



# Retail Media Network

# SPEC SHEET

Distribution Channel	Channel Description	Final Deliverable Requirement	File Type	Specifications
<b>In-Store Digital Screens</b>	Ad asset will be displayed on 1 display screen positioned at the front door on a stanchion and on 1-3 display screens positioned in the check-out area.	TWO ad assets (one horizontal and one vertical orientation). Assets can be both images, both video, or a combination of the two.	STATIC IMAGES .png or .jpeg	Max. resolution: 1080 x 1920 px (vertical) Max. resolution: 1920 x 1080 px (landscape) Max. File Size: 50mb Frequency: 1x every 2 mins Duration: 6 seconds
			VIDEOS (no audio) .mp4	Max. resolution: 1080 x 1920 px (vertical) Max. resolution: 1920 x 1080 px (landscape) Max. File Size: 50mb Duration: 20 seconds Frequency: 1x every 2 mins Additional Notes: no audio available
<b>Mobile App Ad</b>	Homepage ad placement on each banner's mobile apps.	ONE static image.	.png or .jpeg	Resolution: 1920 x 1080 px Max. File Size: 50mb Duration: 5 seconds Frequency: 6x per minute
<b>In-Store Audio</b>	Audio playing throughout stores during hours of operation (like a radio slot).	ONE text file of script including only what you want our voiceover talent to read.	.doc, .docx, .txt, and .pdf	Lowe's will produce the final audio asset Duration of Script: 20 seconds Frequency: ad will run 1x every 1 hour
<b>Gas Pump Digital Display Screens</b>	Digital display screens at gas pumps.	ONE ad asset (either static image or video).	STATIC IMAGE .png or .jpeg	Max. Resolution: 1920 x 1080px Max. File Size: 50mb Duration: 6 seconds Frequency: 2x per minute
			VIDEO (no audio) .mp4	Max. Resolution: 1920 x 1080px Max. File Size: 50mb Duration: 6 seconds Frequency: 2x per minute Additional Notes: Audio available
<b>Weekly Ad Digital Flyer Promotion</b>	A full page digital insert that features campaign promotion	ONE static image	.png or .jpeg	2888 px by 5925 px (300 ppi)
<b>Email Campaign Ad</b>	Static image will be displayed within 2 consecutive Wednesday email campaigns along with store item/price features.	ONE static image.	.png or .jpeg	Min. Resolution: 600 x 200 px Max. File Size: 50mb Duration: Ad will cover 2 campaign weeks Frequency: 2x per subscriber per store
<b>Website Banner Display Ads</b>	Static image(s) will be displayed across banner websites.	Up to SIX total image assets.	.png or .jpeg	Max. Resolution: Web Landscape Banner – 728 x 90 px Web Square Banner 1 – 250 x 250 px Web Square Banner 2 – 200 x 200 px Mobile Banner 1 – 300 x 250 px Mobile Banner 2 – 300 x 100 px Max. File Size: 50mb Duration: 5 seconds Frequency: 6x per minute
<b>Facebook Ad Placement</b>	An ad image and optional story placement that is published from each banner's FB page	TWO static image.	.png or .jpeg	Min. Resolution: 1080 x 1080px (ad), 1080 x 1920px (vertical story ad) Max. File Size: 30mb Frequency: 1x every 2 weeks