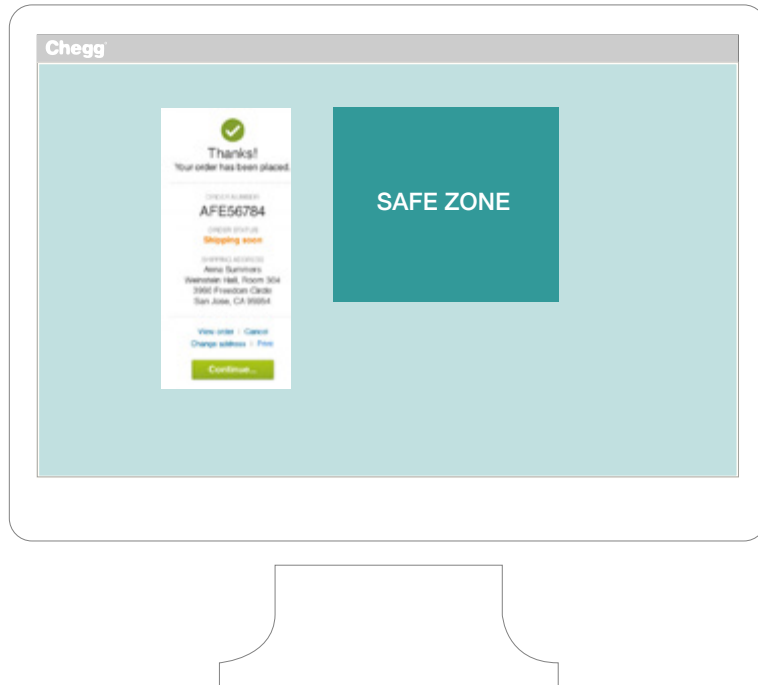




AD STYLE GUIDE

Order Confirmation Takeover





What is it

The Order Confirmation Takeover Ad consists of a full screen background image, 1440x1024px size. The safe area for optimal viewing in most screen resolutions is a 535x500px area on right of the Order Confirmation Module. All branding, CTA, logo and relevant text must be designed into the wallpaper image and stay within the designated safe area (reference the template for exact location). The entire wallpaper image will be clickable.

Deliverables

- Background Size:** 1440x1024px
- Safe Zone:** 535x500px
- File Format:** JPEG preferred, PNG (if size permits)
- Max File Size:** 500KB

Order Confirmation Takeover

Example

Chegg

Thanks!
Your order has been placed.


ORDER NUMBER
AFE56784

ORDER STATUS
Shipping soon

SHIPPING ADDRESS
Anna Summers
Weinstein Hall, Room 304
3990 Freedom Circle
San Jose, CA 95054

[View order](#) | [Cancel](#)
[Change address](#) | [Print](#)


[Continue...](#)

TUITION  GIVEAWAY

ENTER FOR YOUR CHANCE TO COMPETE TO WIN UP TO
**\$100,000
IN TUITION**

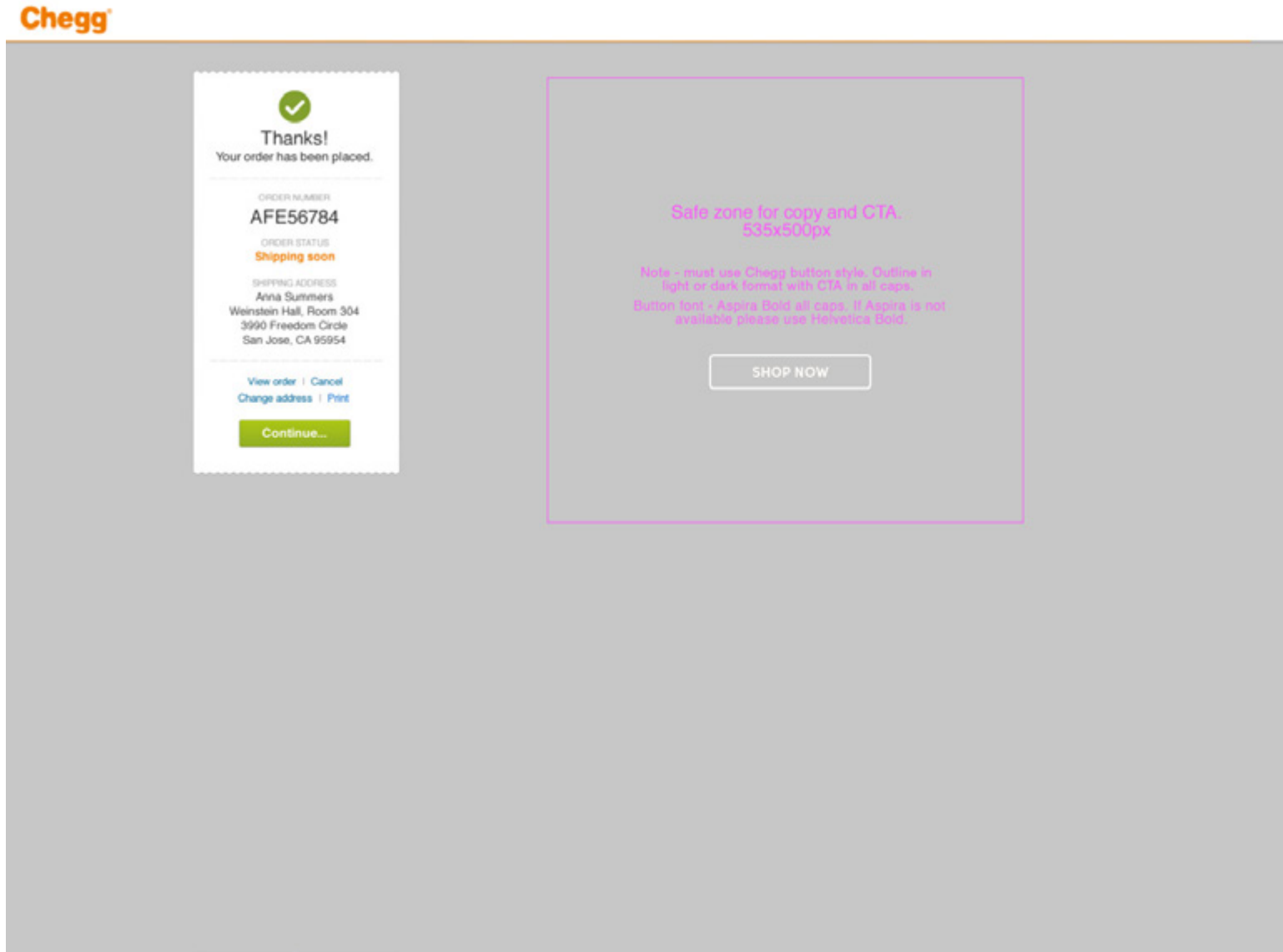
[ENTER NOW](#)

No Purchase Necessary

The background of the takeover features a football field with a player in a maroon Dr Pepper jacket celebrating, a camera operator, and a banner that reads "TUITION  GIVEAWAY". A large black trash can with the Dr Pepper logo is also visible.

Order Confirmation Takeover

Visual Guide



All Branding, CTA, logo and relevant text must be designed into the background image and stay within the designated 535x500px Safe Area

Sign In Takeover

Spec Details

Ad Vendors

Sign In Takeover ads must be served in-house but can accomodate third party tracking.

Best Practices

Large high quality lifestyle images are greatly preferred.

Imagery and copy should be student focused and have a clear concise message.

Where possible, keep to a single font types and font colors to avoid looking busy when paired with other page content.

Button Size Guidelines

Max Height: 35px

Max Width: 320px

CTA Button Colors

Please use outline in either light gray or dark gray.

Audio / Video

Audio: No audio permitted

Animation/Looping: N/A –Static Only