

UPDATED 11/10/21

PromoPick™ Guidelines

Congratulations on choosing PromoPick™ for your next digital promotion. The leading solution for quick-to-market programs, Realtime Media handles all of the development so you don't have to.

The guidelines below serve as your reference for putting together your digital promotion from the bottom up. Starting with themes and font selection through post-registration options and user experience.

How to Use This Guide

PromoPick™ promotions are built upon one of our four **Layouts**. This guide displays the specifications and guidelines for each required asset to create your promotion.

Depending on the promotion type and layout you've chosen, you can refer to the **Deliverables** section to see the requirements for the PromoPick™ assets.

<p>SWEEPSTAKES? Please provide assets from <u>Layouts</u> and <u>Email & Social</u>.</p>	<p>INSTANT WIN GAMES? Please provide assets from <u>Layouts</u>, <u>Games</u> and <u>Email & Social</u>.</p>	<p>UGC / CONTEST? Please provide assets from <u>Layouts</u>, <u>Gallery</u> and <u>Email & Social</u>.</p>
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IS RTM DOING MY CREATIVE?

This guide is only for clients who are providing their own creative and NOT commissioning Realtime Media for creative services.

Deliverables

PSD

XD

SKETCH

Please provide the highest resolution layout banner in Adobe Photoshop, XD or Sketch format for adjustments.

JPG

PNG

EPS

SVG

AI

All assets should be delivered as a JPG, unless they have a transparent background, in which case it should be sent as a PNG. Any high quality vectors should be sent as an EPS, SVG or Adobe Illustrator file.

WHAT DO I NEED TO SEND?

- All promotion types need assets from **Layouts** and **Email Header**.
- Instant Win promotions need assets from **Games**.
- Additional modules added may need assets found in **Add-ons**.
- Assets are required for social shares for **Facebook & Pinterest**.
- No additional assets are required for UGC / Social promotions. Only a selection needs to be made for a **Gallery** style.

Promotion Theme

You can customize your promotion further to match your brand by selecting theme colors and fonts. For colors, please send a hex code value (eg. #E40088) for each color / gradient.

PRIMARY COLOR

What is your main theme color? This will be used for any headlines and modules.

BACKGROUND COLOR

Select a background color for your main content to appear on.

FONT FAMILY

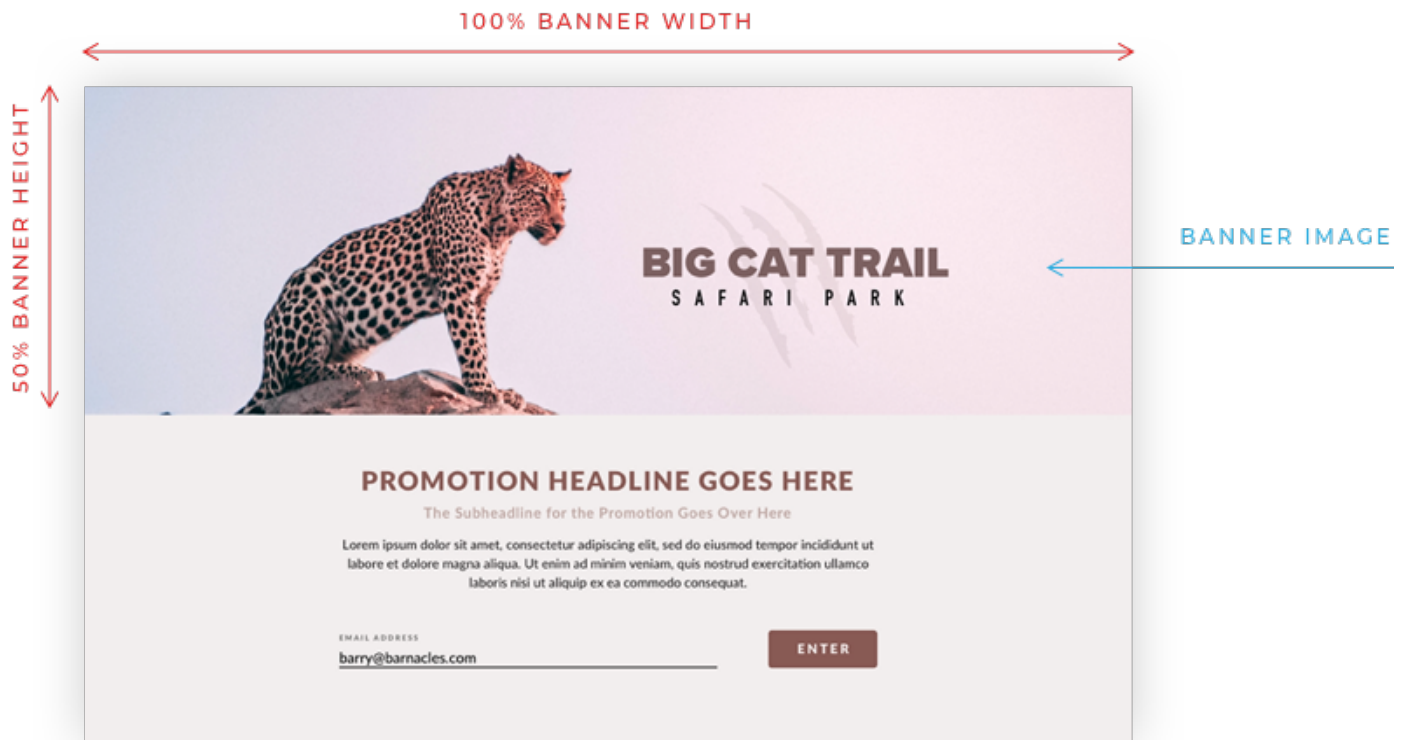
RTM recommends Adobe Typekit Web Fonts or Google Fonts for consistent web display.

PromoPick™ Layouts

Your promotion is built on one of the four layouts that PromoPick™ offers. Each layout has specific creative requirements designed to provide users with a modern, responsive experience that reacts dynamically across different screen sizes.

The following section outlines the assets required for each of the four layouts across all page breaks.

The Top Pic



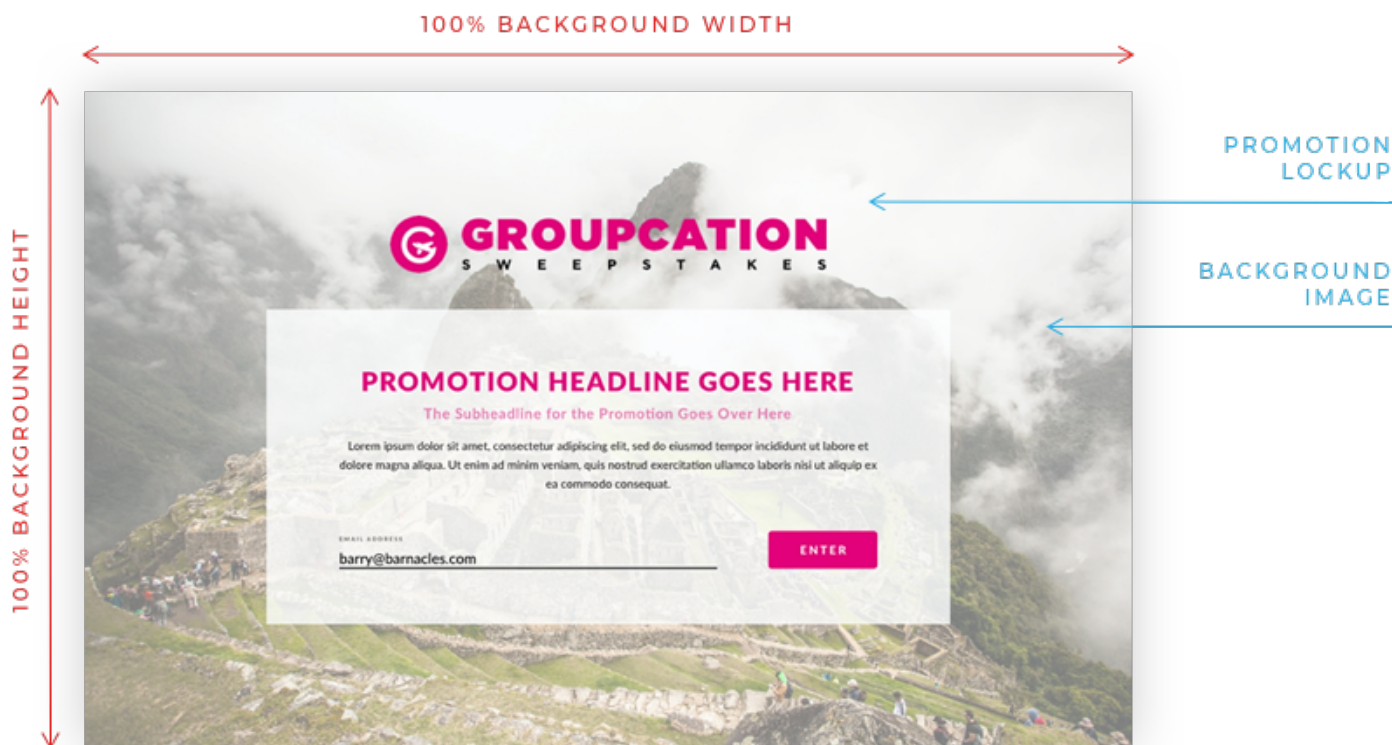
BANNER IMAGES

X-Large Screens	3840 x 1000 - 1100px
Large Screens	2880 x 1000 - 1100px
Medium Screens	2400 x 700px
Small Screens	1920 x 650px
Tablet Screens	1536 x 650px
Mobile Screens	1120 x 650px

RETINA DISPLAY

All guideline sizes are specced to support Retina displays.

The Big Picture



BACKGROUND IMAGE

Large Screens 3840 x 2048px

RETINA DISPLAY

All guideline sizes are specced to support Retina displays.

PROMOTION LOCKUP

Large Screens 1920 x 560 - 650px

Small Screens 1120 x 560 - 650px

TRANSPARENCY

Please provide all Promotion Lockups with a transparent background. SVG is preferred.

BANNER IMAGES (SMALLER DEVICES)

Small Screens 1920 x 650px

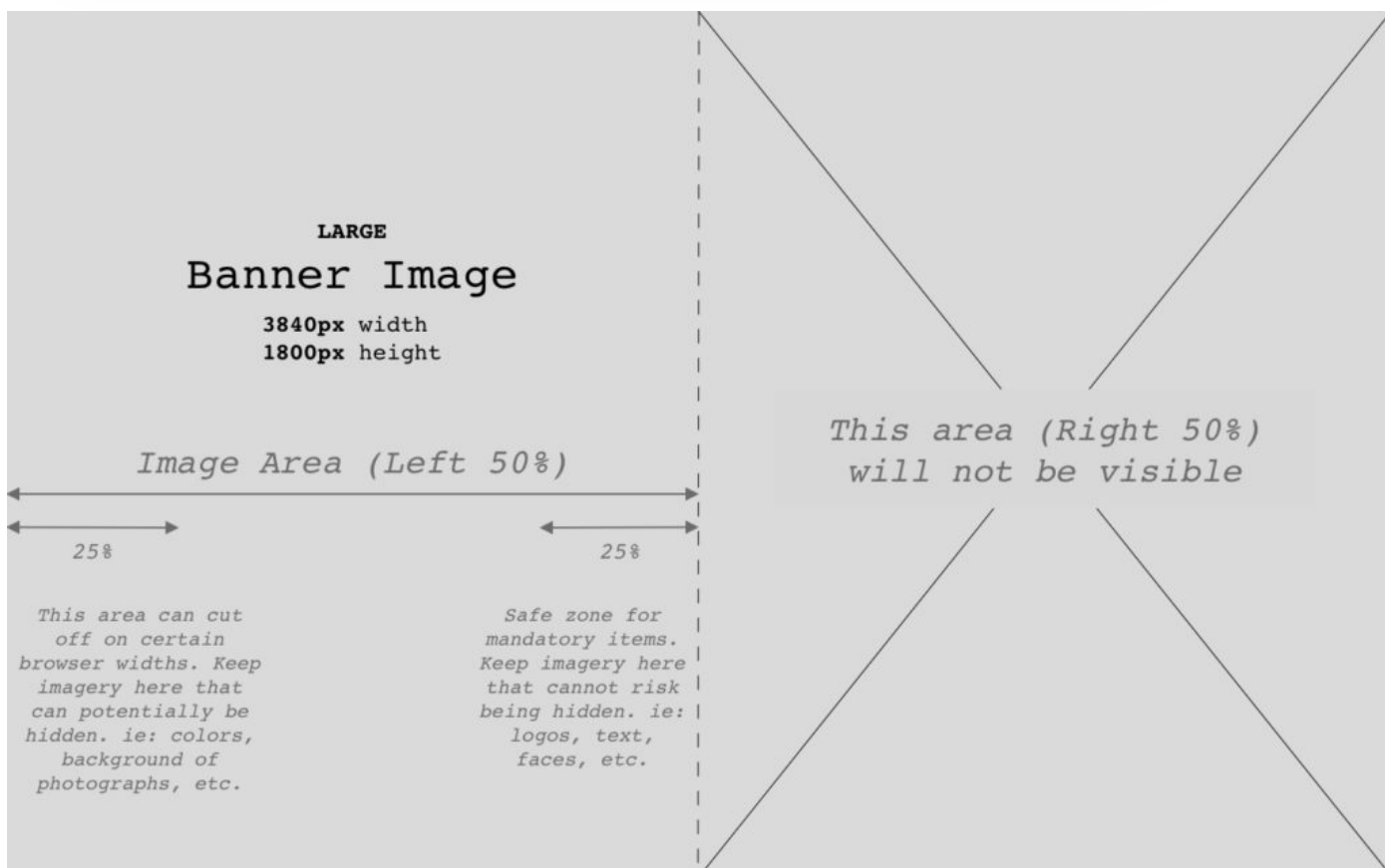
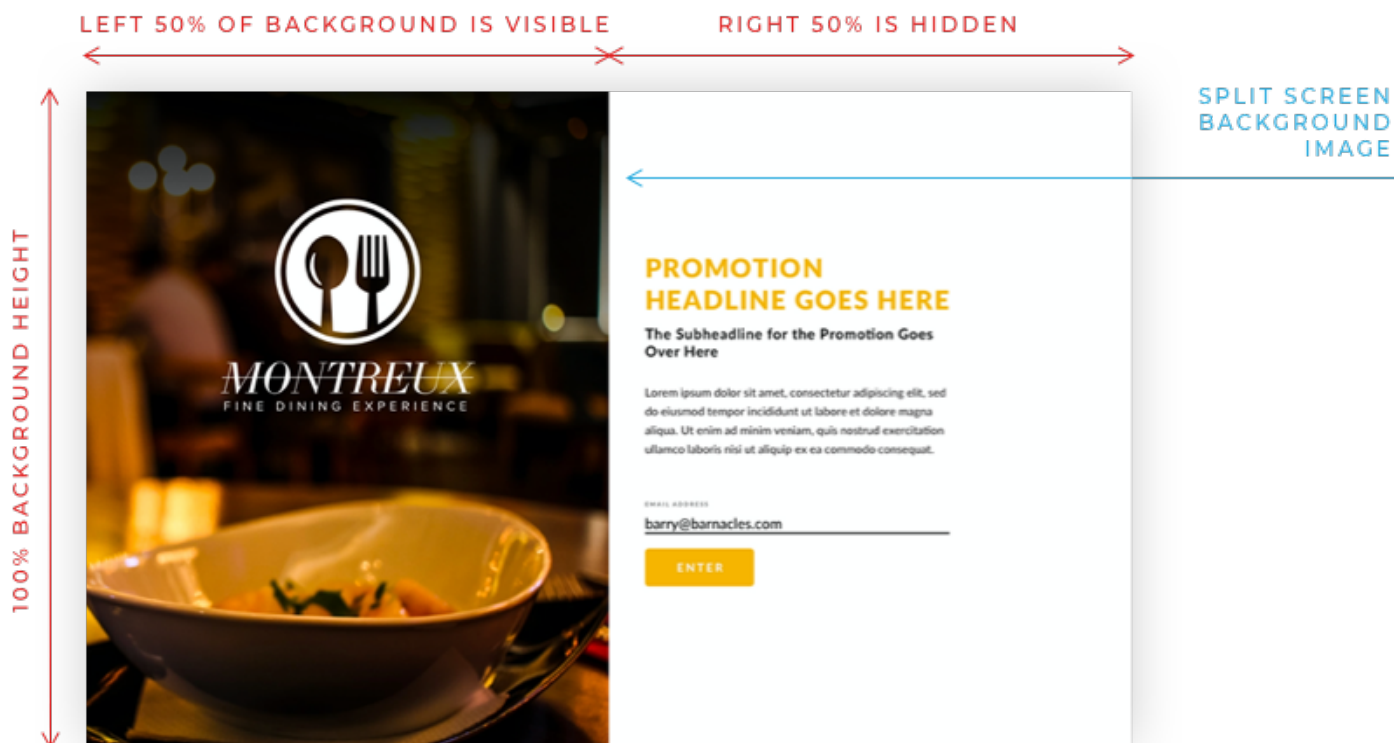
Tablet Screens 1536 x 650px

Mobile Screens 1120 x 650px

RESPONSIVE DESIGN

All layouts require separate Banner Image assets to accommodate smaller devices.

The 50/50



Note: When using this layout in an iFrame, we cannot guarantee there will not be a double scrollbar in the experience on some browsers.

SPLIT SCREEN BACKGROUND IMAGE

Large Screens 3840 x 1800px

Safe Zone: Left 50%, Right half will NOT be visible

RETINA DISPLAY

All guideline sizes are spec'ed to support Retina displays.

BANNER IMAGES (SMALLER DEVICES)

Small Screens 2048 x 650px

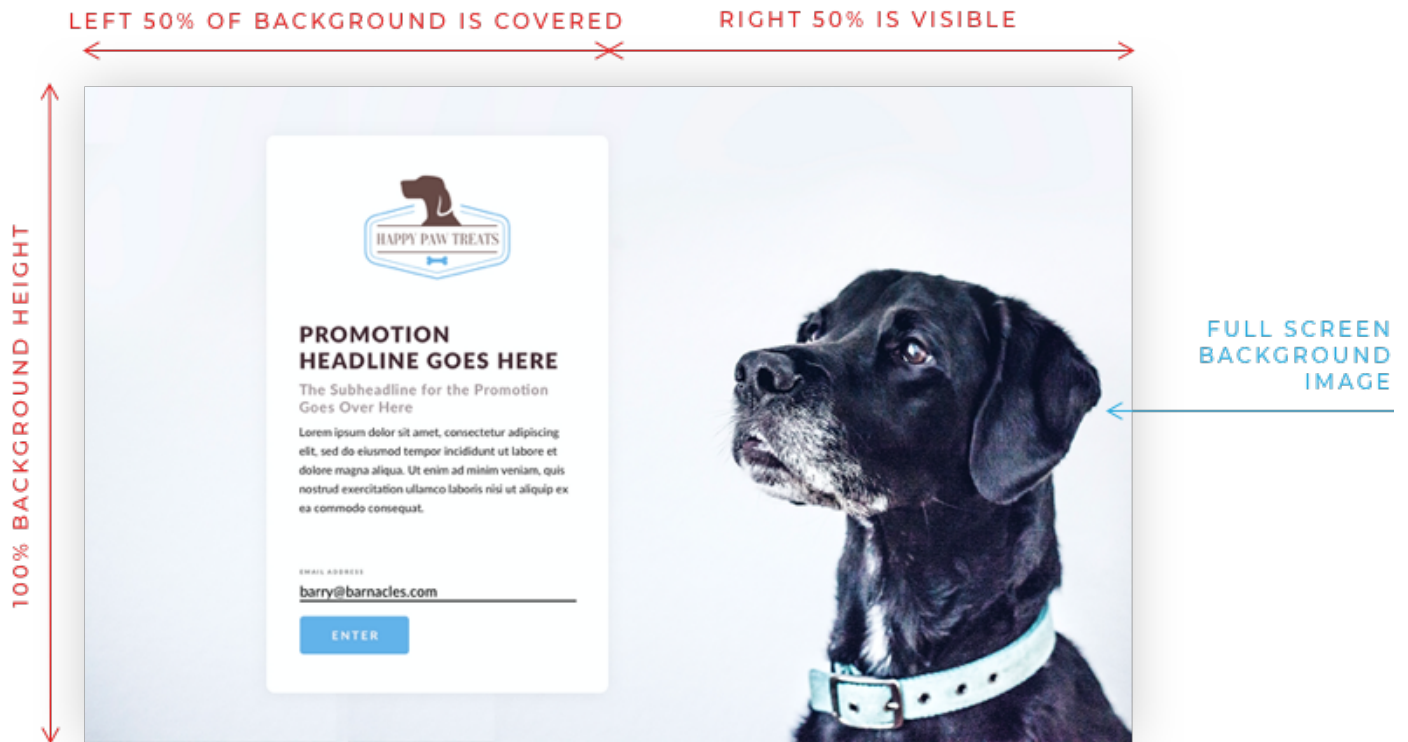
Tablet Screens 1536 x 650px

Mobile Screens 1120 x 650px

RESPONSIVE DESIGN

All layouts require separate Banner Image assets to accommodate smaller devices.

The Right Focus



Note: When using this layout in an iFrame, we cannot guarantee there will not be a double scrollbar in the experience on some browsers.

PROMOTION LOCKUP

All Screens 300 x 300px

TRANSPARENCY

Please provide all Promotion Lockups with a transparent background. SVG is preferred.

FULL SCREEN BACKGROUND IMAGE

X-Large Screens 3840 x 2048px

Safe Zone: Right 50%, Left half will be covered

RETINA DISPLAY

All guideline sizes are specced to support Retina displays.

BANNER IMAGES (SMALLER DEVICES)

Small Screens 2048 x 650px

Tablet Screens 1536 x 650px

Mobile Screens 1120 x 650px

RESPONSIVE DESIGN

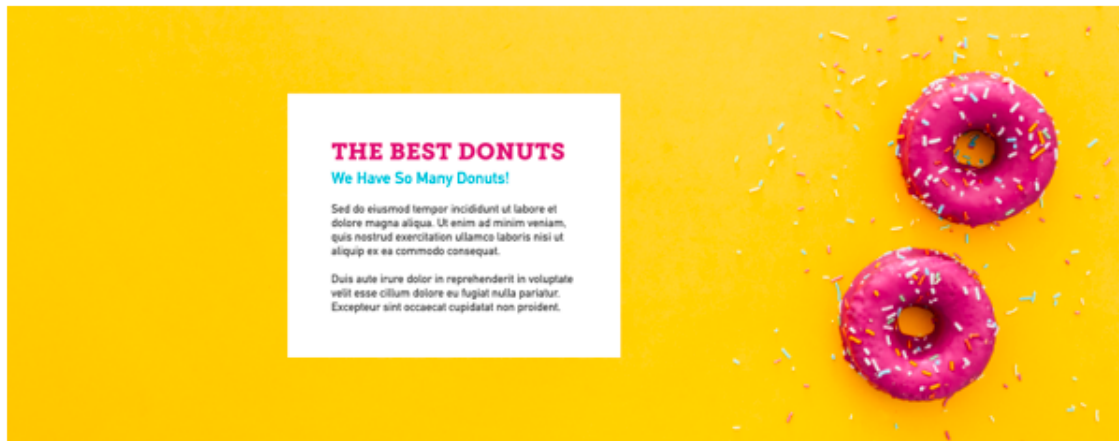
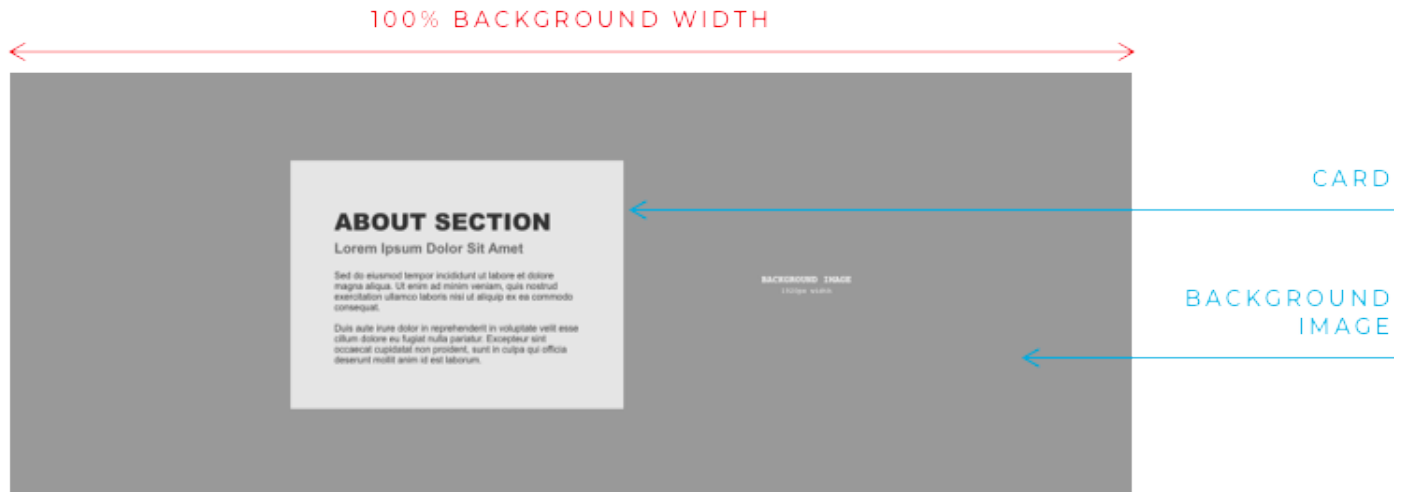
All layouts require separate Banner Image assets to accommodate smaller devices.

PromoPick Content Modules

The Promopick Content Modules build onto our layouts to allow more freedom to customize your promotion as your own. If you need space for additional copy or imagery, choosing a content module could be the right choice for you.

Feature Module

The Feature Module allows you to add a block of copy over a background image or color.



BACKGROUND IMAGE	
Large Screens	3840 x 2160px
Small Screens	<i>Background will hide and text will align center.</i>

BACKGROUND TIP

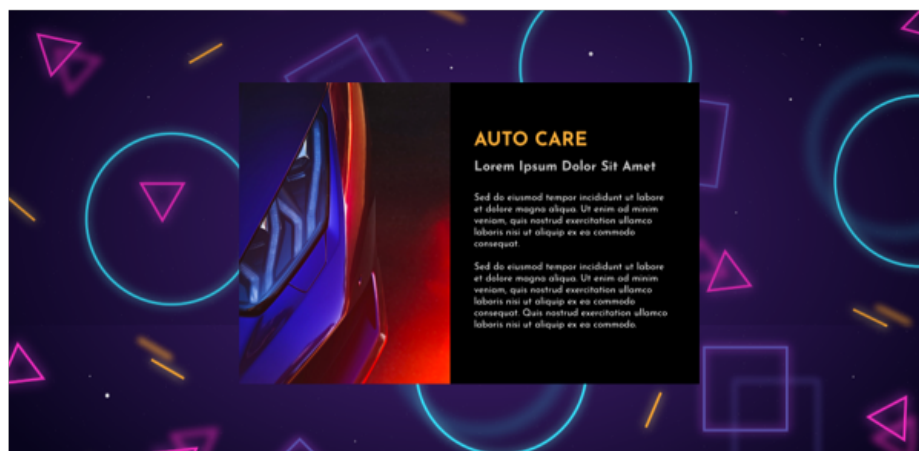
Use a patterned/textured/plain background. The content area lays over the background and will move with the browser width and obstruct some view of the background. Avoid photography that includes faces, text, etc.

CONTENT TIP

Paragraph copy is recommended to keep under 530 characters (without spaces.)

Split Feature Module

The Split Feature module allows you to highlight a block of copy along side a specific image.



CARD IMAGE

Large Screens 1760 x 2200px

Small Screens 3072 x 1300px

CONTENT TIP

Paragraph copy is recommended to keep under 605 characters (without spaces.)

BACKGROUND IMAGE

All Screens 3840 x 2160px

BACKGROUND TIP

Use a patterned/textured/plain background. The content area lays over the background and will move with the browser width and obstruct some view of the background. Avoid photography that includes faces, text, etc.

Column Module

The Column Module allows you the freedom to add a few columns of copy, along with a corresponding title and image.

IMAGE COLUMN SECTION

Lorem Ipsum Dolor Sit Amet, Consectetur Adipiscing Elit



Lorem Ipsum Dolor

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip.

Lorem Ipsum Dolor

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip.

Lorem Ipsum Dolor

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip.

COLUMN
IMAGE

BACKGROUND
COLOUR

DO-NUT FORGET THE PRIZING

You Can Win Any One of the Below Prizes



Sprinkle Stack

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.



Chocolate Stack

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.



Sweet Stack

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

A ONE-OF-A-KIND EXPERIENCE

Prizes Awarded through Rowana's Contest



Vehicle Exterior

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.



Car Interior

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

COLUMN IMAGE

All Screens 1200px wide. Height is variable but must match on all images provided.

Layout will render this as a percentage in the code, but 1200px wide ensures a crisp view across all screens as the browser scales.

NUMBER OF COLUMNS

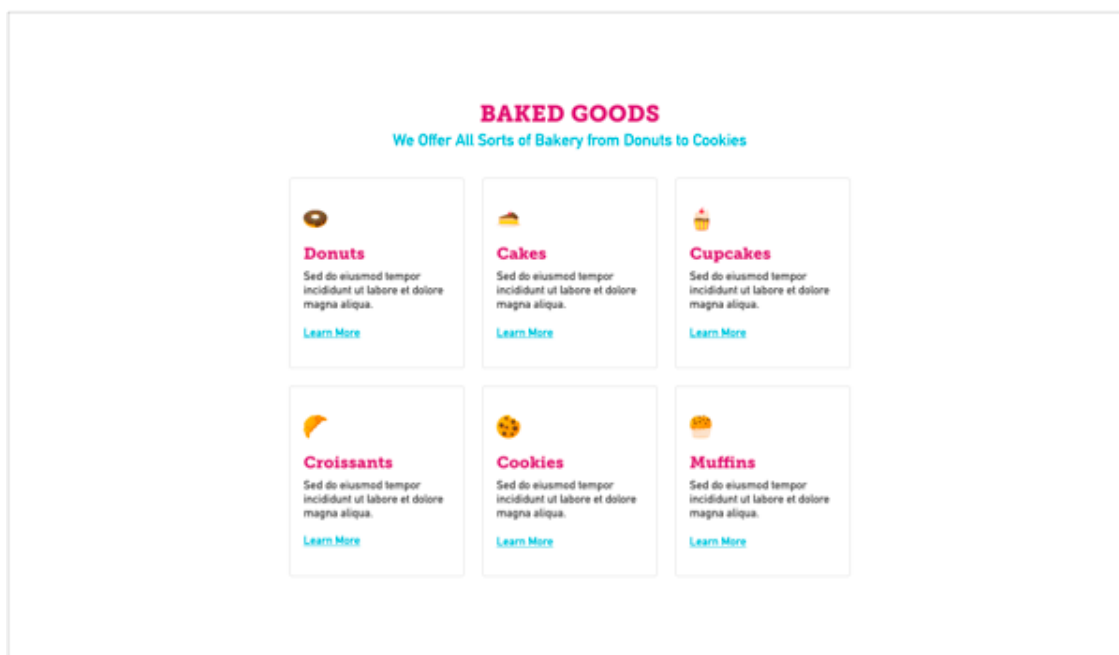
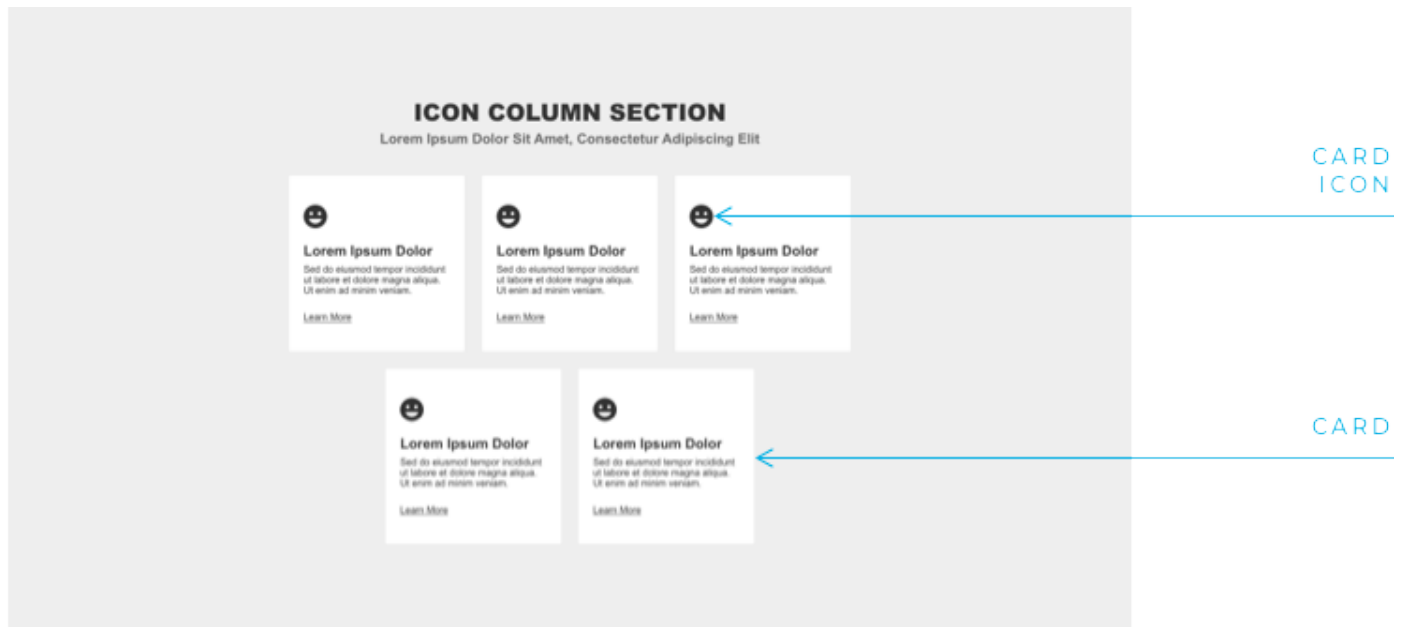
This section can have a minimum of two columns, three columns, or a maximum of four columns.

CONTENT TIP

Paragraph copy is recommended to keep under 155 characters (without spaces.)

Box Module

The Box Module allows you to showcase a few different blocks of copy. This module is great for categorizing different products or subjects in your promotion.



CARD ICON

SVG Only

Please ensure all icons are the same height and width.

COLUMNS

This section can have a minimum of two columns, three columns, or a maximum of four columns.

ROWS

This section can have a minimum of one row, two rows, or a maximum of three rows.

CONTENT TIP

Paragraph copy is recommended to keep under 80 characters (without spaces.)

Instant Win Games

PromoPick™ Instant Win promotions provide the ability to select from one of seven games of chance. Each game is designed to give consumers an easy-to-play experience and can be fully customized to match brand standards.

The section below outlines all assets and sizes needed for each game to display across different screen sizes.

Click & Reveal

Users are prompted to click on the image shown to reveal if they are a winner underneath the image.



REVEALED CARD (WIN)

All Screens 1120 x 740px

WCAG COMPLIANCE TIP

Please ensure there is significant contrast from the hidden card.

REVEALED CARD (LOSE)

All Screens 1120 x 740px

WCAG COMPLIANCE TIP

Please ensure there is significant contrast from the hidden card.



HIDDEN CARD

All Screens 1120 x 740px

REQUIRED CARDS

Please provide an image for Hidden Card, Revealed Lose and Revealed Win.

Spin to Win

Users are prompted to click a button to start spinning the wheel. The user will land on either a win or lose slice.



WHEEL

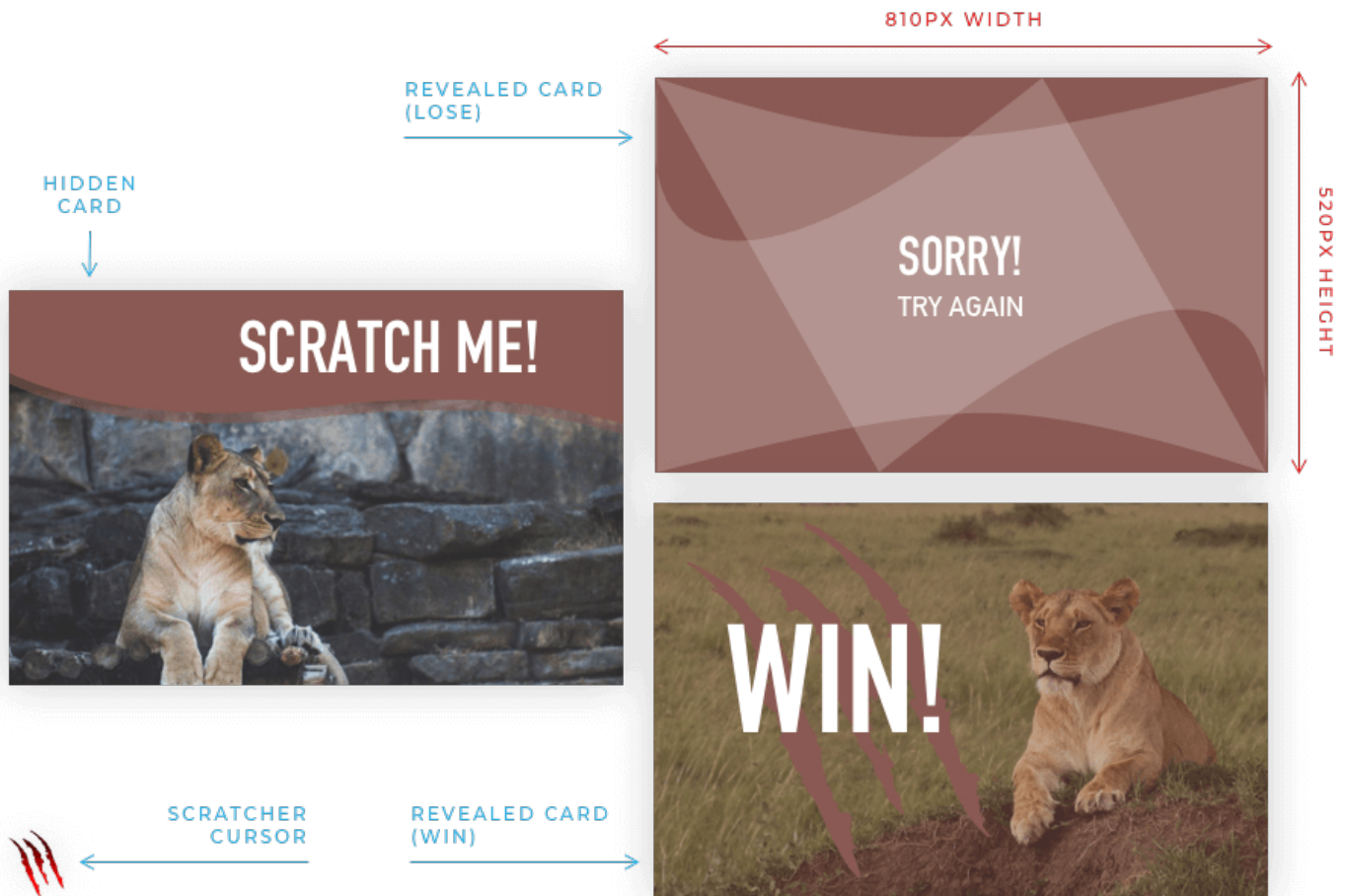
All Screens 1200 x 1200px

TRANSPARENCY

Image must have transparent background outside of wheel design.

Scratch Card

Users are prompted to use their mouse (or finger on mobile) to use the scratcher/cursor to swipe away the image to reveal if they are a winner on the image underneath.



REVEALED CARD (WIN)

All Screens 810 x 520px

WCAG COMPLIANCE TIP

Please ensure there is significant contrast from the hidden card.

REVEALED CARD (LOSE)

All Screens 810 x 520px

WCAG COMPLIANCE TIP

Please ensure there is significant contrast from the hidden card.

HIDDEN CARD

All Screens 810 x 520px

REQUIRED CARDS

Please provide an image for Hidden Card, Revealed Lose and Revealed Win.

SCRATCHER CURSOR

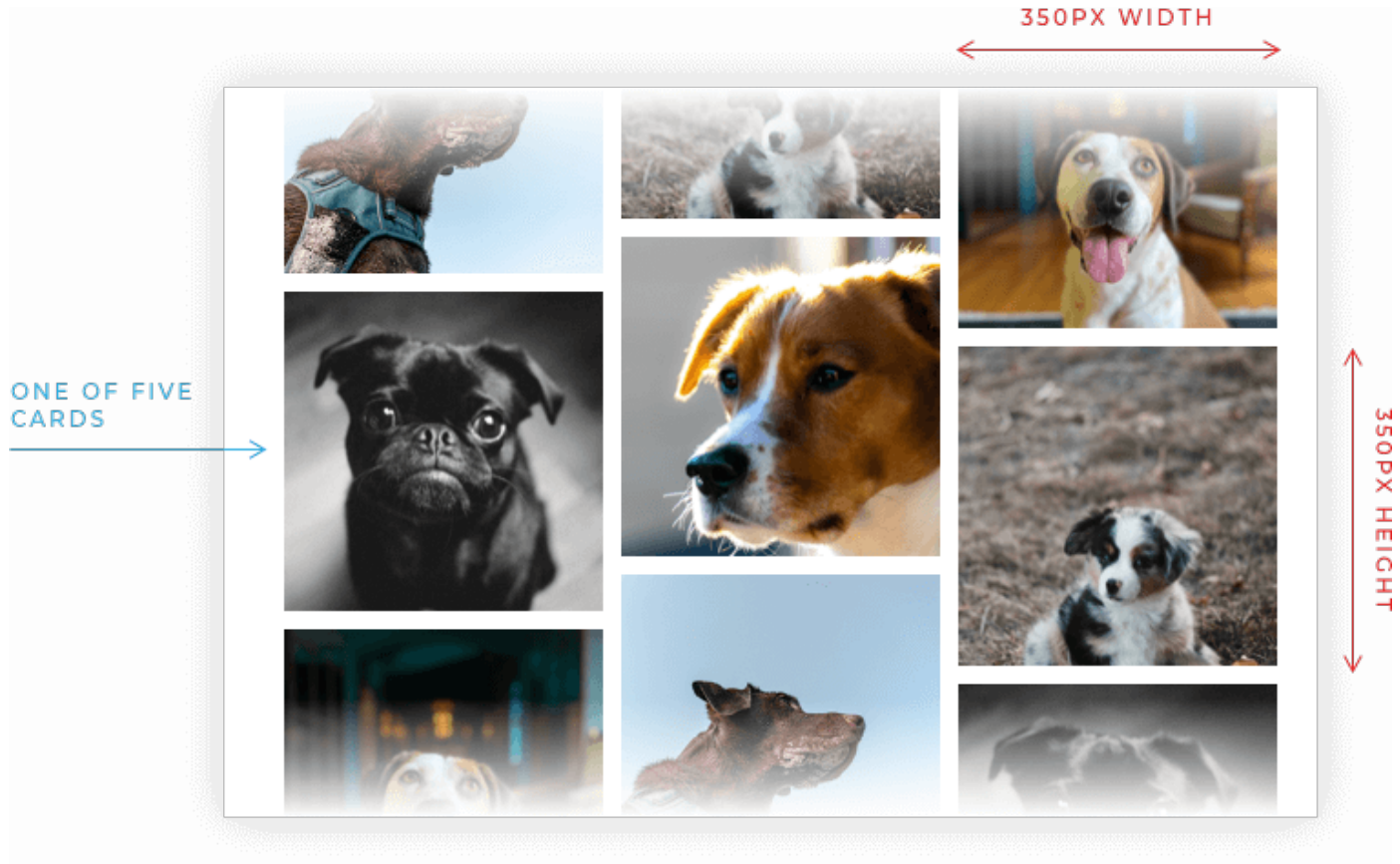
Large Screens 90 x 90px

TRANSPARENCY

Scratcher Cursor must have transparent background outside of its design. Please note: If no image is provided, the cursor will default to a 'Coin'.

Tumbler

Users are prompted to click on the Tumbler button to start the game. If the Tumbler stops on 3 matching images in a row, the user is a winner. Please provide at least 5 unique cards, and a maximum of 10.



CARD (FIVE UNIQUE CARDS)

All Screens 350 x 350px

REQUIRED CARDS

Please provide an image for at least 5 visually different cards or 4 images with an additional win card. Maximum number of unique cards is 10.

3 Card Flip

Users are prompted to click on each of the three cards. If they all match, the user is a winner.



REVEALED CARD (LOSE)

Large Screens 424 x 600px

Small Screens 548 x 380px

REVEALED CARD (WIN)

Large Screens 424 x 600px

Small Screens 548 x 380px

HIDDEN CARD

Large Screens 424 x 600px

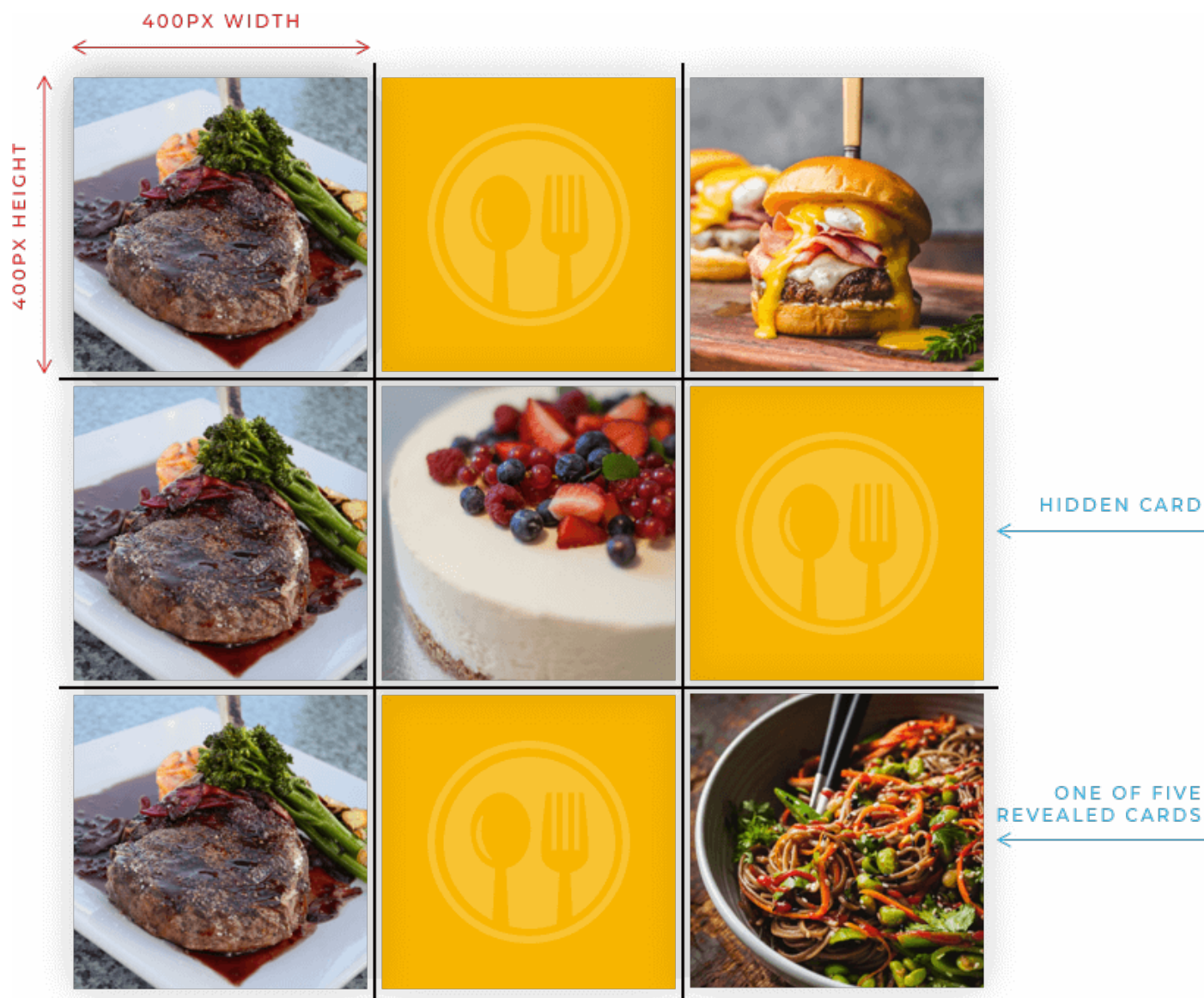
Small Screens 548 x 380px

REQUIRED CARDS

Please provide an image for Hidden Card, Revealed Lose, and Revealed Win.

Tic-Tac-Toe

Users are prompted to click on the card to reveal what is underneath. Reveal all nine tiles and see if you get three in a row to win.



REVEALED CARD (FIVE UNIQUE CARDS)

All Screens 400 x 400px

HIDDEN CARD

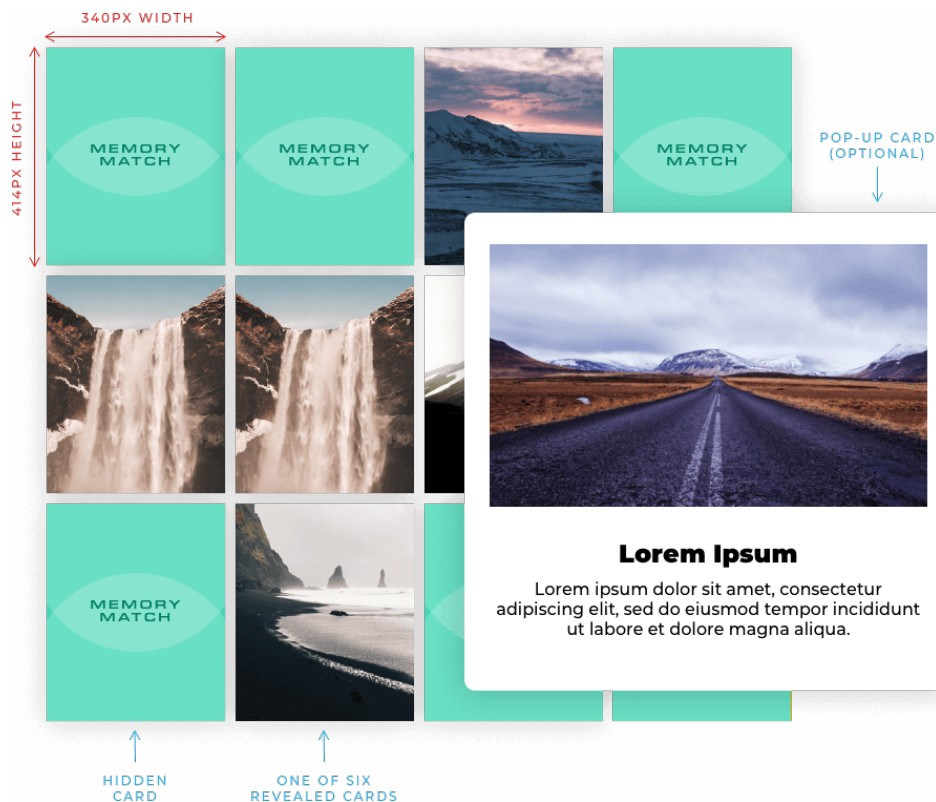
All Screens 400 x 400px

REQUIRED CARDS

Please provide an image for Hidden Card and five different Revealed Cards.

Memory Card Match

Users are prompted to click on 2 images. If the 2 images match, a pair is made and an informational pop up overlay can appear (optional) providing more detail about the matching pair. If the user selects 2 images and a match is not made, the cards will flip back over for the user to select again. The game is complete once the user has matched all 6 pairs.



HIDDEN CARD

Large Screens 340 x 414px

Small Screens 400 x 260px

REQUIRED CARDS

Please provide an image for Hidden Card and six different Revealed Cards.

REVEALED CARD (SIX UNIQUE CARDS)

Large Screens 340 x 414px

Small Screens 400 x 260px

POP-UP CARD (OPTIONAL)

All Screens 1536 x 920px

INFORMATIONAL POP-UP CARD

This is an optional module that will be displayed once a match is made.

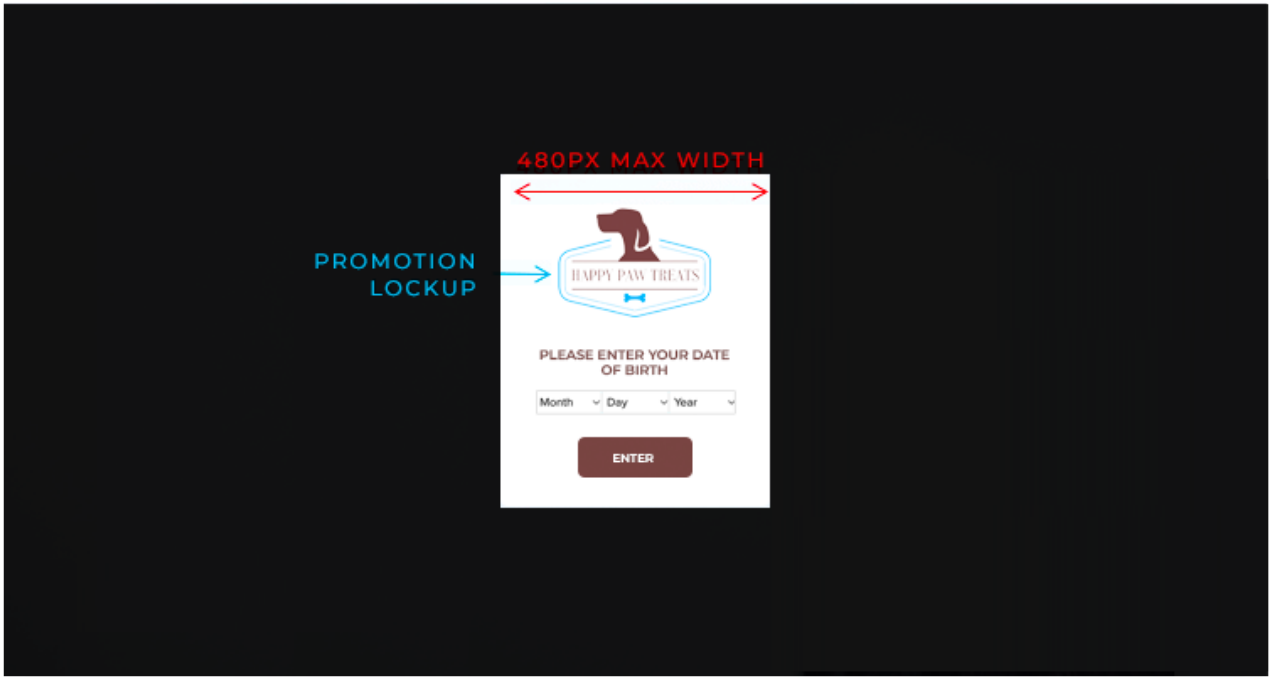
PromoPick™ Add-Ons

PromoPick™'s core codebase comes with the ability to overlay various add-ons that enhance the creative, user-flow, and consumer engagement to meet your goals and objectives. All add-ons are easily overlaid onto any of our four PromoPick™ layouts and can be tailored specifically to your brand.

The following section includes the specs and details for some of our most popular add-ons. If you are interested in other add-on functionality, your project manager will be able to provide you a list of additional add-ons.

Age Gate

The Age Gate modal requires a Promotion Lockup.



PROMOTION LOCKUP

All Screens 480px max width

TRANSPARENCY

Image must have transparent background outside of Promotion Lockup. SVG is preferred.

Navbar

The Navbar contains the Brand Logo on the left and an optional promotion countdown on the right. The promotion theme's Primary Color will be used for the Navbar, except for **The Big Picture** layout.



BRAND LOGO

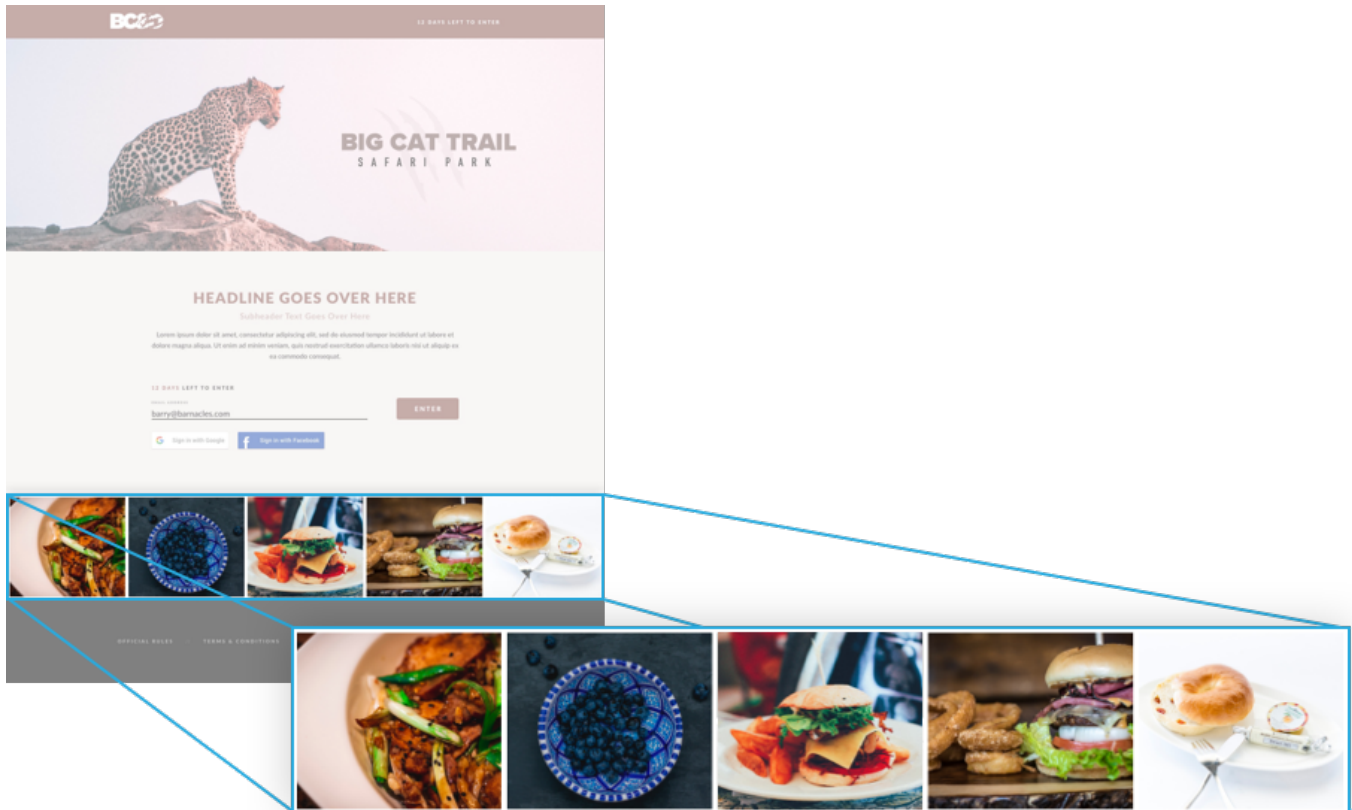
All Screens 128px height

TRANSPARENCY

Image must have transparent background outside of Brand Logo. SVG is preferred.

Image Strip

Between five and ten image blocks arranged horizontally under your promotion.



IMAGE

All Screens Images should have the exact same height, at least 768px wide.

REQUIRED IMAGES

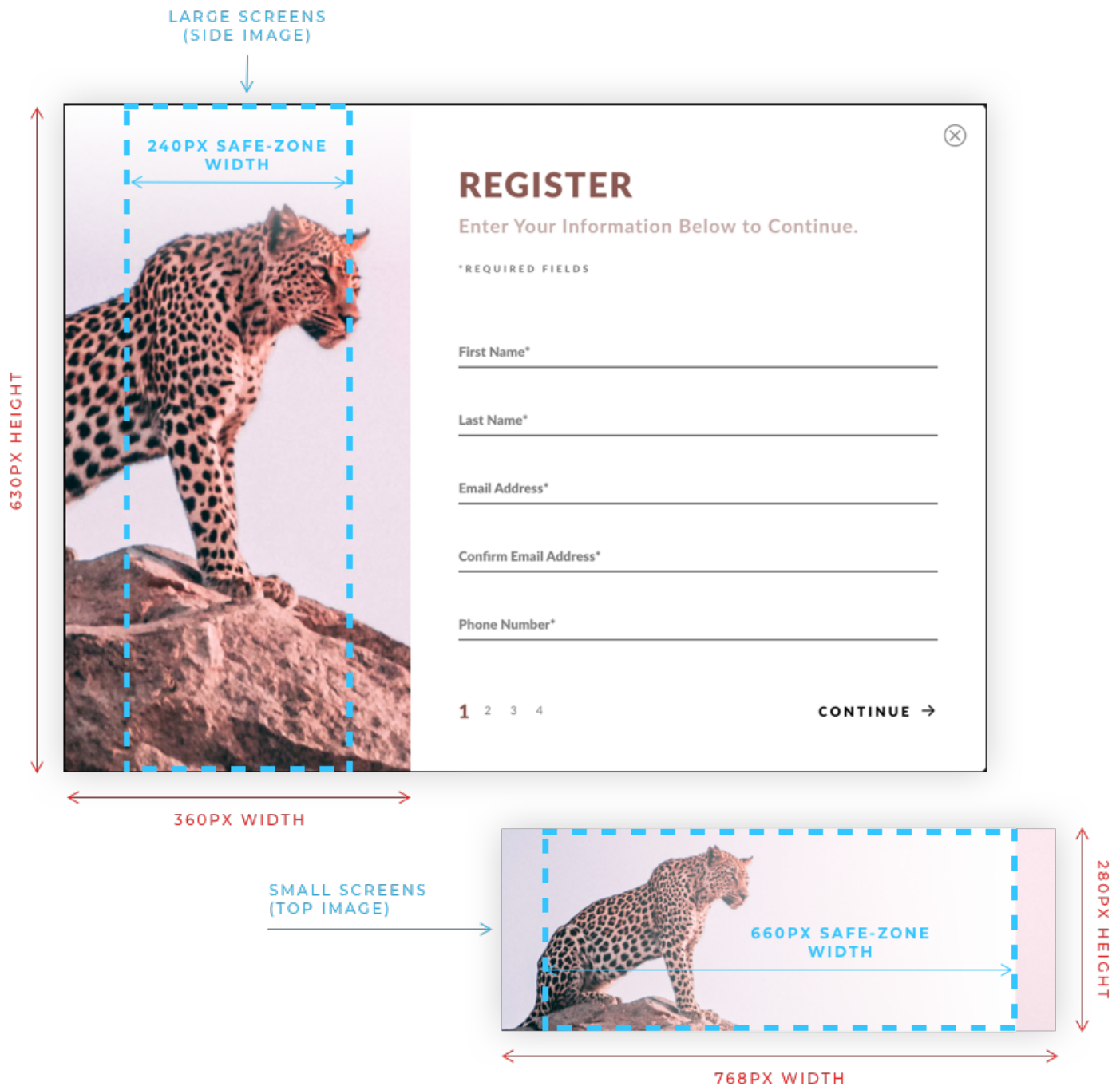
Please provide between 5 to 10 unique images that have equal height, at least 768px wide.

IMAGE TIPS

Do not include text in these images. Alt text can be provided via the copy doc.

Step Form

The optional Step Form is a pop-up module with an image on the left side. The Image is shifted to the top on smaller screens.



STEP FORM IMAGE (OPTIONAL)

Large Screens (Side) 720 x 1260px

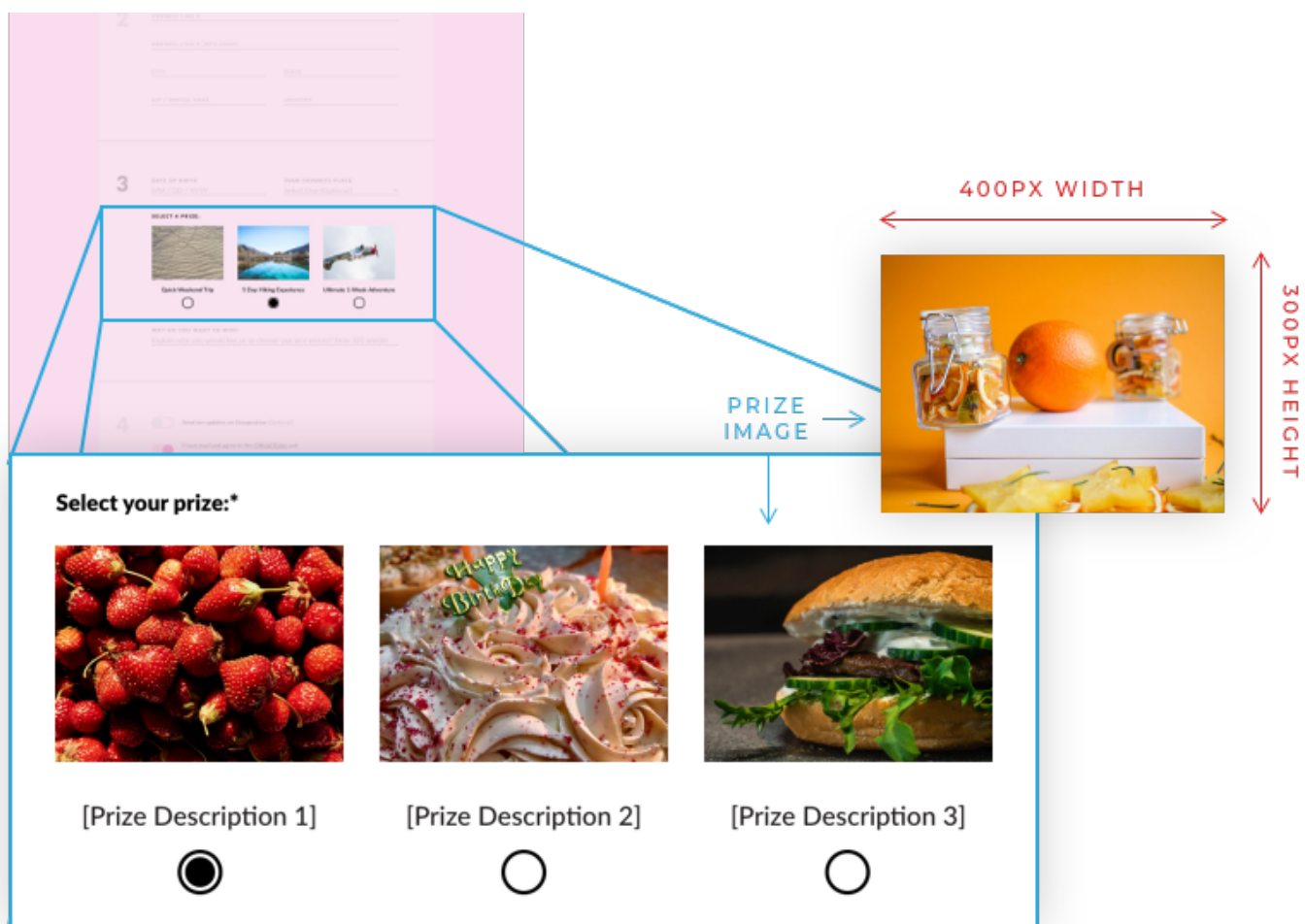
Small Screens (Top) 1536 x 560px

RESPONSIVE DESIGN

The portrait oriented Side Image is replaced by the landscape Top Image.

Form Prize Images

The registration form can show option select buttons where the user chooses the prize they want to win.



PRIZE IMAGE

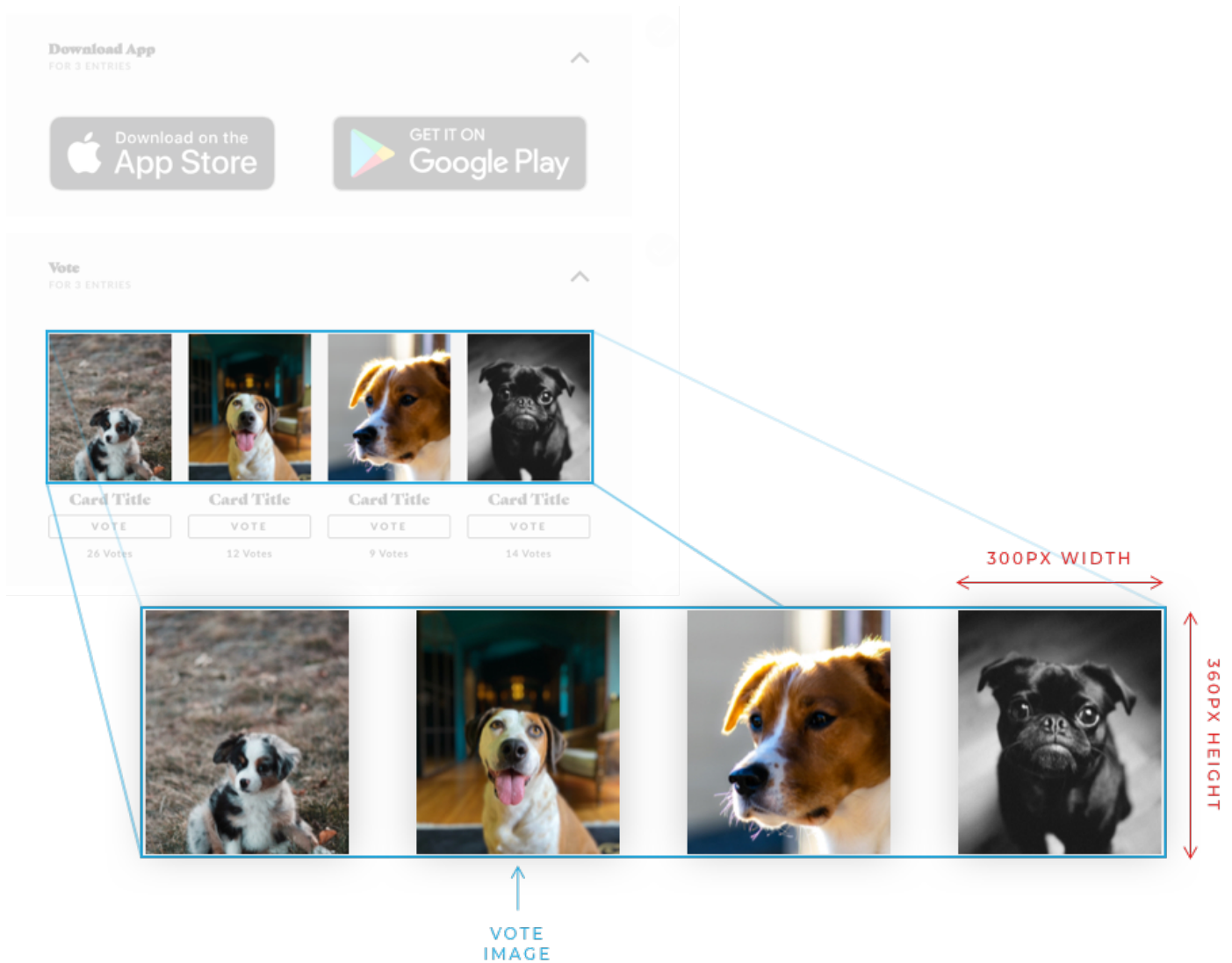
All Screens 400 x 300px

REQUIRED IMAGES

Please provide unique images with prize descriptions.

Vote Images

The Thank You page can hold a voting section with either images provided by the brand or from approved user uploads.



VOTE IMAGE

All Screens 300 x 360px

PromoPick™ Galleries

For User Generated Content Promotions you can bring earned media from social media directly to your promotional microsite. PromoPick™ includes support for one of 5 pre-built galleries that have been optimized to fit perfectly in all PromoPick™ templates across all screen sizes. Want to house the gallery on your site? We have a widget to support that too.

Full Cover Card



Detailed Card



Karl Pinkton

What a wonderful view. So blessed to be here! [#Sweepstakes](#) so good! Hoping to win it finally this time :D

A promotional banner for a 'SUMMER COLLECTION'. The top section features a collage of summer-themed items: orange sunglasses, white sunglasses, a makeup palette, a red lipstick, and an orange bag, set against a pink and green background. Below this, the text 'SUMMER COLLECTION' is written in large, white, bold letters. The main body of the banner is a grid of social media posts. The first post is a large image of Karl Pinkton's post. Below it are three smaller posts: Yulanda Baranca's post about a wonderful view, Ayla Jacobsen's post about a great find, and Leanne Simpson's post about a city's magic. The grid is partially obscured by a yellow polka-dot pattern on the right side.



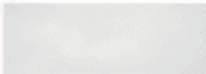
Yulanda Baranca
What a wonderful view. So blessed to be here! [#Sweepstakes](#) so good! Hoping to win it finally this time :D



Ayla Jacobsen
So great to find! be out here! Everything is so amazing!



Leanne Simpson
The city really does have its own magic to it. Wish I could stay here forever :P



Mosaic Block



Slider Block – Featured



Detailed Slider – Featured

The image shows a detailed view of a social media slider. The main focus is a French Bulldog wearing a red and black vest, standing on a paved surface. To the left, a smaller inset shows a person's hand holding a leash attached to a black dog. Text overlays include 'dog apple sweepstakes win game' and a user profile for 'Gabriel Moreira' with a bio: 'My good boy doing what he does best... being a good boy! #EveryDog #Sweeps Hope I win this time!!!'. The slider has a yellow header with '11 English | English' and a red footer with 'Share this site' and social media icons. Below the footer is a green bar with 'Official Rules • Prizes • Privacy Policy • Contact Us' and a small disclaimer.

11 English | English

dog apple sweepstakes win game

Gabriel Moreira
My good boy doing what he does best...
being a good boy! #EveryDog #Sweeps
Hope I win this time!!!

Welcome to the Bulldog in the Big Apple Movie Sweepstakes!

Gabriel Moreira
My good boy doing what he does best... being a good boy!
#EveryDog #Sweeps Hope I win this time!!!

Share this site

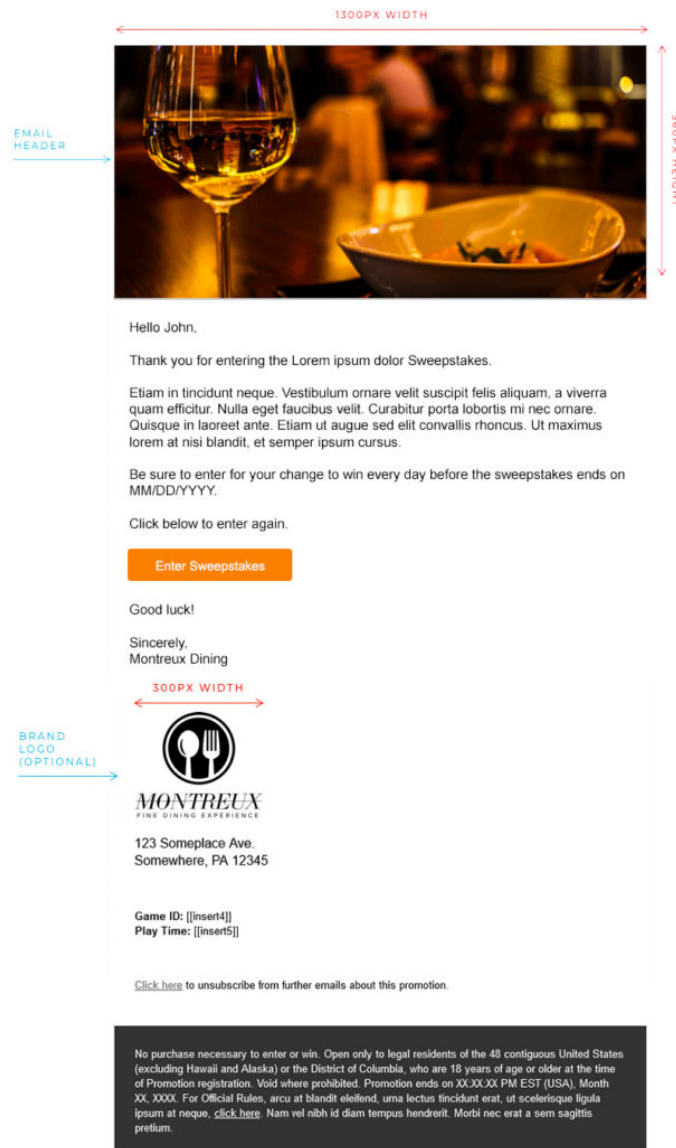
Official Rules • Prizes • Privacy Policy • Contact Us

No purchase necessary to enter or win. Open only to legal residents of the 48 contiguous United States (excluding Hawaii and Alaska) or the District of Columbia, who are 18 years of age or older at the time of Promotion registration, "end" where prohibited. Promotion ends on 11:59:59 PM EDT (AST), March 31, 2020. See Official Rules, any of which will be posted online, for complete and up-to-date rules governing this promotion. Void where prohibited. Sweepstakes ends on 11:59:59 PM EDT (AST), March 31, 2020. See Official Rules, any of which will be posted online, for complete and up-to-date rules governing this promotion. Void where prohibited. Sweepstakes ends on 11:59:59 PM EDT (AST), March 31, 2020. See Official Rules, any of which will be posted online, for complete and up-to-date rules governing this promotion. Void where prohibited.

Promo Email & Social Shares

The promotion doesn't have to end at the Thank You page. Create custom thank you emails and the ability for users to share branded posts across social media as part of the post-registration user flow.

Email Header



EMAIL HEADER

All Screens 1300 x 560px

NO HEADER?

If no header is provided, the email will be displayed without one.

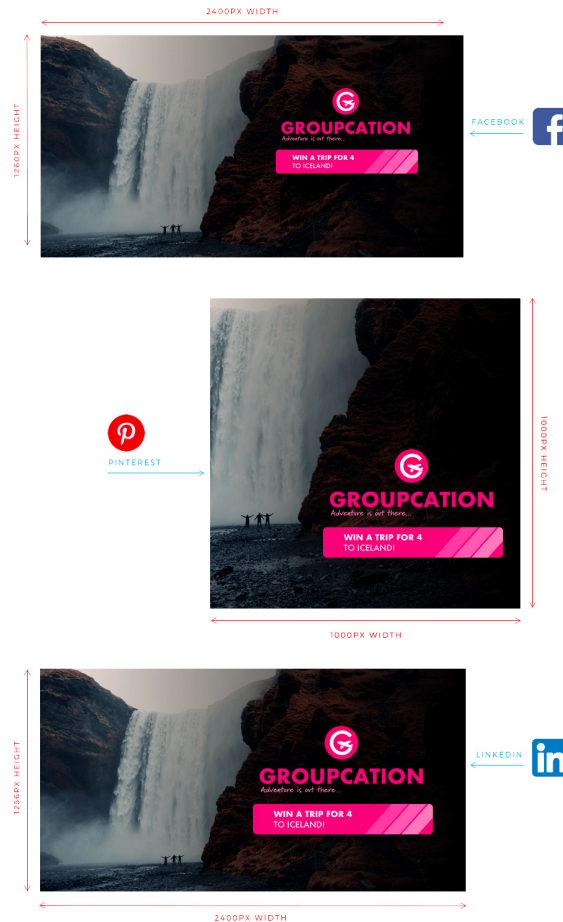
BRAND LOGO (OPTIONAL)

All Screens 300px width

TRANSPARENCY

Brand Logo must have transparent background outside of the creative. PNG is preferred.

Social Share



LINKEDIN

Share 2400 x 1256px

LINKEDIN

Linkedin has a single share image size specification. Only required if activated.

FACEBOOK

Share 2400 x 1260px

FACEBOOK

Facebook has a single share image size specification. Only required if activated.

PINTEREST

Share 1000 x 1000px

PINTEREST

Pinterest has a single share image size specification. Only required if activated.