

PHOTOGRAPHY, BANNER & LOGO STANDARDS

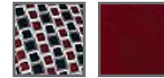
PRODUCT IMAGES
MINIMUM SIZE REQUIREMENT **!**
2000 x 2000 pixels

ACCEPTABLE FILE FORMATS
JPG | TIF | EPS | PSD

ACCEPTABLE FILE COMPRESSION FORMATS
ZIP | BIN | HQX

COLOR FORMAT
Images should retain the original RGB color space (standard for digital photography)

PRODUCT SWATCHES
MINIMUM SIZE REQUIREMENTS
30 x 30 pixels



VENDOR PROVIDED WEB BANNERS

Web banners designed by vendors must conform to these guidelines before they are sent to the Exchange for approval.

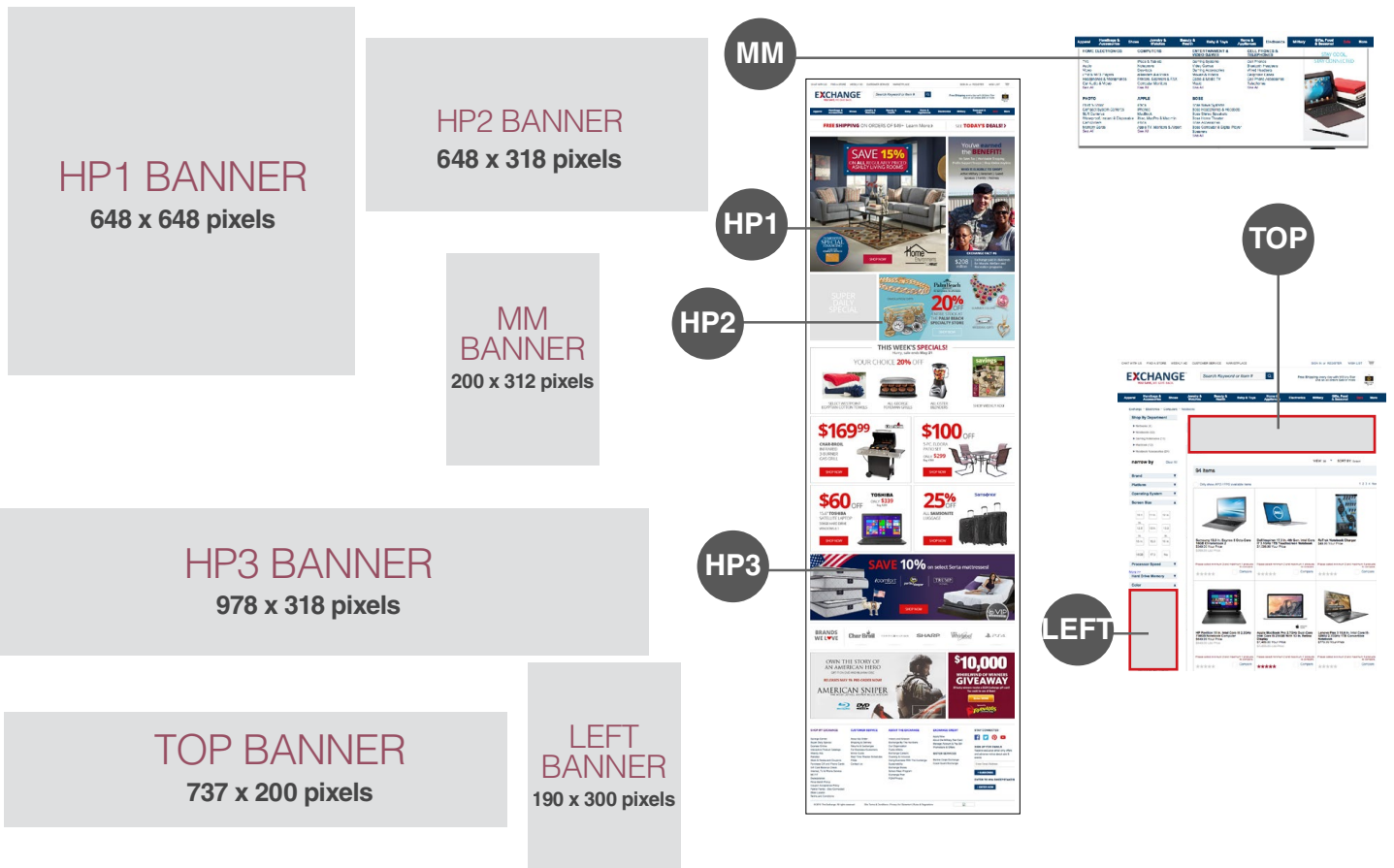
PhotoShop (PSD): Must be layered, editable, and accompanied by fonts.

Jpeg: Must be rendered in high quality with low file compression.

Pdf: Must be editable and accompanied by fonts.

Submit final banner files to your Exchange merchandise manager. Vendor-designed banner files must include the brand logo and a reference to the Exchange website, shopmyexchange.com.

If the banner advertises a time sensitive promotional offer, ad copy must include applicable end dates. It is highly recommended, if possible, that promotions do not start or end on weekends. The Exchange must receive final approved banner files a minimum of three weeks prior to the requested promotion start date. Contact your Exchange merchandise manager to coordinate co-op agreements and to reserve your ad space and release date on the website.



VIDEO, DEMO, & YOUTUBE LINK STANDARDS

VENDOR PROVIDED VIDEOS

1 First preference:

Content syndication via WebCollage or SellPoints. This is the best customer experience. The advantage for the vendor is that its video/content could then be syndicated to any retailer one of those two companies has a relationship with. There are many options offered, including only a video, or for a more enriched customer experience, inline content. WebCollage and SellPoints would be happy to reach out to vendors on behalf of or in concert with Exchange merchants. Exchange E-Commerce can provide contact information for both companies.

Example: CRC [6890158]

2 Second preference:

Embedding YouTube videos. With the YouTube videos, though, the vid would have to be clean of third-party ads and direction to the vendor's site. Only one YouTube videos per product page is allowed. We only need the YouTube url and the associated product CRC.

Example: CRC [6956468]

3 Third preference:

Text link in the Product Overview section of the product page linking to a video hosted on the vendor's server.

Example: CRC [6746472]

4 Fourth preference:

Text link in the Product Overview section of the product page linking to a video hosted on the The Exchange's server.

Example: CRC [6746472]

VIDEO STANDARDS

SIZE REQUIREMENT

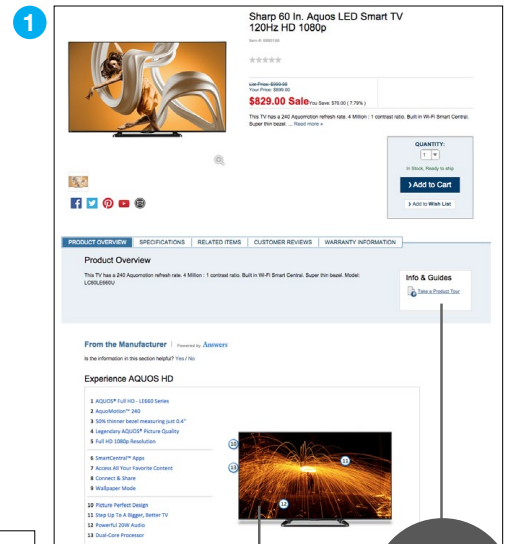
1 or 2 minutes long at a file size of 5-20 meg is typical... Bandwidth is more important than file size for streaming video.

ACCEPTABLE FILE FORMATS

MP4 (all other video formats will be converted by host.)

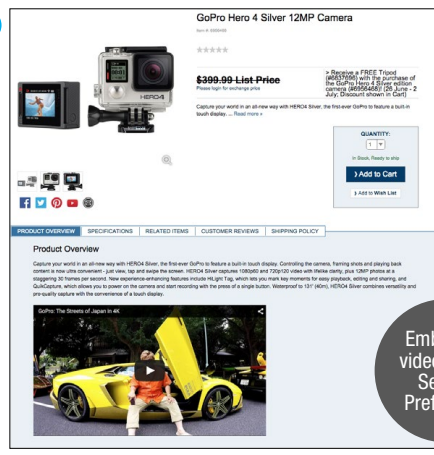
Contacts:

Shane Binion 214-312-4421
 Selens Urquhart 214-312-6228
 Bryan Johnson 214-312-3910

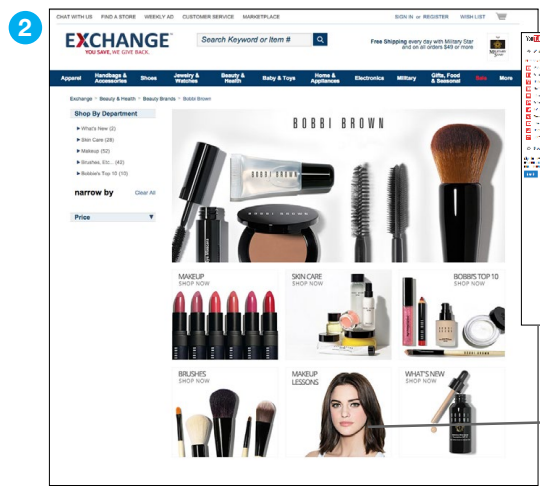


Link option First Preference

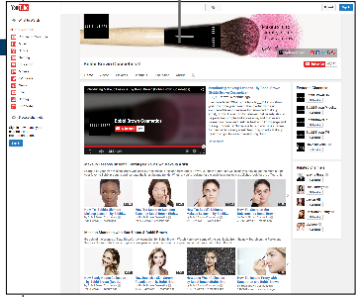
Inline content from syndicator First Preference



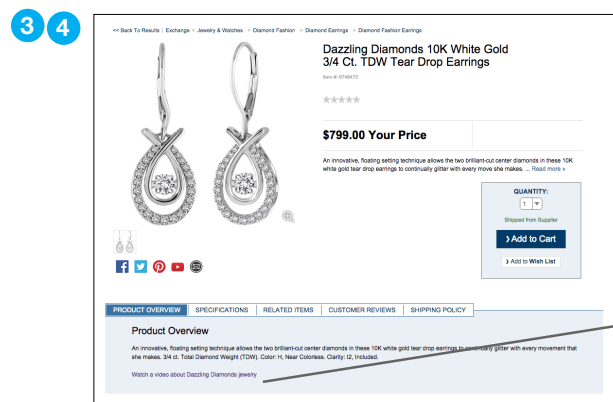
Embedded video option Second Preference



Youtube page



Youtube Link option for landing page Second Preference



Link option Third & Fourth Preference