

# DESIGN SPECIFICATIONS



## BOOST

(Digital Display Ads)

Target your relevant audience, delivering digital ads to consumers most likely to respond. Incorporate our digital solutions with Mspark's print solution to expand the reach and frequency of your campaign, while driving lift in response and conversion rates.

### Multiple Digital Formats (in pixels)

Boost Display ..... 300x250, 320x50, 728x90, 160x60

Will need to provide art in all four sizes listed. The size ad used is based on the device the customer is on when the ad is viewed.

### BEST PRACTICES

- Keep it simple
- Call to action with button
- Strong offers and promotions
- Recommended minimum 9 point font size



## DOWNLOAD OUR PDF TEMPLATE AT:

Boost Digital Display artwork should be built all the way to the edge of the template. The black line shows where the ad will be cropped for display. All important text and coupon borders must be kept within the template border. The recommended minimum point size is 9 to ensure legibility across devices.



For any questions or additional information, please email your Customer Experience Manager.