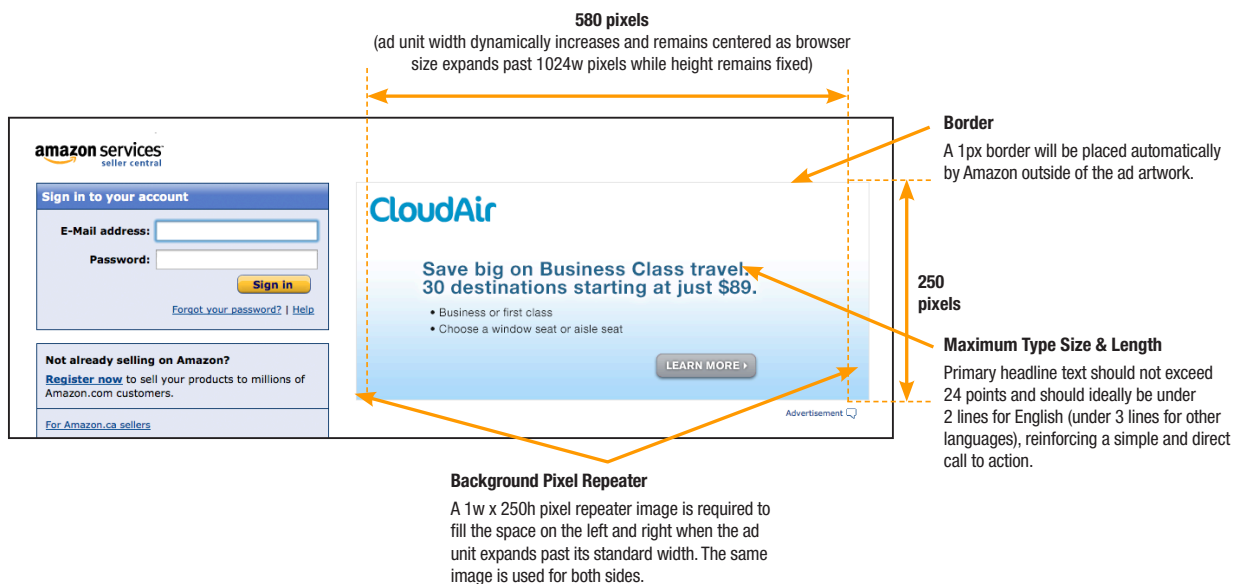
- 1 Bright or heavy colors should always be used as accents vs. dominant elements.
- 2 Primary headline text should not exceed 24 points and should ideally be under 2 lines for English (3 for other languages), reinforcing a simple and direct call to action.
- 3 If a background image utilizes a pattern, text or photography it should be simple, non-distracting, and understated.
- 4 Background 1 pixel repeater image must be the same color on both left and right edges (see section 3.4 for more details)

Approved 



#### 3.4 – Ad Unit Breakdown

This placement is composed of the following elements:



**3.5 – File Size** Ad unit should be no larger than 40k (includes main content image and background repeater)

**3.6 – File Format** Ad unit area image should be a static JPG or GIF/PNG (580w x 250h pixels)

# SELLER CENTRAL BANNERS

## 4 Seller Central Home Page

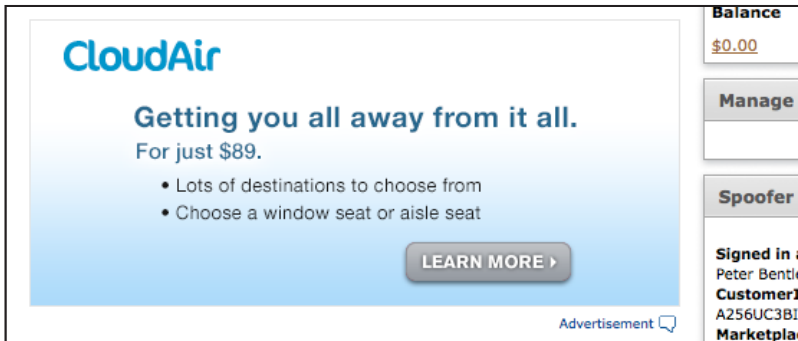
4.1 – Dimensions 400w x 200h pixels (extends horizontally with wider screens as detailed in section 4.4)

4.2 – Approved & Not Approved

Not Approved 



Approved 



Why

- 1 If a background image utilizes a pattern, text or photography it should be simple, non-distracting, and understated
- 2 Bright or heavy colors should always be used as accents vs. dominant elements
- 3 Messaging should always be appropriate for a business audience (e.g. business travel instead of vacation related)
- 4 Call to action, visual elements and typography choices should be understated and relevant to the advertiser brand.
- 5 Overtly cartoon elements are not allowed. When relevant to the advertiser brand, professional style illustrations are accepted.

4.3 – Approved & Not Approved

Not Approved 



Approved 



Why

- 1 Bright or heavy colors should always be used as accents vs. dominant elements.
- 2 Primary headline text should not exceed 24 points and should ideally be under 2 lines for English (3 for other languages), reinforcing a simple and direct call to action.
- 3 If a background image utilizes a pattern, text or photography it should be simple, non-distracting, and understated.
- 4 Background 1 pixel repeater image must be the same color on both left and right edges (see section 4.4 for more details)

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## SELLER CENTRAL BANNERS

### 4 Seller Central Home Page (Continued)

#### 4.4 – Ad Unit Breakdown

This placement is composed of the following elements:

**400 pixels**  
(ad unit width dynamically increases and remains centered as browser size expands past 1024w pixels while height remains fixed)

**Border**  
A 1px border will be placed automatically by Amazon outside of the ad artwork.

**200 pixels**

**Maximum Type Size & Length**  
Primary headline text should not exceed 24 points and should ideally be under 2 lines, reinforcing a simple and direct call to action.

**Background Pixel Repeater**  
A 1w x 200h pixel repeater image is required to fill the space on the left and right when the ad unit expands past its standard width. The same image is used for both sides.

**4.5 – File Size** Ad unit should be no larger than 40k (includes main content image and background repeater)

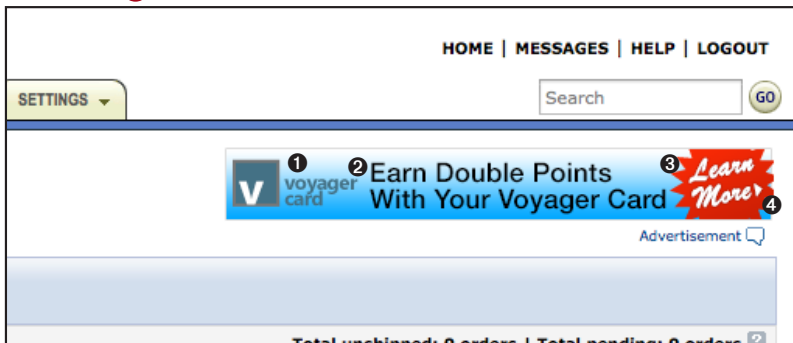
**4.6 – File Format** Ad unit area image should be a static JPG or GIF/PNG (400w x 200h pixels)

### 5 Seller Central Application Pages

**5.1 – Dimensions** 350h x 45h pixels

#### 5.2 – Approved & Not Approved

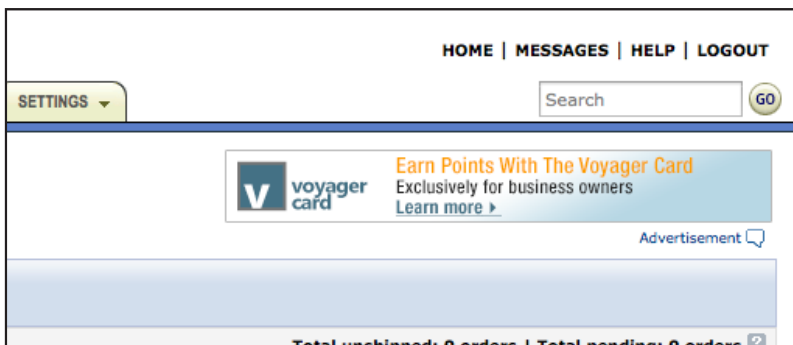
**Not Approved**



#### Why

- 1 No distracting, dark or bright background colors, patterns, or photography
- 2 Primary headline text should not exceed 6 words and 20 points in size
- 3 No overwhelming or bright colors unless used as accent colors.
- 4 Call to action, visual elements and typography choices should be understated and relevant to the advertiser brand.

**Approved**

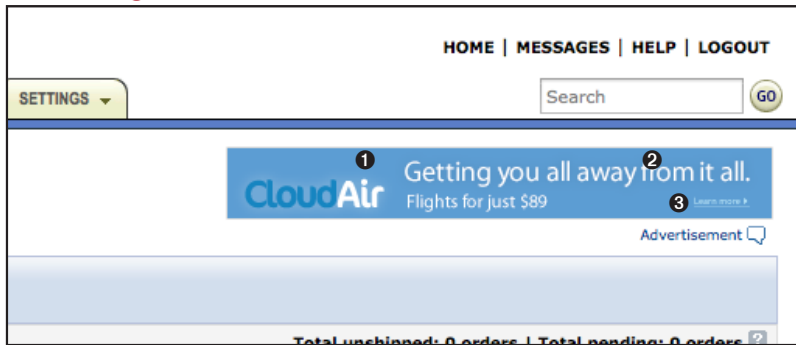


# SELLER CENTRAL BANNERS

## 5 Seller Central Application Pages (Continued)

### 5.3 – Approved & Not Approved

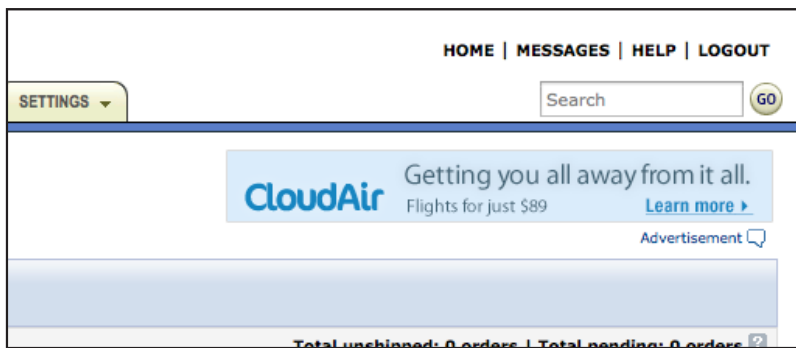
Not Approved 



#### Why

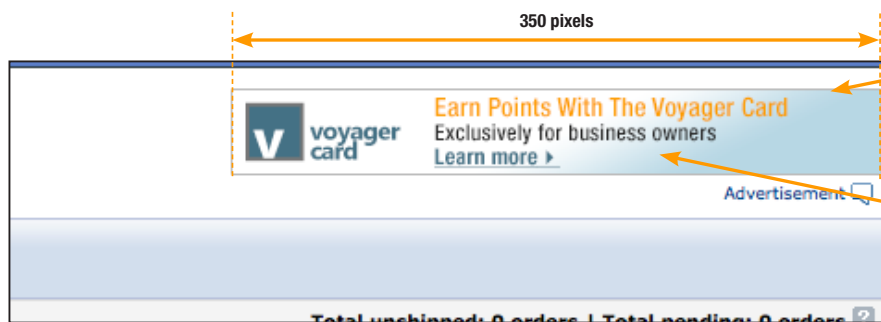
- ❶ No distracting, dark or bright background colors, patterns, or photography
- ❷ Messaging should always be appropriate for a business audience (e.g. business travel instead of vacation related)
- ❸ Text should not be smaller than 8 points in size

Approved 



### 5.4 – Ad Unit Breakdown

This placement is composed of the following elements:



#### Border

A 1px border is required.

45 pixels

#### Maximum Type Size & Length

Primary headline text should not exceed 20 points and should ideally be under 2 lines, reinforcing a simple and direct call to action.

### 5.5 – File Size

Ad unit should be no larger than 20k

### 5.6 – File Format

Ad unit area image should be a static JPG or GIF/PNG (350w x 45h pixels)