

Retail Bar

The Retail Bar ad sits at the bottom of the page, whether a user scrolls the page or resizes the window. The ad serves as a constant access point for users to engage with brands. While page content is always accessible, the ad can be closed at any time.

Dimension

Collapsed 430w by 50h pixels

Navigation Bar

Product List Images 260w by 65h pixels

Logo 85w by 80h pixels

Expanded Content Unit

Header Images 780w by 55h pixels

Product Display 710w by 225h pixels

File Size

Image 80kB max

Video 2MB max

File Format



Animation & Looping

Leadtime



15 sec max



7 days

- Logo must be present at all times
- Animation and call to action can be displayed
- Animation must start and end with logo

