



Ad Specs

CVS Media Exchange®

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CVS Media Exchange®

Let's build a successful campaign together! Here is a complete guide to the solutions that CMX® provides with reference for advertising notes, specifications, asset requirements and more.

Templates can all be found on the CMX Website [here](#).

CVS Media Exchange

Getting Started

3 ways CMX® Creative Studio can support

- 1. Best Practices & Strategy:** The Supplier handles creative. Refer to the spec doc for requirements and use the provided templates for each channel. Work with your CMX Partner Manager and Account Manager for thought starters and ideation.
- 2. Creative Production & Resizing:** Supplier provides 1 size per placement; CMX resizes for all other CMX channels, Supplier reviews and approves, and CMX releases final files to media.
- 3. Net-New Development:** Supplier completes the Creative Brief and joins a kick-off call; CMX delivers R1, revises to Supplier feedback, then releases final files to media.

What we need for net-new

- Completed creative brief
- Brand guidelines
- Brand fonts
- Layered PSDs
- High-res product photography
- High-res imagery
- Inspiration or direction on the look for this campaign including previous banners
- Copy thought starters and direction

CVS Media Exchange

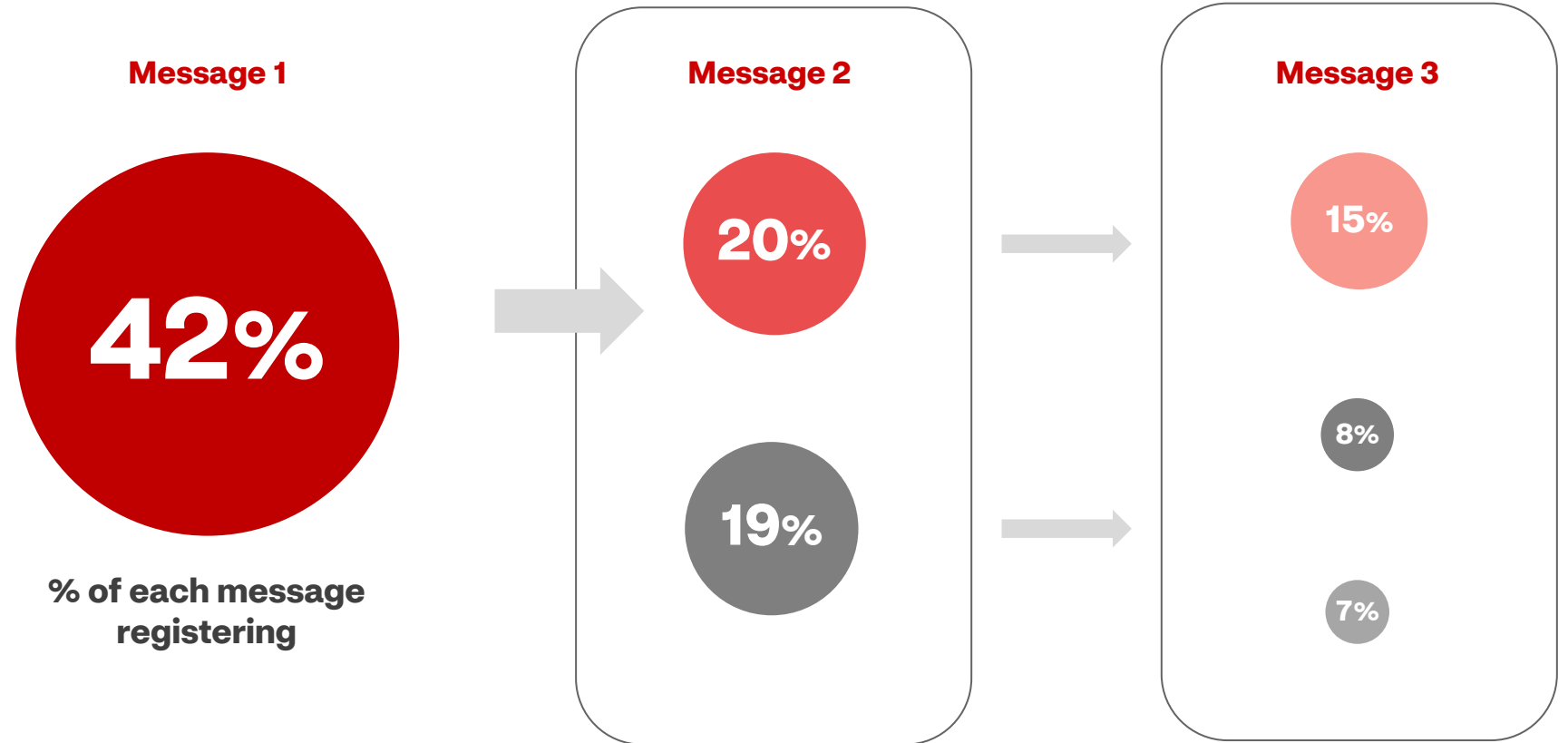
Digital Ad Best Practices

In a cluttered digital environment, brands have only a second to make an impact.

Average dwell time for non-video digital ads is ~2.3 seconds.

Source: Kantar Millward Brown Global Eye-tracking Norms, Q1 2014.

*Based on respondents who looked at the ad. Kantar Millward Brown global Link database for TV.



The more messages we try to deliver in an ad, the *less effective every message becomes*.

CVS Media Exchange

Creative Best Practices

1

Keep it simple

Don't overdo it, customers need to recognize your brand and understand your message in a very short timeframe.

2

Use strong imagery

If you choose to include imagery, make sure it is relevant and ties directly to your brand.

3

Keep it brief

Headlines should be brief, clear and informative. Also, the shorter the headline the larger the text size can be, making it easier to read as well as catch the attention of the customer.

4

Make your value prop pop

Make sure to include what is setting you apart from the competition.

5

Instill a sense of urgency

Promotions are attention grabbing and entice the customer to engage with the ad to benefit from the offer.

6

Use enticing CTA language

"Shop now", "Save now" and "Shop deals" are great examples of enticing CTA copy that make the desired action clear for the viewer.

CVS Media Exchange:

Restrictions

All ads must follow the CMX Ad Policy which can be found at:
<https://www.cvsmediaexchange.com/advertising-policy> (“CMX Ad Policy”)

Prohibited Categories:

The following categories are prohibited from Sponsored Brand:

- Alcoholic beverages
- Tobacco or vaping products
- THC or Hemp/CBD products
- Weapons, firearms, and ammunitions
- Virtual or online social platforms
- Gambling, lottery, fantasy sports, and real money gaming
- Contests or sweepstakes
- OTC opioid antagonists - Narcan/Naloxone
- Adult toys

Restricted Categories:

Please reach out to Ads Policy team to request an exception (subjected to review) for the below listed categories/subcategories. Any Restricted Categories that are permitted will only qualify with a query that is an exact match.

The following categories are restricted from Sponsored Brand:

- Pregnancy and fertility
- Menopause
- Condoms and non-emergency contraceptives
- Emergency contraceptives
- Personal intimacy
- Mental and physical health conditions
- Home diagnostic tests
- Products containing pseudoephedrine

CVS Media Exchange

Ad Policy Compliance Guidelines

Message Copy

The following content rules must be followed:

- No comparisons with a competitor
- No "No. 1" product claims
- No "Made in USA" claims
- No green or sustainability claims
- No pricing claims
- Claims must be truthful, substantiated, and consistent with CVS® product pages and packaging
- Beauty ads must use authentic, unaltered images and carry the "Beauty Unaltered" mark
- CMX cannot run creative with digitally altered model imagery
- Product images must accurately depict the product sold
- Only call a product "new" if it's under 6 months in market
- Ads should be in English; well-known foreign words and phrases are okay (Advertiser names and packaging languages are exempt)

Ads may not depict inappropriate or adult content:

- Obscene, foul or vulgar content
- Violence or gore
- Sexually suggestive content
- Sexual content or objectification
- Nudity

The following content and messaging are prohibited:

- Dangerous content or unsafe depictions (e.g., fireworks, toy guns)
- Content targeted or appealing to minors whether through copy or imagery
- Religious advocacy
- Political advocacy
- Exploiting sensitive events (disasters, mass-casualty incidents, or deaths of public figures)
- Discriminatory, hateful, intolerant, harassing, threatening, or abusive content
- Defamatory content or content that is invasive of another's privacy
- Content that attacks a person or group by age, color, national origin, race, religion, sex, sexual orientation, or disability

Accessibility & Compliance Requirements

CVS® is continuously striving to create inclusive experiences that serve the needs of all our customers, members, patients and colleagues. The following resources are available to help our colleagues and partners create content that is more accessible to people with disabilities.

CVS Media Exchange

Accessibility Guidelines

Keep accessibility front and center in every creative.

It means people with disabilities can access your message — a clear story told through simple imagery and copy.

Design:

- 1. Create consistent designs for each format:**
Balance logo, product, and headline per format — don't just rescale.
- 2. Make sure your branded logo and product are prominent:**
Lead with memorable branding and a clear product view.
- 3. Keep your design simple:**
Customers should grasp your brand and message fast.
- 4. Choose your fonts carefully:**
Simple and readable.
- 5. Use relevant and strong imagery:**
If used, keep it relevant and on-brand.
- 6. Logo placement:**
Desktop: product + logo. Mobile: large product covers both.

Copy:

- 1. Screen readers:**
Design in reading order: image + alt tag, headline, subhead, disclaimer, CTA.
- 2. Headlines:**
Brief, clear, informative — shorter copy allows larger, scannable text.
- 3. Use fun and unique ad copy:**
Know your audience and what resonates with them and your product.
- 4. Tailor your message with a value prop:**
Call out what sets you apart from competitors.
- 5. Instill urgency with a promotion:**
Promotions drive urgency and reach the right consumers.
- 6. CTA should be enticing:**
Use action CTAs (Shop now, Save now); add product or brand name for direction.

CVS Media Exchange: Accessibility Guidelines

Content MUST PASS Level AA Compliance

Level AA Compliance

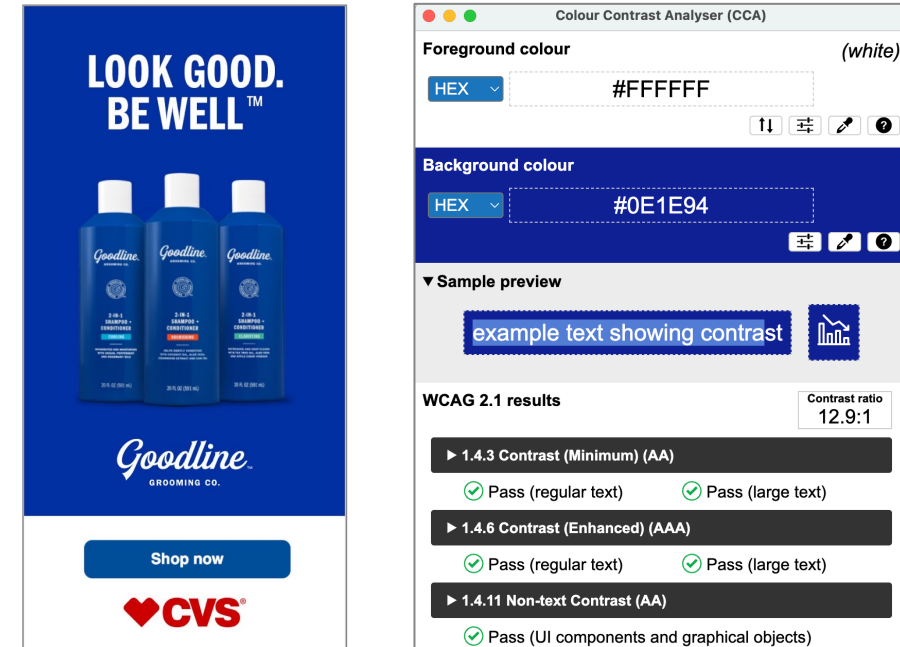
Level AA is an advanced standard that further improves accessibility. The requirements include:

- Video and audio need text captions
- Maintain adequate color contrast for low-vision users
- Underlined text should link somewhere
- Text must resize to 200% without breaking layout
- Avoid images of text
- Redundant links should be removed
- Code should identify language changes
- Guide users to fix input errors

Please download and use this tool to confirm WCAG 2.1 AA compliance — [TPGI.com](https://www.tpgi.com)

WCAG Color Contrast

WCAG define contrast-ratio levels by success criteria. Below is the contrast tool used to verify colors meet AA compliance.



WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text.

Offsite Display

Offsite Display Ads allow you to reach across the web, with relevant ads that connect your brand with unique CMX audiences.

Offsite Display Ads: Specs Guidelines

Offsite Display Ads	Ad Dimensions (px)	Copy Specs	CTA Buttons	Creative Notes
Leaderboard	728 x 90px	• Headline: 18 pt minimum • Subhead: 16 pt minimum • Disclaimer: 8 pt minimum (One row recommended)	Locked Items • Button location • Button width scales with CTA • Button color (blue #004d99) • Button text (white #FFFFFF) Editable Items • 15 characters max • Copy drives consumer action or describes link content: (Shop now; Save now; Learn more; etc.)	• PSD templates are built at 2x final size. Minimum font sizes must be 2x when designing, i.e. 8 pt becomes 16 pt. • Export with 1px grey border (#D3D3D3) • Export with white background • Export at 144 PPI (DO NOT Save for Web) • Export as JPG or PNG
Wide Skyscraper	160 x 600px			
Inline Rectangle	300 x 250px			
Half Page	300 x 600px			
Mobile Banner	300 x 50px	• Headline: 20 pt minimum • Disclaimer: 8 pt minimum (One row max)		
Mobile Leaderboard	320 x 50px			

Offsite Display Ads: Creative Notes & Asset Delivery



Creative Notes

- All ads must pass WCAG 2.1 AA compliance. Please download and use this tool to confirm compliance – [TPGI.com](https://www.tpgi.com)
- A 1-pixel light gray (hex#: D3D3D3) border is required around all creative assets
- Ads render differently depending on the screen type and size
- Use the CVS template photoshop file. This ensures the proper CVS logo and CTA size and placement
- CTA button copy should be short, up to 5 words, driving consumer actionable or describing the link content
 - **Examples:** Shop now; Save now; Learn more



Animation Notes

- Files should be built to actual size, **NOT** at 2x like static banners
- Animation must be 15 seconds or shorter in length. Shorter animation can loop/repeat, however it must stop after 15 seconds
- Strobing, flashing or blinking animations or otherwise distracting ads are NOT allowed
- All animated ads must be accompanied by a static backup image (JPG/static GIF)
- Ensure animated ads use the click tag variable as the click destination. Do not hard code any URLs into the HTML file



Assets to Deliver

Static Banners

- Export PSD files at 144 PPI resolution as JPEG or PNG

CMX Animating

- Provide layered PSD files with animation direction OR please work with your Account Manager to hand off an asset pack for CMX to handle design and build

Vendor Animating

- JPG or PNG – max size 150 KB (backup image)
- Initial load HTML5 – max size 150 KB

Template at-a-glance: Offsite Display

Half Page Ad
300 x 600 px



Wide Skyscraper Ad
160 x 600 px



Leaderboard Ad
728 x 90 px



Inline Rectangle Ad
300 x 250 px



Mobile Leaderboard Ad
320 x 50 px



Mobile Banner Ad
300 x 50 px



Please review accessibility best practices to ensure your copy and creative are following guidelines

Onsite Display

Onsite Web Banners, also known as Banner Ads or Display Ads, are advertisements located in the header, footer, or sidebars of the CVS website. These are ideal for suppliers looking to increase brand awareness or customer engagement while shoppers are browsing the CVS website.

Onsite Display Ads: Specs Guidelines

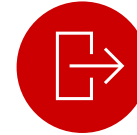
Onsite Display Ads	Character Count Max	Global Notes (All Ads)	CTA Button (All Ads)
Desktop Interrupter 1040 x 100 px	Headline: 55 Subhead: 80 Legal: 50	• PSD templates only (built at 2x final size) • Final export at 144 PPI (DO NOT save for web) • White background ONLY in copy area • 1-pixel border (Hex# D3D3D3) required around all banners • ALL COPY MUST BE SENTENCE CASE No punctuation on headlines Punctuate subheads and disclaimers • Use 6-pixel safe zone margins on all banners • Max file size 10MB	• Required, placement locked • Size: 150×42 px • Button color: Hex# 004d99 Text color: White Hex# FFFFFFFF • Helvetica Bold, max 15 characters, sentence case • Max length 15 characters. Should drive consumer action or describe link content: Shop now; Save now; Learn more; etc.
Desktop Leaderboard 1280 x 100 px	Headline: 55 Subhead: 85 Legal: 150		
Desktop Anchor 1280 x 300 px	Headline: 55 Subhead: 85 Legal: 150		
Desktop Skyscraper 240 x 620 px	Headline: 55 Subhead: 85 Legal: 156		
Mobile Onsite 300 x 100 px	Headline: 50 Subhead: 85 Legal: 83		
Mobile App Ads Mock-up: 343×159 px GAM: 112×159 px	Headline: 45 No Subhead Legal: 110		

Onsite Display Ads: **Creative Notes & Asset Delivery**



Creative Notes

- **All ads must pass WCAG 2.1 AA compliance to be published.** Please use a color contrast checker to assure the creative passes WCAG 2.1 accessibility guidelines
- Ads render differently depending on the screen type and size. Please refer to specific banner ad pages for minimum font sizes
- A 1-pixel light gray (hex# D3D3D3) **border is required** around all creative assets
- **White backgrounds ONLY** in copy area
- All copy should be **sentence case**
- **CTAs are required** to be CVS blue #004d99 with white text
- **Use Helvetica** font for all text
- **No animation or video** can be used
- **CMX will code all units** from assets provided by supplier



Assets to Deliver

CMX will code **ALL** onsite ads

- Supplier to create PSD files at 144 PPI resolution
- Provide layered Photoshop files to CMX

Asset checklist

- Fully editable and layered PSD at 144 PPI resolution
- Helvetica **ONLY**, no non-standard fonts
- No video
- No animation
- Use gray (hex# E9E9E9) or white backgrounds **ONLY**

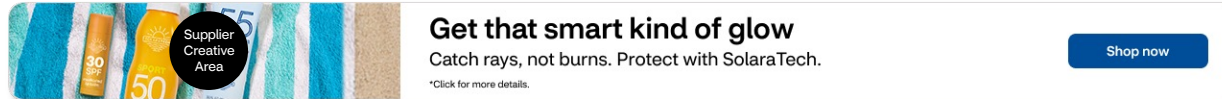
Template at-a-glance: Onsite Display

Desktop Interrupter Ad: 1040 x 100 px



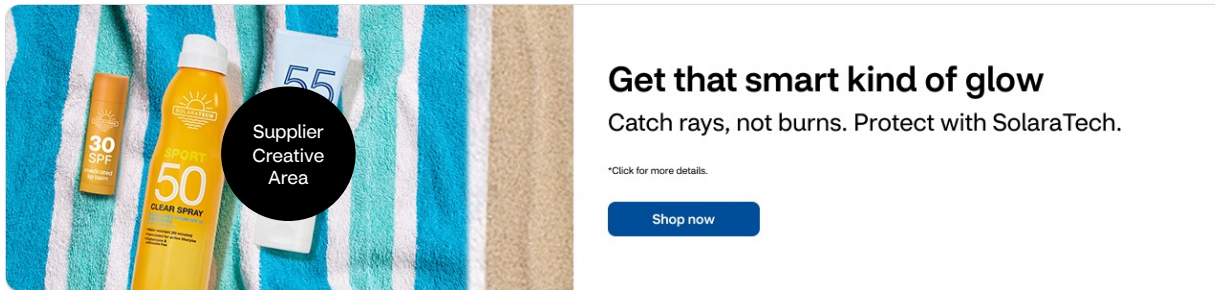
Headline: 40–60pt Bold (max 55 chars) • Subhead: 28–38pt Regular (max 80 chars) • Legal: 9pt Regular (max 150 chars)

Desktop Leaderboard Ad: 1280 x 100 px



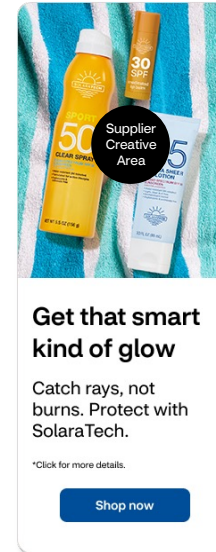
Headline: 46–60pt Bold (max 55 chars) • Subhead: 30–38pt Regular (max 85 chars) • Legal: 9pt Regular (max 150 chars)

Desktop Anchor Ad: 1280 x 300 px



Headline: 64–72pt Bold (max 55 chars) • Subhead: 40–50pt Regular (max 85 chars) • Legal: 10pt Regular (max 150 chars)

Desktop Skyscraper Ad: 240 x 620 px



Headline: 50–60pt Bold (max 55 chars)
Subhead: 36–40pt Regular (max 85 chars)
Legal: 9pt Regular (max 156 chars)

Mobile Ad: 300 x 100 px



Headline only: 26–32pt Bold (max 50 chars)
Subhead: 36–40pt Regular (max 85 chars)
Legal: 8pt Regular (max 83 chars)

Mobile App Ad: 343 x 159 px



Mock-up: 343×159
Headline: 26–36pt Bold (max 45 chars)
Legal: 8pt Regular (max 110 chars)



GAM Image:
112×159 px

All copy should be black in sentence case. Copy area background color white only. CTA: Helvetica Bold 150 x 42, Button color #004d99, Text color #FFFFFF.

Sponsored Brand

Sponsored Brand Ads are an advertising solution built to help customers discover your brand within the CVS® online marketplace. They provide a way for suppliers to drive contextually relevant ads based on CVS consumers searches.

Sponsored Brand Ads: Specs Guidelines

Sponsored Brand Ads	Size	Message Copy	CTA Copy	Resolution	File Size	File Format
Above and Below the Results Ad Unit Desktop	Logo Image 300 x 108 px	100 Character Limit (including spaces)	20 Character Limit (Including spaces)	72 DPI	300 KB Max	PNG (Files must be transparent)
Above and Below the Results Ad Unit Mobile	Logo Image 483 x 144 px					
In-Grid Ad Unit Desktop	Background Image 315 x 553 px	20 Character Limit (including spaces)	Shop [Brand Name]" or "Shop [Brand Name] [product]".	72 DPI	300 KB Max	PNG or JPG
In-Grid Ad Unit Mobile	Background Image 1065 x 584 px					

Sponsored Brand Ads: **Format Sizes & Safety Zone**

Above and Below the Results Ad Unit

Desktop



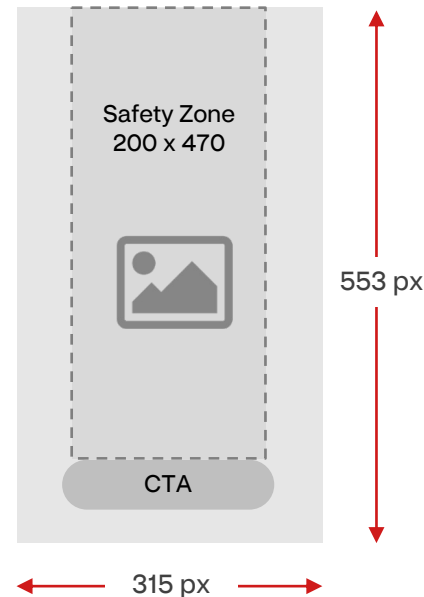
Mobile



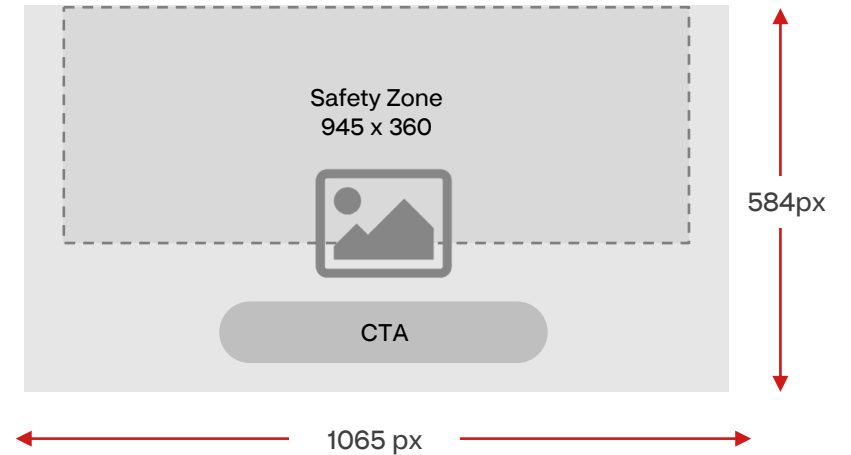
Resize the logo to fully fit within the unit dimensions. Logos must be left aligned with a transparent background and exported as a PNG.

In-Grid Ad Unit

Desktop



Mobile



All important content - logos, text, and critical imagery — must be placed within the safety zone to guarantee it will not be cropped and is always visible to the consumer.

Sponsored Brand Ads: Creative Notes



In-Grid Ad Unit

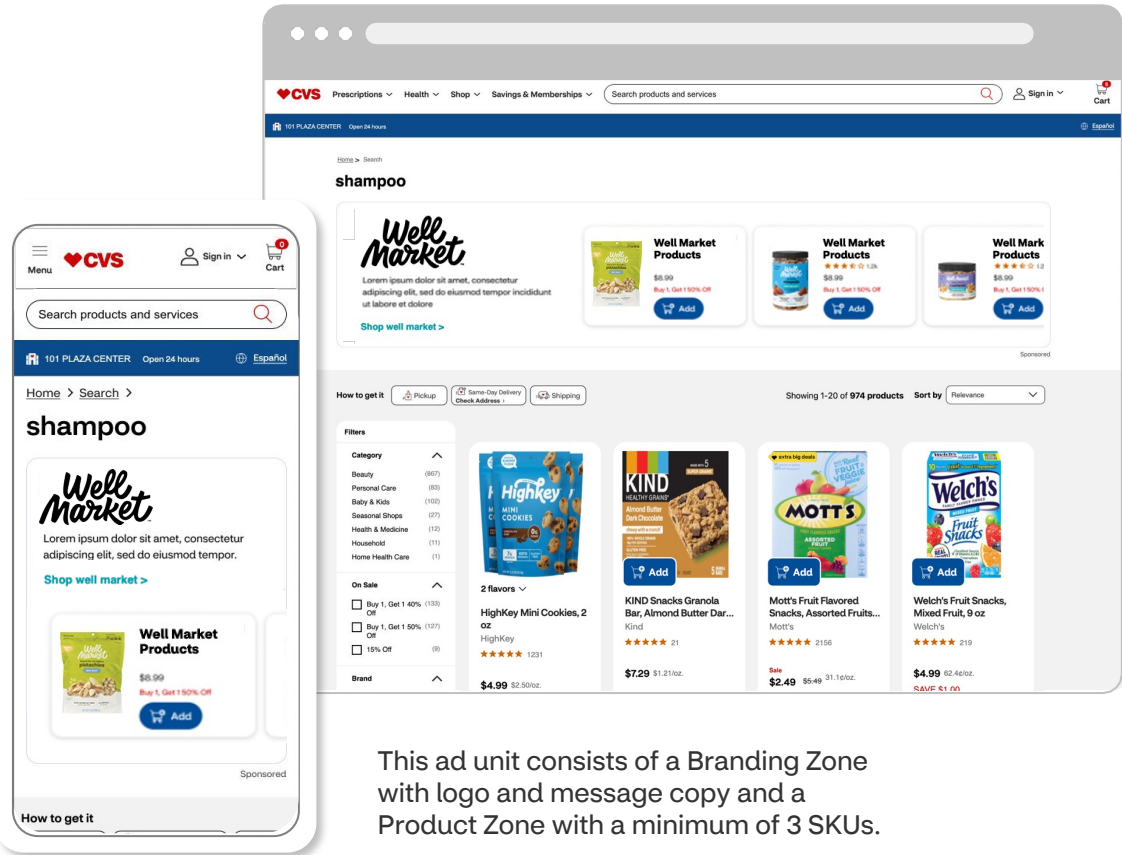
- **All ads must pass WCAG 2.1 AA compliance to be published.** Please use a color contrast checker to assure the creative passes WCAG 2.1 accessibility guidelines. Creative must meet Web Accessibility text size requirement. Alt text as accessibility requirement - Minimal character count.
- **Safety Zone:** All crucial imagery, logos, and text must be within the safety zone
- **Message Copy:** Recommend minimal 20 character count and should be brand or promo focused
- **Safety Zone:** All crucial imagery, logos, and text are included within the safety zone
- **Background Customization:** Provide a hex code for the background color or default will be white or #FFFFFF
- **CTA:** Redirects to a dedicated landing page and follows the correct verbiage: either "Shop [Brand Name]" or "Shop [Brand Name] [product]"
- **Deliverables/Export files:** Background image is JPEG or PNG format
- **Dimensions:** Desktop image 315 x 553 px, Mobile image 584 x 1065 px

Above and Below the Results Ad Unit

- **Message Copy:** 100 character max including spaces. Messaging follows punctuation with case-sensitivity and periods. Sentence-case ONLY. Capitalized letters only applies when the words are of a feature, or a mark, or a movie title, etc.
- **CTA:** Redirects to a dedicated landing page and follows the correct verbiage: either "Shop [Brand Name]" or "Shop [Brand Name] [product]"
- **Deliverables/Export files:** Logo image is PNG only (no background color, must be transparent)* Creative file max size 300KB. Resolution 72 PPI.
- **Dimensions:** Desktop logo 300 x 108 px, Mobile logo 483 x 144 px

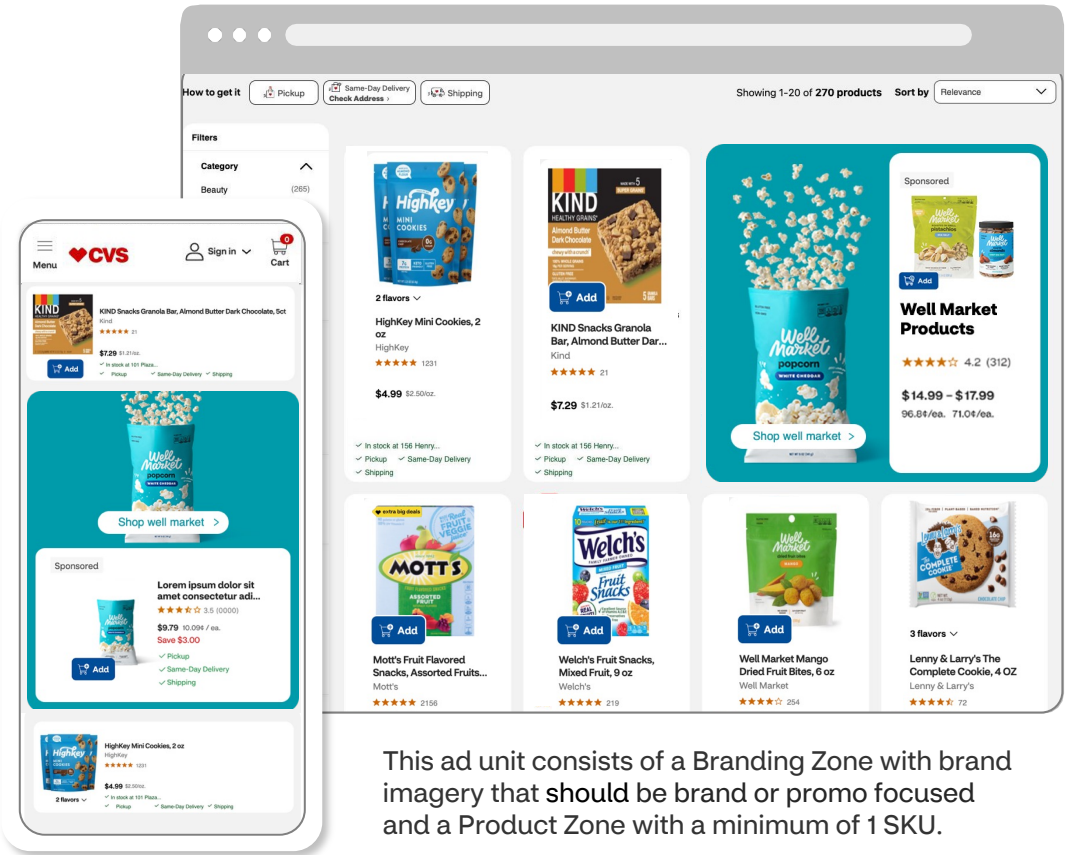
Template at-a-glance: **Sponsored Brand**

Above and Below the Results Ad Unit



This ad unit consists of a Branding Zone with logo and message copy and a Product Zone with a minimum of 3 SKUs.

In-Grid Ad Unit



This ad unit consists of a Branding Zone with brand imagery that should be brand or promo focused and a Product Zone with a minimum of 1 SKU.

Campaign Landing Page

Campaign Landing Pages allow suppliers to showcase their products in a centralized location. These pages also act as the landing page to your CVS co-branded banner ads and social media marketing. Campaign Landing Pages are only available if a supplier is running a paid media campaign that will remain live **ONLY** for the duration of the campaign, plus 30 days after campaign ends.

Campaign Landing Pages: **Creative Notes & Asset Delivery**



Creative Notes

- **All pages must pass WCAG 2.1 AA compliance**
Please download and use this tool to confirm compliance – [TPGI.com](https://www.tpgi.com)
- **Campaign Landing Pages should be 3-4 modules max**, not all modules should be used in a single page, but the same module can be used more than once. Use provided PSD template for modules.
- **Video, carousels and animation are not supported in the template**
- **All links must stay on the CVS site**
 - Suppliers cannot link off site from Campaign Landing Pages
 - If there are extensive educational materials, there is the option to click a link to download a PDF
- **Follow the PSD template to ensure that all specs are adhered to**
 - The Campaign Landing Pages PSD template is customizable to suit the content that the supplier is looking to include
 - It is not necessary to utilize every module style
 - Text size, styling and layout are fixed and should not be manipulated
 - All text should be Helvetica fonts
- **CTA buttons can only be solid CVS blue #004d99, black or white**



Assets to Deliver

Campaign Landing Page CTA Matrix (to be filled out by supplier)

SKUs for Product Landing Page

Designed PSD templates for desktop & mobile

Prepping for CMX review:

- Export artboards as a single PDF depicting full page layout

[See Campaign Landing Pages Assets Needed Page](#)

Campaign Landing Pages: Design Specs

Templates

- Create files within the provided Photoshop templates
- Choose from the modular options within the template to build out your page
- Campaign Landing Pages should be 3-4 modules max, not all modules should be used in a single page, but the same module can be used more than once
- Final export should be at 144 PPI resolution
- Dotted grey area represents the image safe area for each module

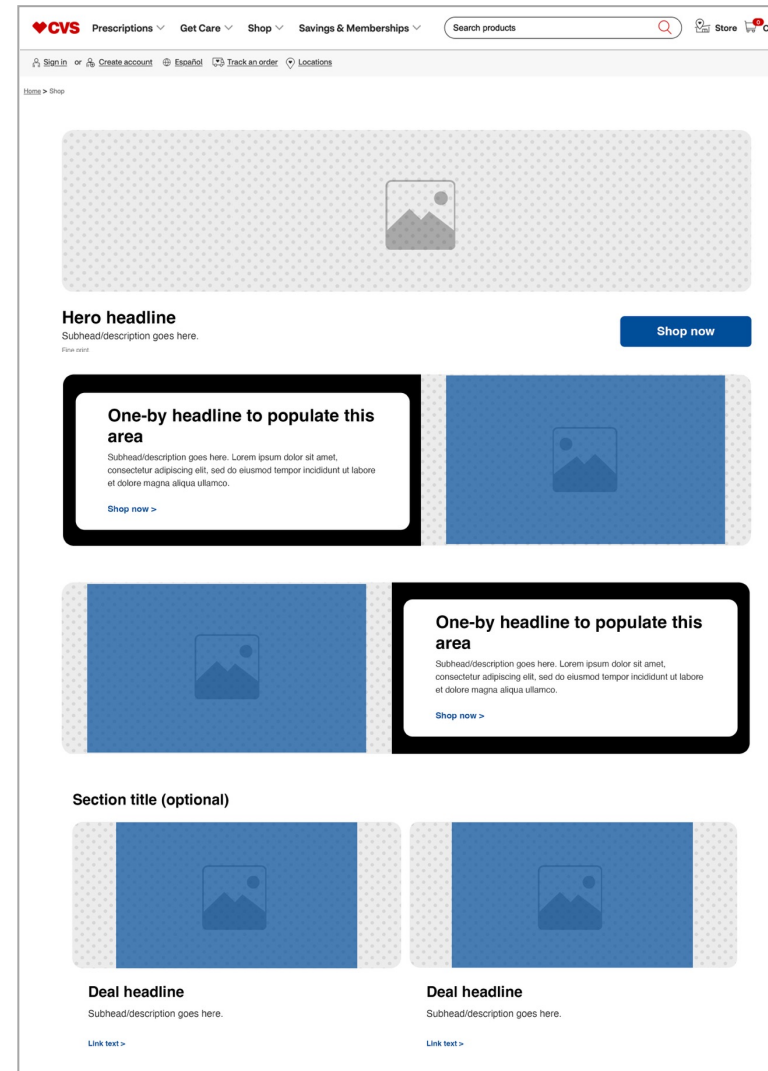
Prepping for CMX Review

- Export all individual modules as JPEGs
- Lay out all modules for desktop and mobile on the full-page artboard within the Campaign Landing Pages Template PSD
- For final handoff, please include a Word Doc with final text if using the “Text & Fine Print Module”

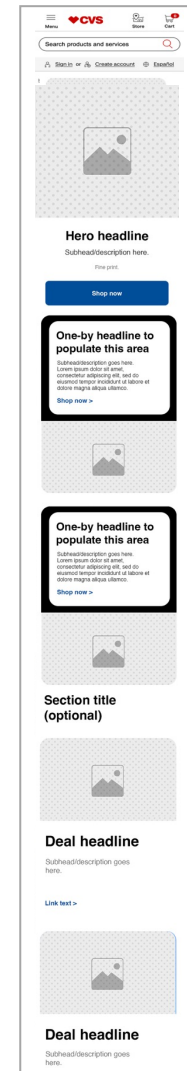
Module Customization

- CTAs can only be CVS blue (#004d99), black or white
- Do not manipulate CTA placement or styling for each module
- Text alignment is fixed for each module
- Text can only be black or white
- Check each module’s details for module-specific requirements and options

Desktop



Mobile



Campaign Landing Pages: Page Components

Hero Banner

Image area – (Desktop) 1280 x 300 px (Mobile) 320 x 300 px

Used to show prominent campaign imagery.

Optional Elements

- Headline, subhead, description, fine print and CTA

Restrictions/Requirements

- Headline, subhead, description & fine print – recommend 30 characters (256 max)
- Only image/logos in the image safe area
- All text should be housed in the text fields below for accessibility compliance
 - If no CTA, text is centered below the image
 - If no text, CTA is centered below the image

One-by 50/50 Banner

Image area – (Desktop) 617 x 317 px (Mobile) 330 x 165 px

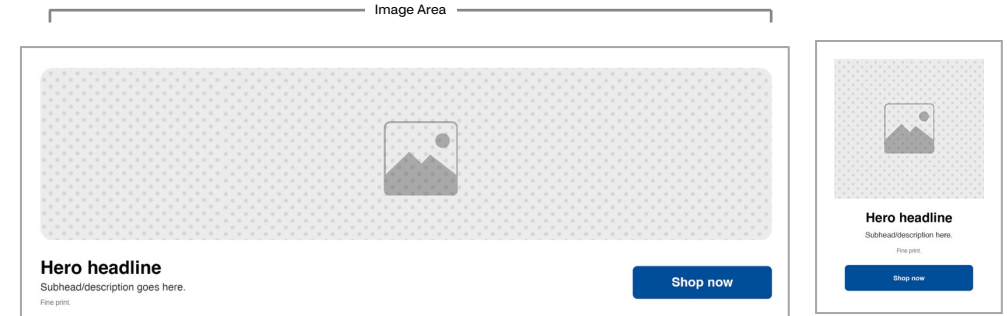
Optional Elements

- CTA, subhead, description and white background

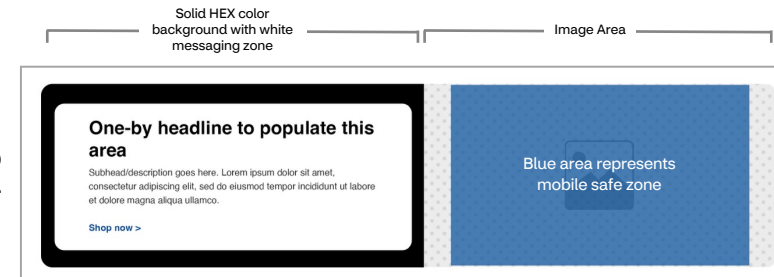
Restrictions/Requirements

- Headline – 60 max characters
- Subhead, description – 256 max characters
- Only image/logos in the image safe area
- All text should be housed in the text fields for accessibility compliance
- Full background behind text can be a solid, custom color

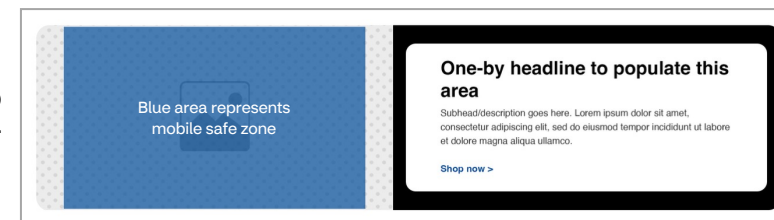
Hero Banner



One-by 50/50 Left Aligned



One-by 50/50 Right Aligned



Campaign Landing Pages: Page Components

Deal Banner

Image area – (Desktop) 617 x 274 px (Mobile) 276 x 250 px

Restrictions/Requirements

- Headline, subhead, description – recommend 65 characters (256 max characters). Text is center-aligned for non-CTA option
- Only image/logos in the image safe area

Two-by Banner

Image area – (Desktop) 386 x 350 px (Mobile) 276 x 250 px

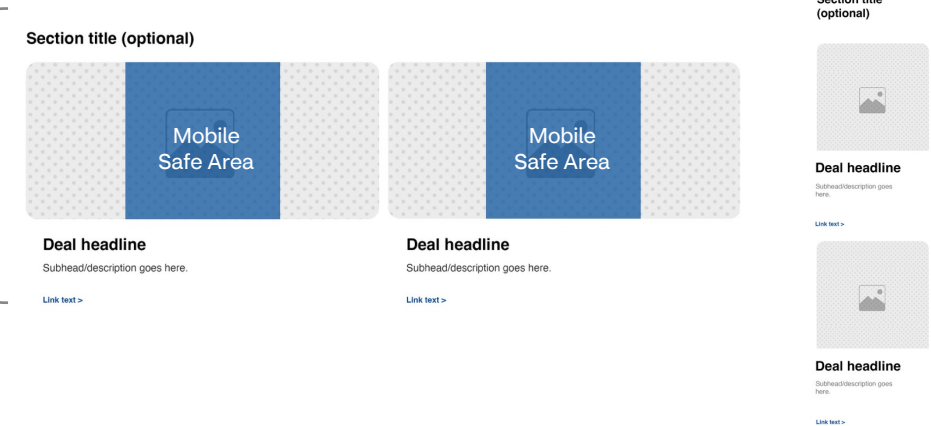
Optional Elements

- CTA, subhead, description and white background

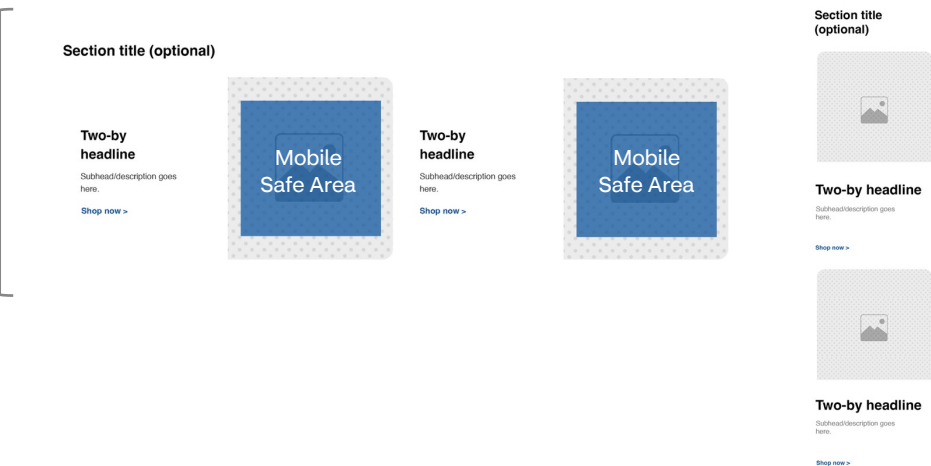
Restrictions/Requirements

- Headline, subhead, description – recommend 65 characters (256 max characters). Text is center aligned for non-CTA option
- Only image/logos in the image safe area
- Full background behind text can be a solid, custom color

Two-by
Banner A



Two-by
Banner B



Campaign Landing Pages: Page Components

Three-by Banner

Image area – (Desktop) 386 x 350 px (Mobile) 276 x 250 px

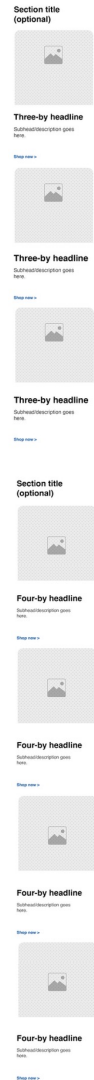
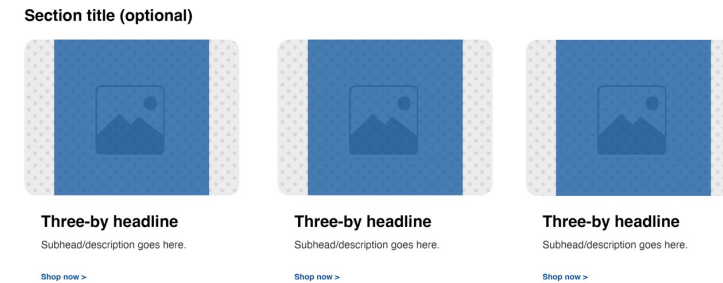
Optional Elements

- CTA, subhead, description and white background

Restrictions/Requirements

- Headline, subhead, description – recommend 65 characters (256 max characters). Text is center-aligned for non-CTA option
- Only image/logos in the image safe area
- Full background behind text can be a **solid, custom color**

Three-by Banner



Four-by Banner

Image area – (Desktop) 386 x 350 px (Mobile) 276 x 250 px

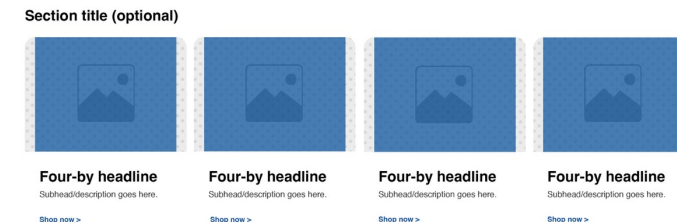
Optional Elements

- CTA, subhead, description, white background behind text, grey tile background

Restrictions/Requirements

- Headline, subhead, description – recommend 65 characters (256 max characters). Text is center-aligned for non-CTA option
- Only image/logos in the image safe area
- Full grey tile background can be a solid, custom color
- Only 4 tiles across

Four-by Banner



Campaign Landing Pages: Page Components

Text & Fine Print Module

Large text field that is mostly used for long legal disclaimers.

- Can appear in line with Brand Shop modules or below the product grid

Optional Elements

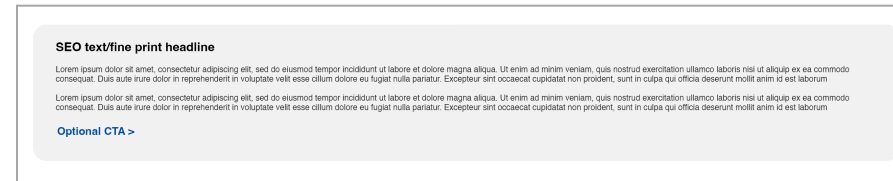
- Headline, body text, fine print (must use one of the three)

Restrictions/Requirements

- Headline: 256 max characters; left-aligned; 16pt
- Body text: 5000 max characters; left-aligned; 14pt
- Fine print: 5000 max characters; center-aligned; 12pt

Text &
Fine Print
Module

Desktop



Mobile



Pencil Banner

Two layout options – text only or with icon/CTA

- Icon image area – 100 x 62px
- Used for disclaimers or offer callouts

Optional Elements

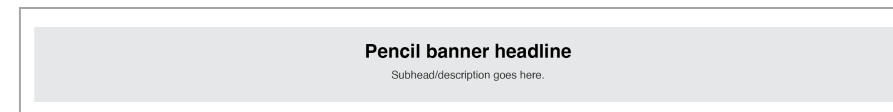
- Subhead, description, CTA and icon image area

Restrictions/Requirements

- Headline, subhead, description – recommend 65 characters (256 max characters). Text is center-aligned for non-CTA option
Text is left-aligned for icon & CTA option
- Full background behind text can be a solid, custom color

Pencil
Banners
Text Only

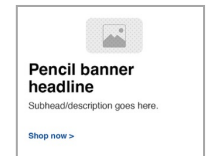
Desktop



Mobile



Pencil
Banners
Icon/CTA



Campaign Landing Pages: Page Components

Navigation Banners

Circle image area — (Desktop) 180 x 180 px (Mobile) 120 x 120 px

This module can be used for categorization and linking out to PLP category pages

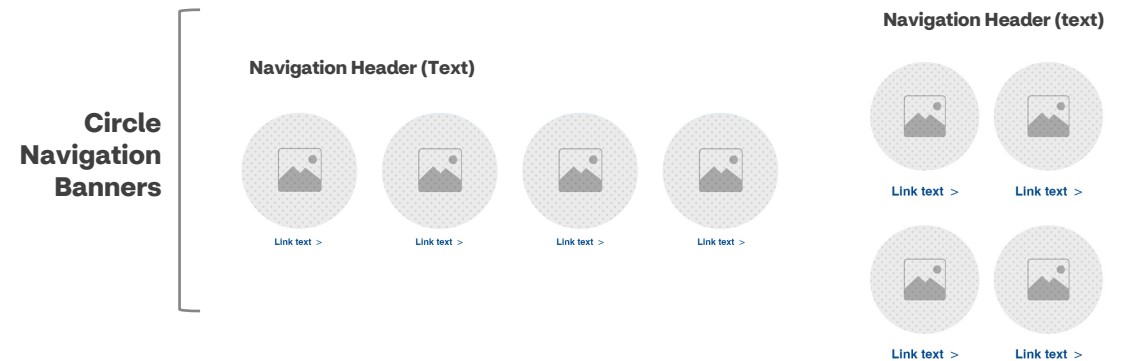
Restrictions/Requirements

Link text — recommend 30 characters max

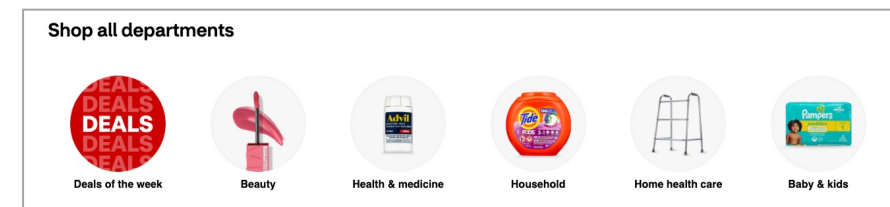
CTA is required for this module

Can be 4–6 tiles across on desktop

- After 6 tiles, the icons will move to the row below
- For mobile, only 2 images will appear at once but all icons will become visible by tapping the “Show more” button



Desktop example



Template at-a-glance: Campaign Landing Page

Desktop

Hero Banner

One-by 50/50
Left Aligned

One-by 50/50
Right Aligned

Mobile

Hero Banner

Navigation

One-by 50/50
Left Aligned

Two-by Banner

Four-by Banner

Desktop

Hero Banner

Navigation

One-by 50/50
Left Aligned

Two-by Banner

Four-by Banner

Mobile

Hero Banner

Navigation

One-by 50/50
Left Aligned

Two-by Banner

Four-by Banner

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In-store

In-store offerings include :15 or :30 second audio placements, digital screens located along the drive aisle (Digital Trendcaps), on walls near the pharmacy (Waiting Area Screens), or at the front of the store (Front Entrance Screens).

These screens serve to drive seasonally relevant initiatives and inspire product discovery. Additional placements are available at checkout in the front of store and at Point of Care in the pharmacy area.

In-Store: Overview



Creative Notes

- **All images must pass WCAG 2.1 AA compliance**
Please download and use this tool to confirm compliance — [TPGI.com](https://www.tpgi.com)
- **Follow the PSD template to ensure that all specs are adhered to**
 - The PSD template is designed to allow for creative freedom
- Use any offer dots or badges at 25% or less of the safe area

Do

Headline: 42-character max

Sub Headline: 48-character max, include subheads that relate to the in-store experience (e.g., “Find it in the allergy aisle”)

For all brands: Include parent company name in disclaimer area (e.g., “Sponsored by Pfizer”)

For Promotional Messaging: Include a legal disclaimer i.e., see display for details, with card, etc.

Do NOT

Use CVS logo in a sentence

Use existing brand or campaign taglines as headlines: copy should be tailored to the CVS in-store experience



Best Practices

- **Do not drive customers to external experiences** (i.e., no QR codes, websites or social media channels)
- Unlike other CMX offerings, this creative is in a CVS store near the products. Take this into consideration when writing copy.

In-Store Digital Screens: Specs Guidelines

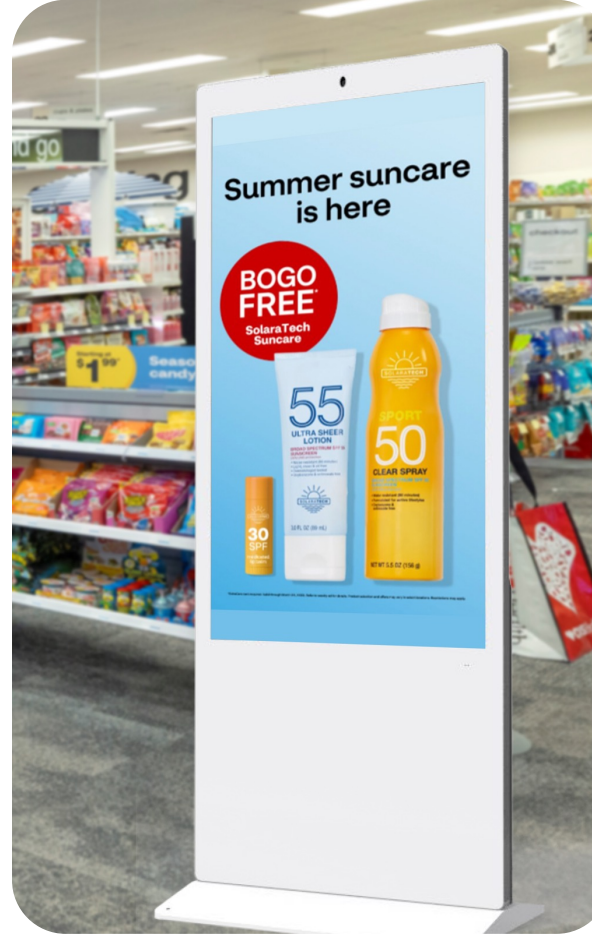
	Design Specs	Global (All Ads)	Motion (Optional)	Final File Format
Digital Trendcap	- Size: 1080 x 1920 px - Safe Area: 60 px	- Adhere to margin specs located within the template PSD - Gray space is open for supplier creative All creatives must include “Sponsored by XX Brand.” as a legal disclaimer - Legal copy must be set at a 10pt minimum	- If ad spot is animated, keep it minimal. NO video or full animation loops. - Slight animation is acceptable with a static message.	Static ads: SINGLE JPG or PNG, final export should be at 144 PPI resolution Animated ads: SINGLE MP4 :10 seconds.
Front Door Screen	- Size: 1080 x 1920 px - Safe Area: 60 px			
Waiting Area Screen	- Size: 1920 x 1080 px - Safe Area: 60px		Video Ads OK Duration: 15 seconds Size: 1920 x 1080 px Horizontal - No Audio	Static ads: <i>SINGLE</i> JPG or PNG, final export should be at 144 PPI resolution Video: MP4 (w H.264), 1920 x 1080 px (Full HD), 29.97 fps, minimum 25 Mbps bitrate, RGB color mode

Template at-a-glance: **In-Store**

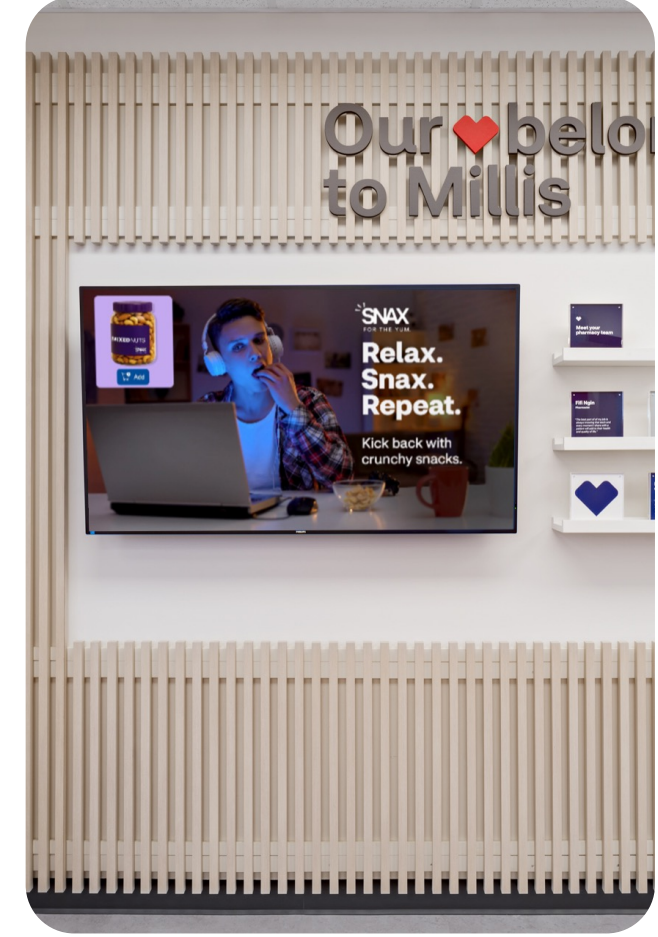
Trendcap



Front Entrance Screen



Waiting Area Screen



In-Store Checkout Ads: Specs Guidelines

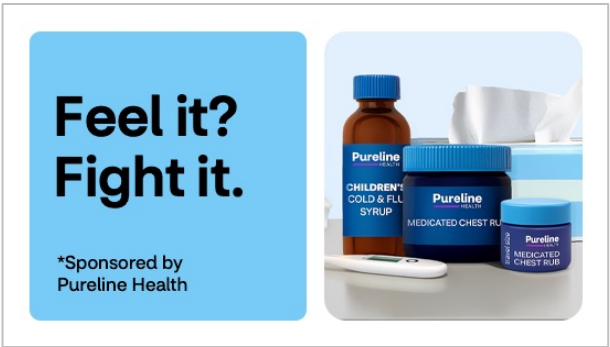
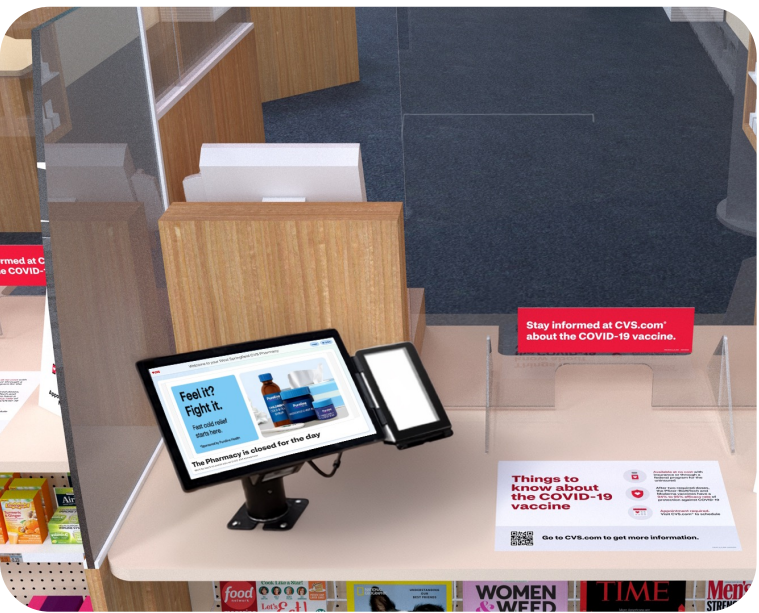
	Design Specs	Global (All Ads)	Copy notes	Font Specs	Final Files Format
Front Store Engagement Screen	- Size: 1120 x 468 px - Safe Area: 16 px - Margin: 32 px	- Adhere to margin specs located within the template PSD - Gray space is open for supplier creative - Text color must be black or white All creatives must include “Sponsored by XX Brand.” as a legal disclaimer - Brand logo usage is optional; the product should be the hero in the creative. If logo is used it must be in the image area. - Feature no more than 3 products on the creatives	Front Store ads are at the end of a shopper journey, consider that when writing copy	Headline: Helvetica Bold 15pt maximum Subhead: Helvetica Regular 10pt maximum Disclaimer: Helvetica Regular 6pt minimum	- PNG or JPEG, 200KB size limit - TIP: Make a copy of the PSD file and flatten the art on each artboard. Then, use Export Files to Web as a PNG or JPEG
Front Store Welcome Screen	- Size: 548 x 312 px - Safe Area: 16 px - Margin: 24 px			Headline: Helvetica Bold 9pt maximum Disclaimer: Helvetica Regular 4pt minimum	
Front Store Scan Screen	- Size: 560 x 408 px - Safe Area: 16 px - Margin: 24 px			Headline: Helvetica Bold 12pt maximum Disclaimer: Helvetica Regular 4pt minimum	
Point of Care Break/Closed Screen	- Size: 1760 x 676 px - Safe Area: 16 px - Margin: 32 px		Point of Care ads are in the back of the store in the pharmacy area and shoppers must pass through the store to exit. Consider this when writing copy	Headline: Helvetica Bold 18pt maximum Subhead: Helvetica Regular 10pt maximum Disclaimer: Helvetica Regular 6pt minimum	
Point of Care Engagement Screen	- Size: 576 x 902 px - Safe Area: 16 px - Margin: 32 px				

Template at-a-glance: Checkout Ads

Front Store



Point of Care



Scan Screen



Break/Closed Screen

In-Store Audio: Specs Guidelines

File Format:

- MP3, WAV, WMA or .OGG

Bit Rate:

- At least 128 bps

Max File Size:

- 500 MB (up to VAST 2.0)

Length:

- 15–30 seconds recommended but 60s is supported

Script Writing Tips:

- Anchor your brand in the first 3 seconds to capture attention.
- Choose upbeat, familiar sounds or music to spark recognition and ease shoppers into browsing.
- Repeat your brand name at least 3 times throughout the spot to boost recognition and recall.
- Sound natural, use conversational vocals that sound natural, feel authentic and are relatable in-store.
- Guide shoppers to the shelf by leveraging aisle and category cues to point shoppers directly to your product.



Social

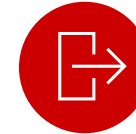
This guide outlines the key specifications and best practices for all social ad formats, providing a streamlined resource to support consistent, high-quality creative execution. Designed for ease of use, it highlights essential requirements across platforms to ensure assets are optimized for performance, aligned to brand standards, and ready for seamless deployment.

Social: Overview



Creative Notes

- All images must pass WCAG 2.1 AA compliance
 - Please download and use this tool to confirm compliance — [TPGI.com](https://www.tpgi.com)
- All links must direct to the CVS site
- Follow the PSD template to ensure that all specs are adhered to
 - The PSD template is designed to allow for creative freedom
- Meta and Instagram assets must include a red CVS end card
- All video assets must include a CVS watermark overlay in the bottom left corner



Best Practices

Meta:

[Carousel Ads](#)

[Facebook Video Ads](#)

Pinterest:

[Video Pins](#)

[Static Pins](#)

Reddit:

[Static Image Ads](#)

[Video Ads](#)

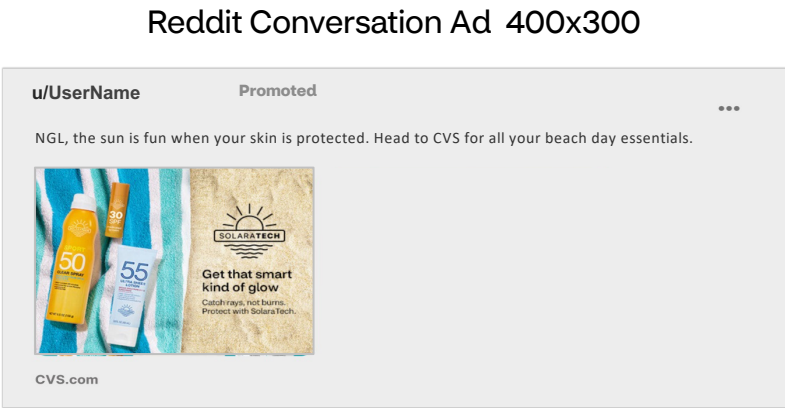
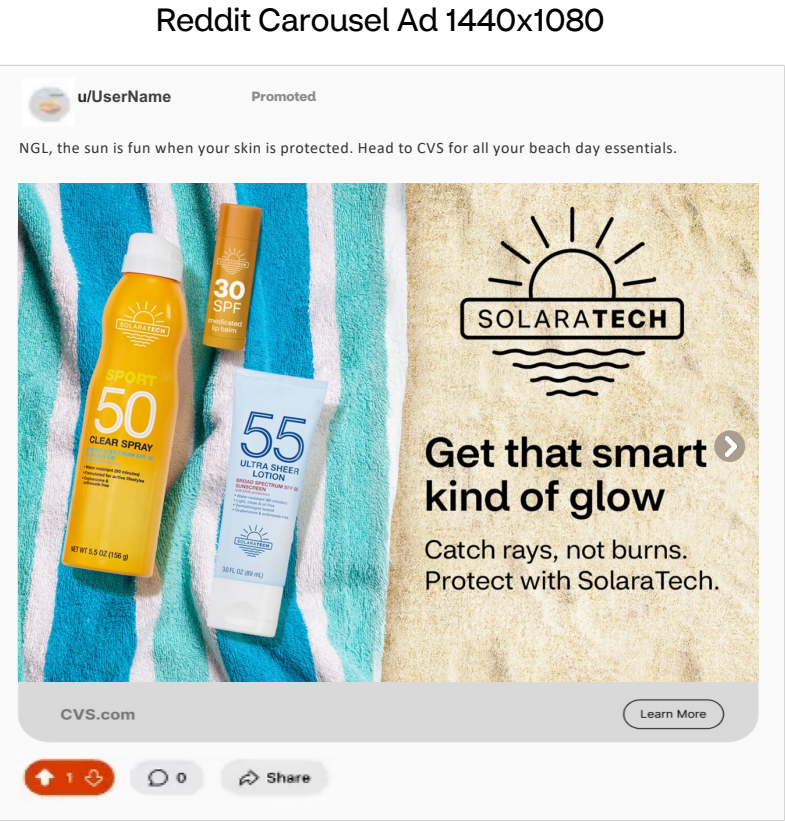
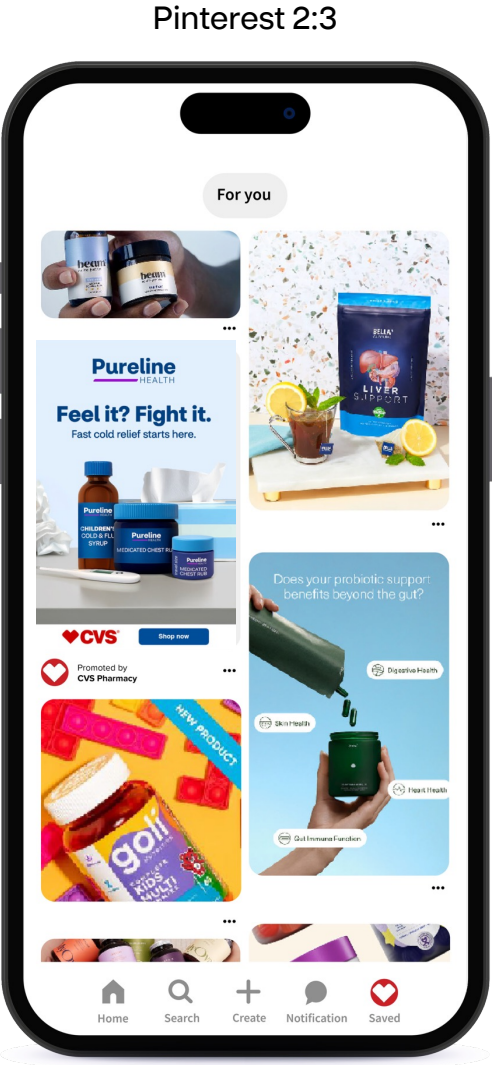
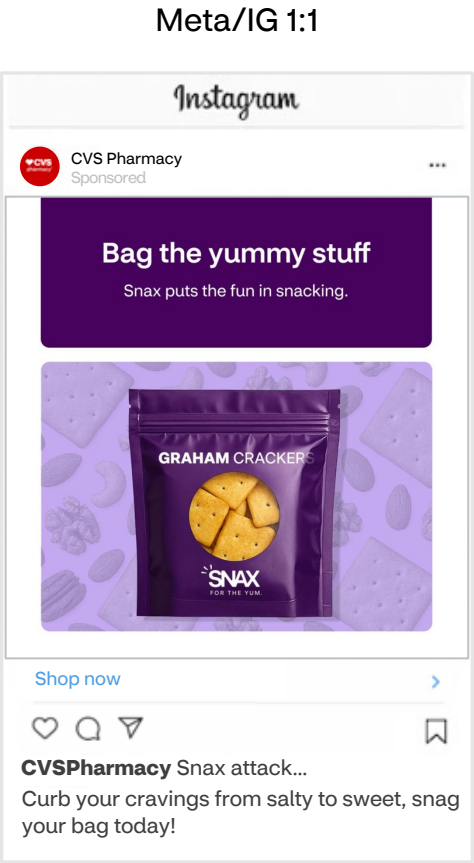
Social: Specs Guidelines

Social Ad Type (Meta, FB/IG)	Format Specs	Key Requirements	Deliverables
Image Carousel	1080x1080 (1:1)	2 – 5 Cards (rec.)	PNG, 30MB Max
Video Carousel	1:1, ≥ 1080	≤ 15 sec/video	MP4, 4GB Max
Static Story	1080x1920 (9:16)	≤ 125 characters	JPG, Highest res possible
Video Story	9:16, ≤ 15 sec	Captions recommended	MP4, 4GB Max
Video Feed	1:1, 4:5, 16:9	≤ 15 sec	MP4, Highest res possible

Social Ad Type (Pinterest)	Format Specs	Key Requirements	Deliverables
Static Pin	1000x1500 (2:3)	Visually strong + CTA	PNG, 20MB Max
Carousel Pin	1:1 or 2:3	2 – 10 cards	PNG, 32MB Max
Video Pin	1:1, 2:3, 9:16	≤ 15 sec	MP4, Up to 2GB Max

Social Ad Type (Reddit)	Format Specs	Key Requirements	Deliverables
Static Image	1440x1080	Headline ≤ 150 rec.	JPG, PNG, GIF, 3MB Max
Video	1440x1080	530 sec rec.	MP4 or MOV, 1GB Max, 30FPS
Carousel	1440x1080, 2-6 cards	Caption ≤ 50 /asset	JPG or PNG – 20MB, GIF – 3MB
Conversation	400x300,	Simple layout	JPG, PNG, GIF, 500KB Max

Template at-a-glance: Social



Video

Utilize Video media to promote your products, increase engagement and drive shoppers to CVS.com[®]

Video: Specs Guidelines

Video Ads	Ad Formats	File Format	Bitrate	Length (Duration)	Creative Notes
First-Party Video Creatives	16:9: 640x360 (minimum); 1920x1080 (recommended) 4:3: 480x360 (minimum); 640x480 (recommended)	- MP4, WebM, MOV, MPG, MPEG 200MB max file size	2500 Kbps or greater is recommended	- Minimum: 5 seconds - Maximum: 300 seconds (5 minutes) - Recommend: 15 seconds	All video content must end with the CVS end card CVS end cards must be viewable for 3 seconds minimum All video content must have a CVS logo watermark throughout on the lower left or right corner of the content - When submitting WebM assets, to avoid encoding errors, make sure your video codec is VP8 - Bid requests usually fall into standard buckets (5 seconds, 15 seconds, 30 seconds, 60 seconds, and so on) of maximum duration (or minimum duration). It is possible for any video length to be sent to fulfill the request as long as it falls below that maximum duration (and above the minimum duration, if provided). - Always allow room for subtitles or rely on supers to help relay messaging - Consider building out one vertical video size per campaign to run in specific vertical inventory
Vertical Video Creatives	Vertical Video Creatives	- MP4, WebM, MOV, MPG, MPEG 200MB max file size			
Third-Party Video Creatives	VAST 2.0 VAST 2.0 with VPAID 2.0 JS VAST 3.0	- MP4 - FLV - MPG - WEBM - OGG - HLS 3GP - VPAID 1.0 - VPAID 2.0 JS			
Connect TV (CTV)	1280x720 (minimum) 1920x1080 (recommended)	- MP4 10 GB max file size - FPS: 23.98 or 29.97 - Audio sample rate: 48 kHz - Audio bit rate: 192 Kbps minimum	- Minimum range: 1200 to 1500 Kbps - Recommended range: 1.6 to 3.2 Mbps - Mezzanine range: 15,000 to 30,000 Kbps	Specified per contract	All video content must end with the CVS end card CVS end cards must be viewable for 3 seconds minimum All video content must have a CVS logo watermark throughout on the lower left or right corner of the content - CTV devices do not support the ability to click through to a landing page - All creatives must be SSL compliant - Publishers have different bitrate requirements. We recommend enabling multiple bitrates within your creatives to account for these variations. - Ensure that the loudness of audio averages -24 LKFS - Ensure that third-party creatives are Video Ad Serving Template (VAST) tags only. VPAID tags are not supported for CTV. - Ensure that there is only one tag for each creative media asset as opposed to doing creative file rotation through one tag

Video: Creative Notes & Asset Delivery



Creative Notes & Best Practices

OLV (Online Video) Placements

OLV inventory is broken down into two main categories:

Instream: Pre-roll, mid-roll, and post-roll—these ads play before, during, or after streaming content.

Specs: VAST tag required, optimal lengths are 6s, 15s, 30s; file formats must meet premium publisher standards.

Best Practices: Ensure persistent brand logo, use subtitles/onscreen text (most OLV runs sound-off), deliver key messages in first few seconds.

Outstream: Interstitials, accompanying content, and standalone video (no content).

Specs: More flexibility for floating/sticky formats and in-feed video, typically sound-off, responsive dimensions.

Connected TV Video Ads

Premium content streaming through apps, on a smart TV or through an over-the-top device. Ads can be served before content or during traditional commercial breaks on services like Hulu®, Roku®, Pluto TV and more. Run the same ads you'd run on cable with the advanced targeting of digital advertising.

Certain requirements (such as bitrates, duration and file size) vary drastically by publisher and contract. Before submitting a CTV creative, be sure to work directly with CMX to understand your contract's specific publisher media file requirements and specifications.

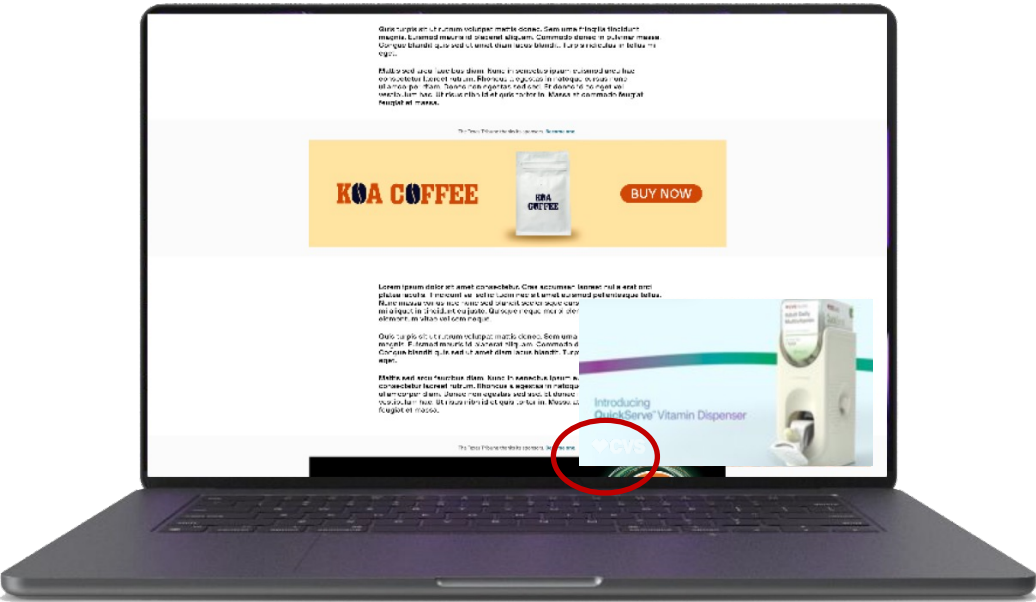


Video Requirements

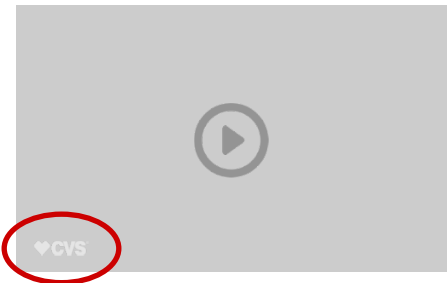
- **All video content must end with the CVS end card**
- CVS end cards must be viewable for 3 seconds minimum
- **All video content must have a CVS logo watermark throughout on the lower left or right corner of the content**
- All final video ads must be delivered with their channel specific design specs. Please see the following page for ads specs
- For best results, work directly with CMX to understand your specific publisher media file requirements

Video: Content needs at-a-glance

TTD Video References — with CVS Watermark



CVS Watermark Reference



CVS End Card Reference



Connected TV References — with CVS Watermark



Premium Audio

Reach ExtraCare® members on the most popular audio channels — high-attention destinations that allow your message to reach the right audience as they listen to their favorite music.

Create unique 1-on-1 moments with consumers on the most popular streaming channels including **Spotify, Pandora, and iHeartRadio.**

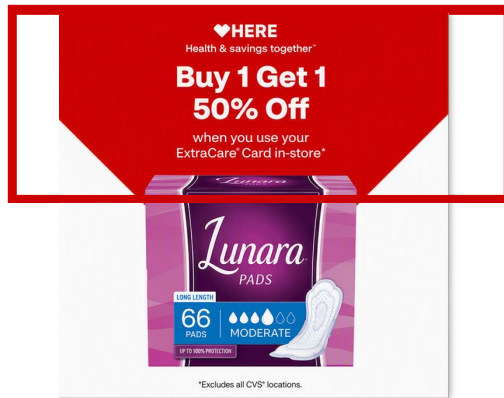
Premium Audio: Specs Guidelines

Platform	File format	Bit rate	Sample rate	Max file size	Length	Copy limit	Display size <i>(companion banner)</i>	Display file format <i>(companion banner)</i>	Display max weight	Display copy limit
Pandora	MP3	320 Kbps	44.1 kHz	2.2MB (up to VAST 4.0)	15s or 30s	–	300x250	JPG, PNG, GIF or 3rd party tag (static companions only, no HTML)	100 KB	–
Spotify	.OGG	198 bps	44.1 kHz	500MB (up to VAST 2.0)	Up to 30s	65 words for 30s	300x250	JPG	–	40-character tagline
iHeartRadio	MP3, WAV, WMA or .OGG	At least 128 bps	44.1 kHz	500MB (up to VAST 2.0)	15-60s (15s and 30s most used)	–	300x250	GIF, PNG, HTML, JavaScript or JPG	–	–

Campaign Offer Guidelines

A promotion strategy is key for positioning your brand in the market, making customers aware of the products or services you offer, and how they could benefit by choosing your brand. When creating a promotional campaign for CVS®, there are a few guidelines to follow.

Offer Copy Guidelines



ExtraCare®

This free program helps customers save money on everyday health-related items. The ExtraCare® Health Card gives customers a 20% savings on CVS pharmacy® brand items that are health care flexible spending account (HCFSAs)-eligible, as well as 2% back in ExtraBucks Rewards®, personalized deals, birthday treats and rewards for filling scripts.

If running a promotion that includes ExtraCare® savings, make sure to format the copy as you see below:

- **ExtraCare®**
- **ExtraCare® card** ("card" for generic use)
- **ExtraCare® number** (appropriate for digital)
- **ExtraCare® Coupon Center** OR Coupon Center
- **ExtraCare BeautyClub®** OR Beauty Club
- **ExtraCare Pharmacy & Health Rewards®** (program name)



ExtraBucks Rewards®

ExtraBucks Rewards® are earned after a customer has enrolled in the CVS ExtraCare® Rewards program. The ExtraBucks Rewards® amount is based on purchases, weekly or personalized deals, and filling scripts.

If running a promotion that includes ExtraBucks Rewards®, make sure to format the copy as you see below:

- ExtraBucks Rewards®
- Pharmacy & Health ExtraBucks Rewards®

Never use ExtraBucks alone; always include "Reward" or "Rewards"

It's recommended to state the "earned" amount first, and the "spend" amount second.



Promo Disclaimers

If running a promotional campaign,

- *ExtraCare® card required. Restrictions may apply.
- *ExtraCare® card may be required. Restrictions apply.

Badges and Offer Dots

Offer Dots are specific call outs within your online marketing assets. They allow CVS customers to quickly identify differences between products. If your product is new, on promotion, or authentic, use the following badges and offer dots to get the most out of the CVS online experience.

Do

- Lead with the badge in the upper left of the layout when possible and give it prominence
- Use the badge on a white background when possible
- Let the offer dot interact with silhouetted product when possible, to create a more dynamic layout

Do NOT

- Apply colors other than CVS red and white to the badge
- Stretch or proportionally alter the artwork
- Change the badge or dot orientation
- Allow photography or color fields other than red or white to fill the badge
- Apply shadows, glow effects, filters, textures or outlines
- Place on busy photographs or patterns

New at CVS



Red Badge



White Badge

USE ONLY IF: At least one of the products shown in the campaign launched within the last 6 months.

Offer Dot



Messaging

Disclaimers

- *ExtraCare® card required. Restrictions apply.
- *ExtraCare® card may be required. Restrictions apply.
- *ExtraCare® card required. Restrictions apply. Click for details (if there is a click)
- *ExtraCare® card required. Valid through XX/XX/202X. See XX/XX/202X weekly ad for full product description on sale items shown such as quantities, sizes and limitations. Product selection and offers may vary in select locations. Your ExtraBucks Rewards® for qualifying purchase(s) accumulate and are made available on your receipt, at the ExtraCare Coupon Center, through CVS.com® and in the CVS Health® app and are good for use on your next purchase. Use product only as directed.

BOPIS (Buy Online, Pick Up In Store)



Red Icon



White Icon



Messaging

Mix & Match Primary Copy

- Stress less with FREE CVS Pickup*
- Try FREE CVS Pickup* today!
- Get in, get out, get gone with FREE CVS Pickup*
- On the go never felt so good with FREE CVS Pickup
- With FREE CVS Pickup,* we do the aisle-searching for you!
- Shop on your time. We'll do the rest.
- Your order, ready in as little as one hour
- Save on pickup orders with code XXXXXXXX

Disclaimers

- *For BOPIS: Where available. Visit CVS.com/pickup for more information.
- *For FREE: (to be added when FREE is used) Carry out bag fees may apply per local or state regulation. Visit CVS.com/pickup for more information.
- *Where available.

Need a custom offer dot made for your campaign?

CMX will gladly create one for you, just let your campaign manager know.

Beauty Unaltered

The Beauty Mark is our pledge to pass a healthy self-image on to the next generation by not digitally altering or changing a person's shape, size, proportion, skin or eye color or enhancing or altering lines, wrinkles or other individual characteristics.

Beauty Unaltered: **When to use**

DIGITALLY ALTERED images are defined by:

Any model imagery that has had the following elements manipulated, changed or enhanced:

- A person's shape, size or proportion
- A person's skin or eye color
- Any wrinkles or any other individual characteristics

ASSETS that require the Beauty Mark:

Any marketing materials that are affiliated with CVS, showing model imagery, including:

Online Materials:

- Brand Landing Pages
- Onsite Ads
- Offsite Ads

CATEGORIES that require the Beauty Mark:

The product that is being marketed must fall within the beauty or personal care categories listed below.

- Cosmetics
- Skin Care
- Facial Care
- Sun Care
- Personal Cleansing
- Fragrances
- Acne
- HBL (hand & body lotion)

How to use | **Do's & Don'ts**

Do

- Turn the Beauty Unaltered mark layer on in the provided template
- The Beauty Unaltered mark must be a minimum of 22px wide
- Place the Beauty Unaltered mark in the lower left- or right-hand corner of the approved image, and as close to the model as possible
- If multiple images are used, **ONLY** the first image needs the full Beauty Unaltered (with words) logo
- Each additional image will only need the Beauty Unaltered mark

DO NOT

- Apply colors other than black and white to the logo
- Stretch, proportionally alter or change the logo in any way
- Reduce the logo diameter below 20% of the image, or 22px wide
- Apply shadows, glow effects, filters, textures or outlines

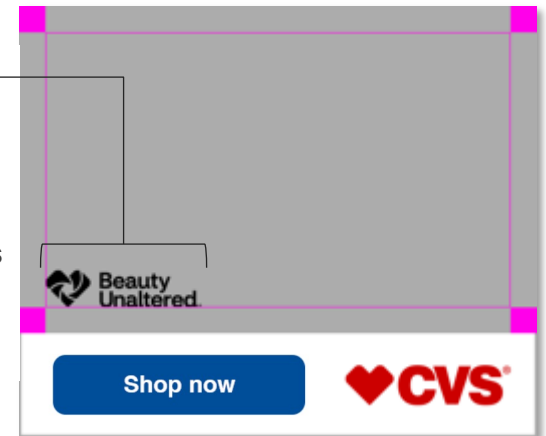
The Beauty Unaltered Beauty Mark is included within all provided templates for both 1- and 2-image layouts.

Size:

20% of full canvas width

10% on long skinny versions

Minimum of 22px wide



Digitally Altered images are not allowed within any marketing materials affiliated with CVS

Beauty Unaltered: How to use/Image Approval

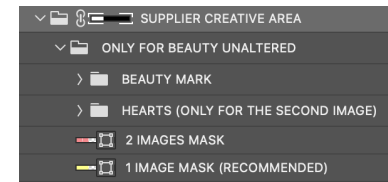


1. Add Beauty Mark to image

Place image in the provided Photoshop template



Turn on the ONLY FOR BEAUTY UNALTERED layer, nested within the Supplier Creative Area folder



There are masks created for 1- or 2-image options

If multiple images are used, ONLY the first image needs the full Beauty Unaltered (with words) logo.



Each additional image will only need the beauty mark heart



Choose the placement and color that works best for the creative, placing it as close to the model as possible (either the lower left- or right-hand corner of the image, in black or white)

2. Submit image to CVS for approval

Upload image (including model & Beauty Mark) as a layered PSD [HERE](#)

CVS Beauty Unaltered team will review

Supplier will receive an approval or rejection email response approximately 48-72 hours after submission

Once approval is received, the supplier will then need to pull the final asset from the [DAM](#) site

The image can then be used within the creative campaign

 **48-72 hrs**

Submit images here: <https://cvsassets.cvshealth.com/us/en/external.html>

Request access here: CVSDAMSupport@CVSHealth.com

Thank you!

If you have any questions regarding anything in this document, we encourage you to reach out to your CMX Account Manager.