

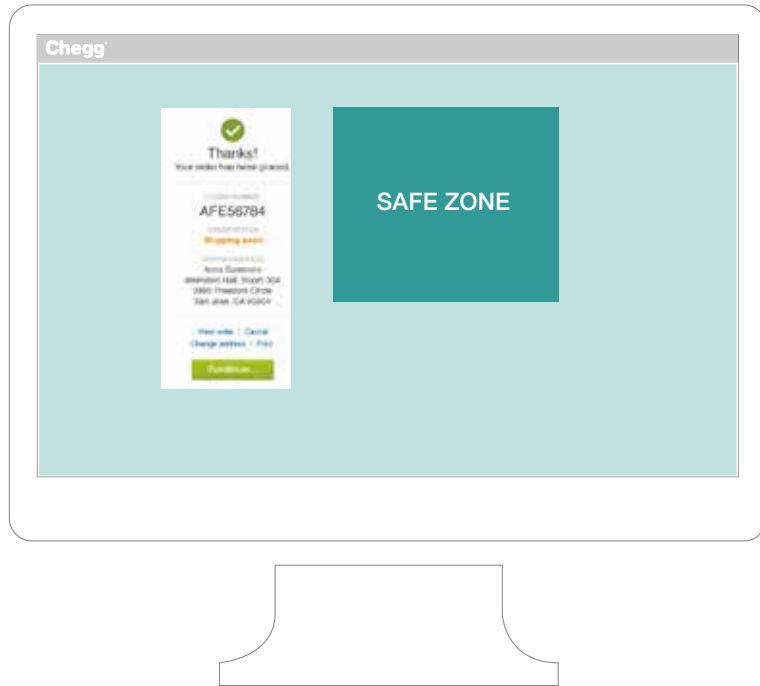


AD STYLE GUIDE

Order Confirmation Takeover



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

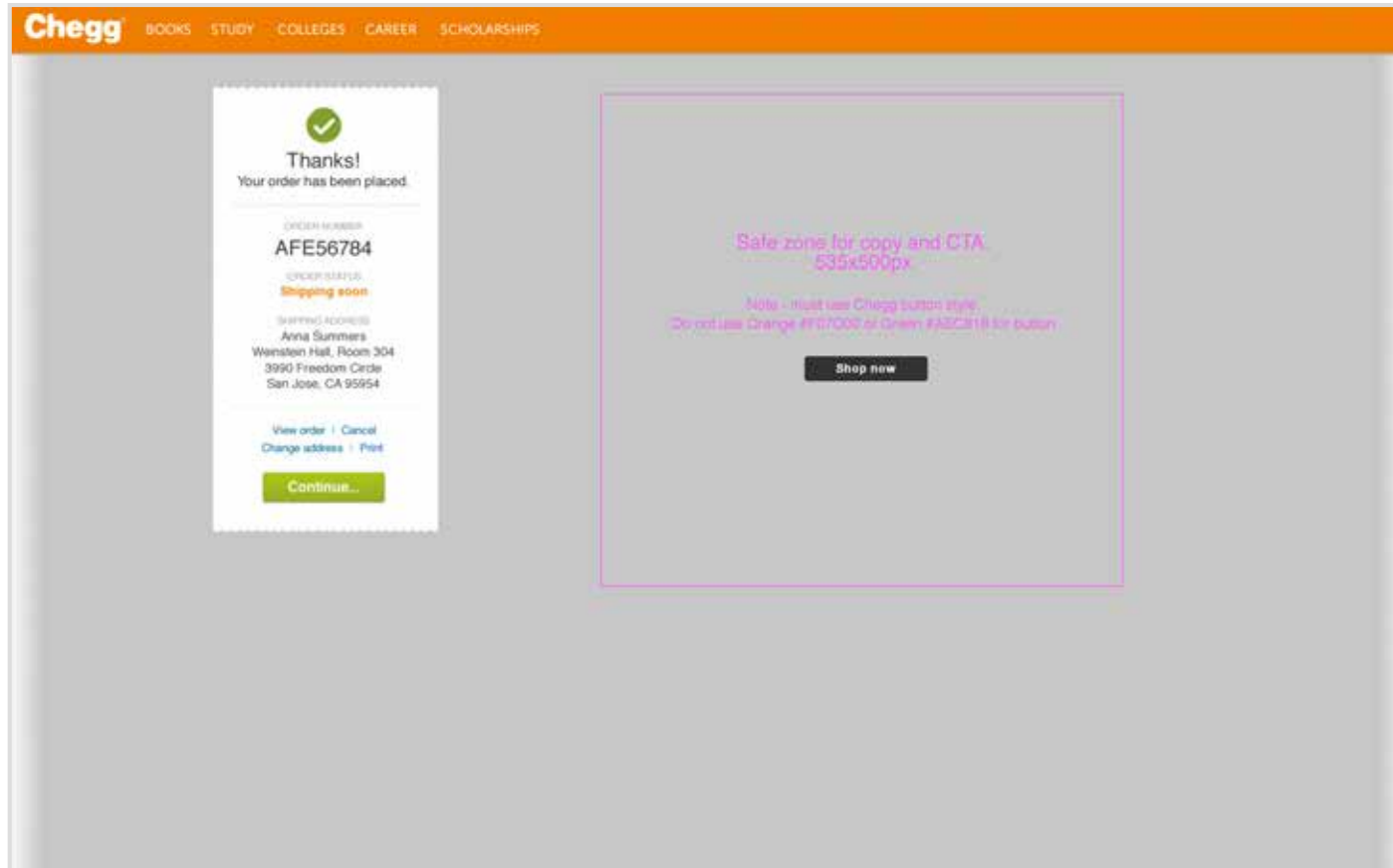
The image shows a screenshot of a Chegg website. At the top, there is an orange navigation bar with the Chegg logo on the left and a search bar with the text "Search for a book or course" in the center. On the right side of the navigation bar, there are icons for a user profile and a shopping cart.

The main content area features a promotional banner for a "TUITION Dr. Pepper GIVEAWAY". The banner includes the text "ENTER FOR YOUR CHANCE TO COMPETE TO WIN UP TO \$100,000 IN TUITION" in large, bold, red letters. Below this text is a red button that says "Enter to win" and the phrase "No Purchase Necessary" in smaller text. The background of the banner shows a woman in a white Dr. Pepper uniform covering her mouth in surprise, and a referee in a black and white striped shirt on a football field.

Overlaid on the left side of the banner is a white order confirmation box. It features a green checkmark icon and the text "Thanks! Your order has been placed." Below this, it displays the order ID "AFE56784" and the status "Shipping soon". The shipping address is listed as "Anna Summers, Weinstein Hall, Room 304, 3990 Freedom Circle, San Jose, CA 95954". At the bottom of the box are links for "View order", "Cancel", "Change address", and "Print", along with a green "Continue..." button.

Order Confirmation

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

Order Confirmation Takeover

Spec Details

Ad Vendors

Sign In Takeover ads must be served in-house but can accommodate 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

Do not use: Green - hex #AEC816 | Orange - #F07D00

Audio / Video

Audio: No audio permitted

Animation/Looping: N/A –Static Only