Ad Specs

February 2026

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CVS Media Exchange

CMX Media Exchange

Accessibility Best Practices

When creating any online marketing creative, always keep accessibility in the forefront of the creative.
Accessibility is ensuring that people with disabilities can access your communications and that there are no barriers in place that prevent this. Making communication accessible means providing a clear story through imagery and copy that is easy to understand...

Design:

1. **Create consistent designs for each format:**
   Refrain from scaling creative to fit different formats, make sure to keep a good balance between logo, product and headlines.

2. **Make sure your branded logo and product are prominent:**
   You want to keep the customer feeling secure with memorable iconography along with a quick product glance.

3. **Keep your design simple:**
   Don't overdo it, customers need to recognize your brand and understand your message in a very short timeframe.

4. **Choose your fonts carefully:**
   Keep your fonts simple and readable.

5. **Use relevant and strong imagery:**
   If you choose to include imagery, make sure it is relevant and ties directly to your brand.

6. **Logo Placement:**
   For desktop versions, we encourage the use of both product imagery and the brand logo. For mobile versions, a large product image will cover both the logo and product, while saving space.

Copy:

1. **Screen Readers:**
   If an individual has a vision impairment, they may rely on screen readers to help them navigate a site. Keep in mind that screen readers read from left to right, including all alt tags. For best practice, we recommend the banners be designed in the following order: Image with alt tag, headline, subhead, legal disclaimer then CTA.

2. **Headlines:**
   Headlines should be brief, clear and informative. Particularly for users who can't visually scan the page and rely on screen readers. 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.

3. **Use fun and unique ad copy:**
   Think about your audience, and what's going to resonate with them as well as your product.

4. **Tailor your message with a value prop:**
   Make sure to include what is setting you apart from the competition.

5. **Instill urgency with a promotion:**
   The role of promotion in the marketing mix is critical for brands who want to ensure the right consumers are reached and objectives are met.

6. **CTA should be enticing:**
   Shop now, Save now and Shop deals are great examples of enticing CTA copy, however, if able, including your product or brand name will help give visitors a clear direction to the URL destination.

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Accessibility Best Practices

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
- Ads must be truthful and accurate with proper substantiation. Advertising claims must not contradict claims made on CVS product detail pages or on the product packaging.
- All beauty ads must be authentic images that have not been materially digitally altered and include the "Beauty Unaltered" mark.
- The Beauty Unaltered Mark should appear on authentic images that have not been materially digitally altered. CMX cannot run creative with model imagery that has been digitally altered.
- Product images must be accurate depictions of the products sold.
- Ads should only claim a product is "new" if it has been in the market for less than 6 months.
- Ads should generally be in English but may include well- known words and phrases in other languages.
- Advertiser names and languages used on product packaging are exempt from this requirement.

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
- Exploitation of sensitive events such as natural disasters, human-caused disasters, incidents of mass trauma and/or casualties, or the death of public figures
- Discriminatory, hateful, intolerant, harassing, threatening, or abusive content
- Defamatory content or content that is invasive of another's privacy
- Content that misrepresents, ridicules, or attacks an individual or group on the basis of age, color, national origin, race, religion, sex, sexual orientation, or disability.

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Accessibility Best Practices

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 (Ex: Sudafed, NyQuil, Dimetapp, some nasal decongestants etc.).

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Accessibility Best Practices

Content must pass Level AA Compliance

Level AA Compliance

Level AA requirements are an advanced standard that improve website accessibility even further. The requirements include:

- Video and audio content must have text captions
- Web content should keep the color contrast ratio at a level for visually impaired users
- Underlined text should lead to a link
- Users should be able to resize text to 200% without changing the form
- Web content should not use images where text has the same effect
- Redundant links should be removed
- Language should be identifiable in code even with language changes
- Users must receive suggestions on how to solve input errors
- The contrast ratio for page backgrounds and text should be at least 4.5:1 for normal text and 3:1 for large text.

Please download and use this tool to confirm WCAG 2.1 AA compliance – TPGI.com

WCAG Color Contrast

The Web Content Accessibility Guidelines (WCAG) define the different levels of contrast ratios depending on the level of success criteria. Below is an example of the color contrast tool used to verify selected colors fall within AA compliance.
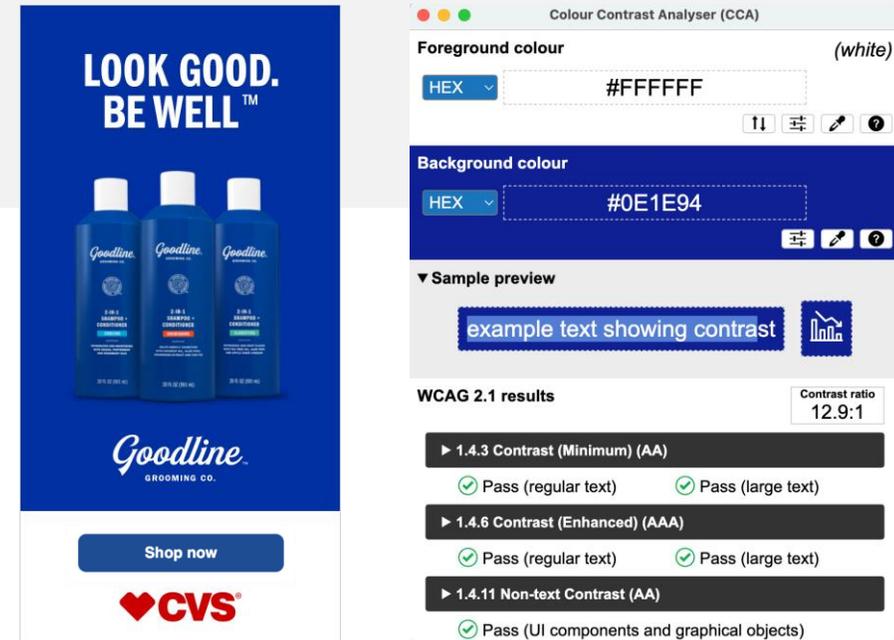
WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text.
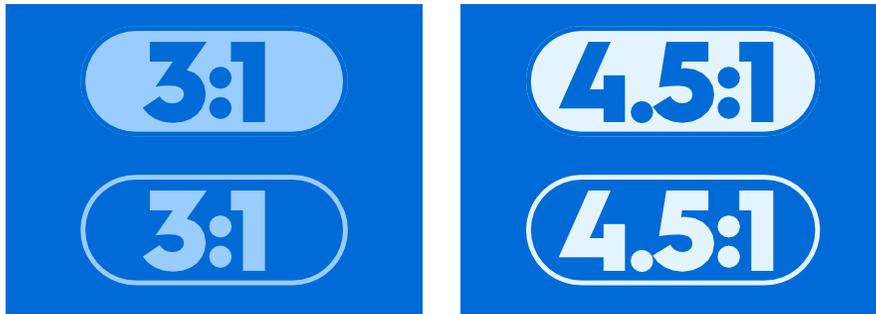
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Web Accessibility

Contrast

All creative must meet Web Accessibility requirements regarding the contrast between any text and its background. Creatives must meet WCAG 2.0 Level AA standards for contrast, which can be checked here.

Contrast requirements depend on text size and formatting.

Large Text Desktop
14 pt & bold (18.6 px tall) or larger 18 pt (24 px tall)
or larger

Large Text Mobile
55 pt (38.5 px tall) or larger
45 pt & bold (31.5 px tall)
or larger

Normal Text
Any text that does not meet the Large Text criteria is considered Normal Text, and must meet a higher ratio of contrast with its background

Text Size

Minimum Text Size	
Minimum Text Size Mobile	• **30 pt** • **24.5 px tall*** • **Recommended: 40 pt or larger****
Minimum Text Size Desktop	• **10 pt** • **8 px tall*** • **Recommended: 16 pt or larger****

*Height is measured from the baseline to the top of the ascender
**Recommendation is for better visibility on body copy or headers

Important: The mobile creative is typically displayed at a third of the size of the original creative dimensions. All text and content in the image should be designed to compensate for this scaling.

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Digital Ad Best Practices

CTA
- Use clear, action-oriented language (e.g., Shop Now) to increase CTR

Visual Hierarchy
- Establish a clear visual hierarchy using contrasting colors and varying text sizes to direct attention.
- Highlight essential information prominently to guide user actions.

Image and Copy Balance
- Use image-copy balance in layouts for greater engagement, ensuring images enhance and complement the message.
- Choose high-quality, relevant images that align with your product and brand.

Consistency in Branding
- Maintain consistent branding across all digital ads to reinforce brand recognition.
- Use uniform colors, logos, and fonts that align with overall brand identity.

Creative Testing Insights

- **2x more clicks** when a banner uses a CTA button vs. a link
- **Higher engagement and clickthrough rate** for a half image, half copy banner vs. full-bleed color
- **30% lift in clicks** when a banner uses "Shop now" CTA button copy vs. "Buy now" or "Shop [department]"
- **Product imagery receives a higher click through rate** (56% lift) compared to lifestyle imagery

Source: CVS Internal Data 2024

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Offsite Display Ad Specs

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

⬇ Download templates

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Offsite Ads
Overview

Before getting started, review the list below:

Creative Notes

- All ads must pass WCAG 2.1 AA compliance.
  Please download and use this tool to confirm compliance – 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. Please refer to pg 13 for minimum font sizes.

- It is important to use the CVS template photoshop file as a starting point. This ensures the proper CVS logo and CTA size and placement of each ad.

- 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; See more Beauty deals; etc.

Animation Notes

- Files should be built to actual size, **NOT** at 2x like static banners

- Animation must be 15 seconds or shorter in length

- Use no more than four frames

- Shorter animation can loop/repeat, however it must stop after 15 seconds

- No animation that blinks, flashes or strobes 3 or more times in one loop of animation. Strobing, flashing backgrounds 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

CMX to Design/Develop

- Create PSD files at 144ppi resolution (export at 2x which is the original file size for all templates)
- PSD files for product shots and/or lifestyle imagery
- Logos provided in vector format (.ai or .eps)
- Any backgrounds or key art
- Brand fonts (.otf or .ttf)
- Advertising copy (Word doc)
- Clickthrough URL or Hero ASIN
- Provide HTML-coded ads or CMX will code per contract. Please provide layered Photoshop files if CMX is coding

Vendor to Code

- JPG or PNG – max size 150kb
- Initial load HTML5 – max size 150kb

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Offsite Display Ads
Assets Needed

For Offsite Display Ads, you can choose to create them in-house, or CMX can create them for you. Reference the list below to see what assets are needed.

CMX Driven Creative

Assets handoff checklist:

- Brand guidelines
- Brand fonts
- Layered PSDs
- Any inspiration or direction on the look for this campaign (previous banners and campaign materials)
- Copy thought-starters and direction
- Final product shots to be used in the creative
- High-res imagery
- Additional direction regarding the tone or goal of the campaign

Asset review prior to handoff:

- Please use provided Photoshop templates
- The CVS logo and CTA button colors, sizes and placement have not been altered in any way
- All assets have a 1px gray border (hex#: D3D3D3)
- DO NOT Save for Web, this creates a 72dpi file
- Export revised template document at 100% (Templates are built at 2x final size and should be exported at 144dpi)
- Do not alter or modify CVS logo or CTA Button placement or size
- Final creative passes the WCAG 2.1 AA compliance standards

Supplier Driven Creative

Asset handoff checklist:

- Specs doc
- CVS Offsite PSD Template
- Export JPG/PNGs 100% template size, which equals 200% final size
- HTML5 files if animation is included
    - Bundle all HTML5 assets (HTML, CSS, JS, images) into a single zip file
    - Do not include any extra files that are not referenced in the HTML file
    - Name the main file index.html
    - Ad click tag must be included
    - Do not hard code landing page URLs within click tag
    - No external file calls
    - No local or session storage

CVS Media Exchange

Offsite Display Ads
Design Specs

Templates

- Create files within the provided Photoshop templates
- Provided Photoshop templates are created at 2x the final size
- Final export should be at 144ppi resolution and 2x the final file size, or 100% provided template size
- Do not manipulate CVS logo or CTAs in provided templates
- Gray space is open for supplier creative
- Adhere to margin specs located within the template PSD

CVS Heart Logo Placement

- **CVS heart logo is required.** The correct logo is placed in the provided templates (see examples on the right). The CVS logo placement within the templates should not be moved or altered in any way. Supplier logos may appear in the "Supplier Creative Area" only.

CTA Button Placement

- CTA button is required on all ads and should not be manipulated from provided templates
- CTA button copy should be short, up to 5 words, driving consumer actionable or describing the link content:
  (Shop now; Save now; Learn more; etc.)

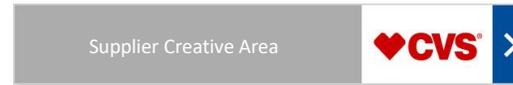__See Supplier Creative Area Best Practices__

!! PLEASE REVIEW <u>ACCESSIBILITY BEST PRACTICES</u> TO ENSURE YOUR COPY AND CREATIVE ARE FOLLOWING GUIDELINES !!

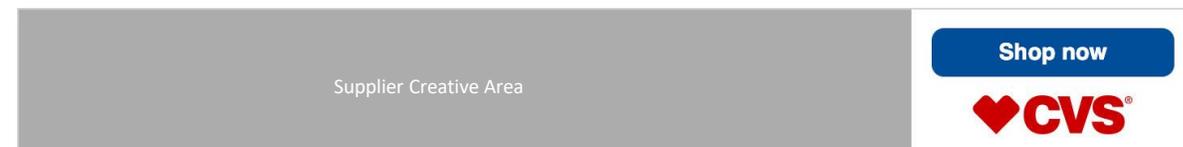**Mobile Banner Ad**
300px x 50px
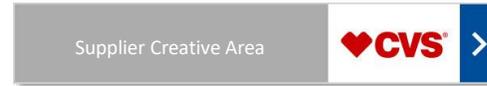
Mobile Leaderboard Ad
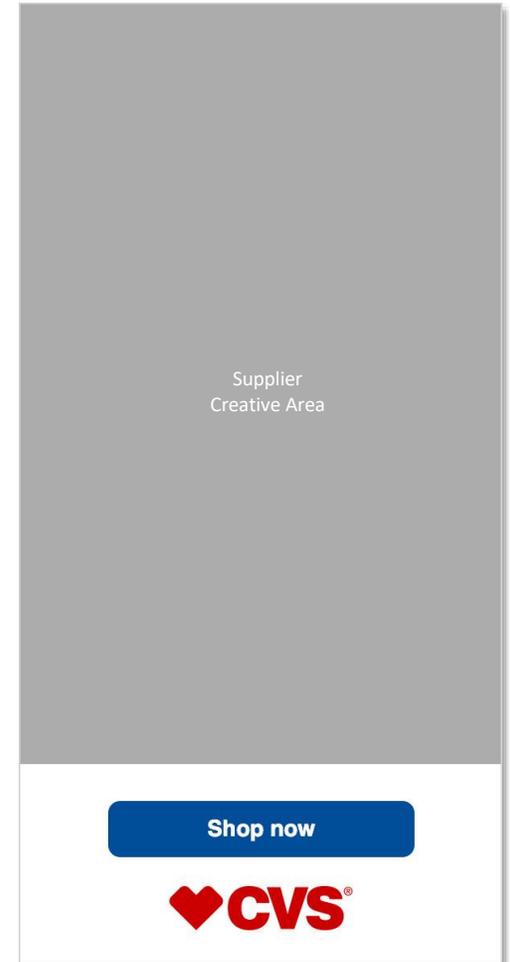**320px x 50px**

Inline Rectangle Ad
300px x 250px

Leaderboard Ad
728px x 90px

Wide Skyscraper Ad
160px x 600px

Half Page Ad
300px x 600px

Offsite Display Ads
Supplier Creative Area

Specs given on this page should be applied to ALL Offsite Display Ads.

Desktop:

Co-Brand Display Ad examples: Vendor branded logo can be positioned in the upper area of the ad space or can be represented solely by product, or both

Headline: Minimum font size is: 18 pt

Border: 1-pixel gray border required (hex#: D3D3D3)

Subhead: Minimum font size is: 16 pt

Legal disclaimer: (One row recommended*)
  Minimum: 8pt (Final size)
  Minimum: 16pt (template size 2x)

CTA button:
Size: 320px w x 60px h
Color: CVS color: #004d99
Font: Helvetica Bold
Font Size: (template size 2x) 28pt
            (Final size) 14pt

CVS logo:
Placement: Same area as CTA
Color: CVS red color: #cc0000

Footer:
White background with CTA (#004d99) and logo (See example)

Mobile:

Co-Brand Display Ad examples: To utilize the most ad space, represent your branded logo within your product.

Headline: Minimum: 20 pt

Border: Required 1-pixel gray border required (hex#: D3D3D3)

Legal disclaimer: (One row max*)
  Minimum: 8pt (final size)
  Minimum: 16pt (template size 2x)

CVS logo:
Placement: Same area as CTA
Color: CVS red color: #cc0000

*Legal disclaimer: If your legal disclaimer requires going beyond one row of text. It should be replaced with "*Click for more details". Click through will lead to the landing page. Where the full disclaimer can be read. Please make be sure to share the full disclaimer text when handing off final files.

Offsite Display Ads
Examples

Mobile Banner Ad
300px x 50px

Mobile Leaderboard Ad
320px x 50px

Inline Rectangle Ad
300px x 250px

Wide Skyscraper Ad
160px x 600px

Half Page Ad
300px x 600px

Leaderboard Ad
728px x 90px

CVS Media Exchange

Onsite Display Ad Specs

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.

[↓ Download templates]

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Onsite Ads
Overview

Before getting started, review the list below:

Creative Notes

- **All ads must pass WCAG 2.1 AA compliance to be published.** Please download and use this tool to confirm compliance – TPGI.com

- 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.

- Use gray (hex: E9E9E9) or white backgrounds **ONLY**.

- All copy should be sentence case.

- CTAs are required to be CVS blue #004d99 with white text.

- Use Helvetica font for all text.

Animation Notes

- No animation or video

- **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 144ppi resolution
- Provide layered Photoshop files to CMX

Asset checklist
- Fully editable and layered PSD at 144ppi resolution

- Helvetica **ONLY**, no non-standard fonts

- No video

- No animation

- Use gray (hex: E9E9E9) or white backgrounds **ONLY**

CVS Media Exchange

Onsite Display Ads
Assets Needed

For Onsite Display Ads, you can choose to create them in-house, or CMX can create them for you. Reference the lists below to see what assets are needed.

CMX Driven Creative

Assets handoff checklist:

- Brand guidelines
- Vector logos
- Brand fonts
- Layered PSDs
- Any inspiration or direction on the look for this campaign (previous banners and campaign materials)
- Copy thought-starters and direction
- Final product shots to be used in the creative
- High-res imagery
- Additional direction regarding the tone or goal of the campaign

Supplier Driven Creative

Asset handoff checklist:

- Specs doc
- CVS Onsite PSD Template
- Export PNGs 100% template size, which equals 200% final size

Asset review prior to handoff:

- Please use provided Photoshop templates (template is 2x final size)
- The CVS logo and CTA button colors, sizes and placement have not been altered in any way
- All assets have a 1px gray border (hex#: D3D3D3)
- DO NOT Save for Web
- Export revised template document at 100% (Templates are built at 2x final size and should be exported at 144dpi)
- Do not alter or modify CVS logo or CTA Button placement or size
- Final creative must pass the WCAG 2.1 AA compliance standards

CVS Media Exchange

Onsite Display Ads
Design Specs

Templates

- Create files within the provided Photoshop templates.
- Provided templates are created at 2x the final size.
- Final export should be at 144ppi:
  100% provided template size or 2x the final file size.
- Do not manipulate CTAs in provided templates.
- Gray space is open for supplier creative.
- A 1-pixel light gray (hex#: D3D3D3) border is required around all creative assets.
- Adhere to margin specs located within the template PSD

CTA Button Placement

- CTA button is required on all ads and should NOT be manipulated from provided templates.
- CTA button specs for ALL ads:
  - Color: Button: #004d99 Text: White
  - Font: Helvetica
  - Font color: #ffffff
  - CTA should be sentence case
  - Maximum of 15 characters
- CTA button copy should be short, up to 4 words, driving consumer actionable or describing the link content:
  (Shop now; Save now; Learn more; etc.)

Desktop Interrupter Onsite Ad (SPECS)
1040px x 100px

Desktop Leaderboard Onsite Ad (SPECS)
1280px x 100px

Desktop Anchor Onsite Ad (SPECS)
1280px x 300px

Desktop Skyscraper Onsite Ad (SPECS)
240px x 620px

Mobile App Ad (All versions) (SPECS)
343px x 159px

Mobile Ad (All versions) (SPECS)
300px x 100px

NOTE:
Don't forget to hide the "margins" layer before exporting.

ALL COPY SHOULD BE SENTENCE CASE

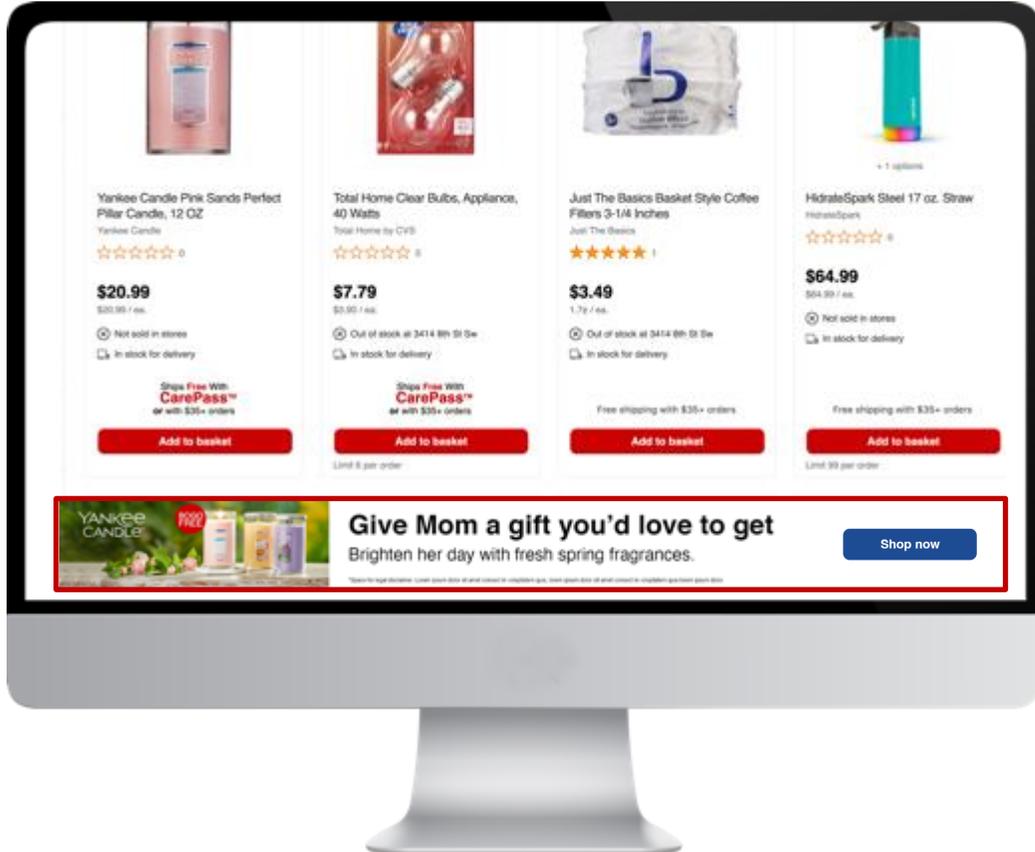CVS Media Exchange

Onsite Display Ads
Desktop Interrupter Ad

1040px x 100px

Onsite Example:

Ex: Max text size with legal disclaimer

Ex: Min text size with legal disclaimer

NOTE: Don't forget to hide the "margins" layer before exporting.

Size:
1040px x 100px (template is 2x size)

Margins:
6px on all sides

Border:
1-pixel light gray (hex#: D3D3D3)

Image Size:
300px x 100px (template is 2x size)

CTA Button:
Size: 150px w x 42px h
Button color: #004d99
Font color: #ffffff
Font: Helvetica Bold
CTA should be **sentence case**
Maximum of 15 characters

ALL COPY SHOULD BE SENTENCE CASE

Headline:
Font: Helvetica Bold
Text Color: Black
Text Size: Min: 40pt Max: 60pt
Character Count Max: 55

Subhead:
Font: Helvetica Regular
Text Color: Black
Text Size: Min: 28pt Max: 38pt
Character Count Max: 79

Legal Disclaimer:
Font: Helvetica Regular
Text Size: Min: 9pt (18pt in template)
Character Count Max: 149

Background:
Color: White background **ONLY**

Onsite Display Ad Design Specs

!! PLEASE REVIEW ACCESSIBILITY BEST PRACTICES TO ENSURE YOUR COPY AND CREATIVE ARE FOLLOWING GUIDELINES !!
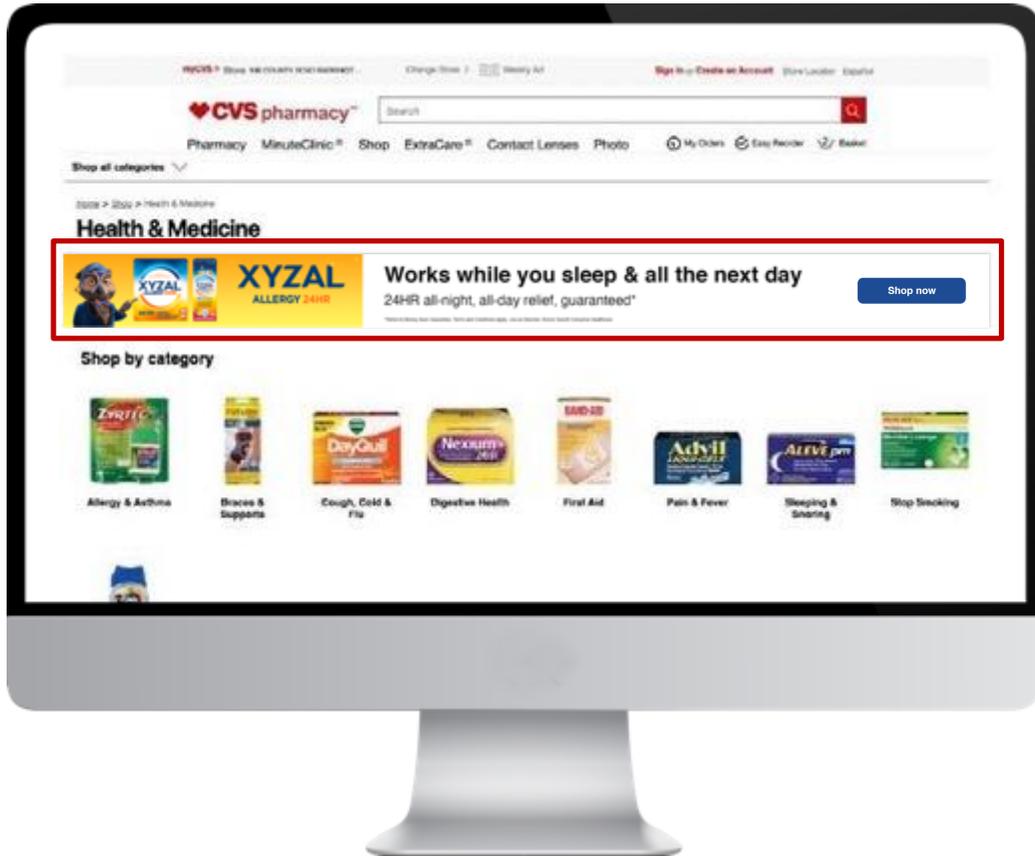
CVS Media Exchange

Onsite Display Ads
Desktop Leaderboard Ad

1280px x 100px

Onsite Example:

Ex: Max text size with legal disclaimer

Lorem ipsum dolorsit amet consect
Lorem ipsum dolor sit amet consect in voluptatem quia.
*Space for legal disclaimer. Lorem ipsum dolor sit amet consect in voluptatem quia, lorem ipsum dolor sit amet consect in voluptatem quia lorem ipsum dolor.

Shop now

Ex: Min text size with legal disclaimer

Lorem ipsum dolor sit amet consectetur adipiscing elite
Lorem ipsum dolor sametio consectetur adipiscing elitesed do eismod tempor incide.
*Space for legal disclaimer. Lorem ipsum dolor sit amet consect in voluptatem quia, lorem ipsum dolor sit amet consect in voluptatem quia lorem ipsum dolor.

Shop now

NOTE: Don't forget to hide the "margins" layer before exporting.

Size:
1280px x 100px (template is 2X size)

Margins:
6px on all sides

Border:
1-pixel light gray (hex#: D3D3D3)

Image Size:
414px x 100px (template is 2x size)

CTA Button:
Size: 150px w x 42px h
Button color: #004d99
Font color: #ffffff
Font: Helvetica Bold
CTA should be **sentence case**
Maximum of 15 characters

ALL COPY SHOULD BE SENTENCE CASE

Headline:
Font: Helvetica Bold
Text Color: Black
Text Size: Min: 46pt Max: 60pt
Character Count Max: 55

Subhead:
Font: Helvetica Regular
Text Color: Black
Text Size: Min: 30pt Max: 38pt
Character Count Max: 85

Legal Disclaimer:
Font: Helvetica Regular
Text Size: Min: 9pt (18pt in template)
Character Count Max: 150

Background:
Color: White background **ONLY**

Onsite Display Ad Design Specs

!! PLEASE REVIEW ACCESSIBILITY BEST PRACTICES TO ENSURE YOUR COPY AND CREATIVE ARE FOLLOWING GUIDELINES !!

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Onsite Display Ads
Desktop Anchor Ad

1280px x 300px

Ex: Max text size with legal disclaimer

Ex: Min text size with legal disclaimer

Onsite Example:

NOTE: Don't forget to hide the "margins" layer before exporting.

Size:
1280px x 300px (template is 2x size)

Margins:
6px on all sides

Border:
1-pixel light gray (hex#: D3D3D3)

Image Size:
600px x 300px (template is 2x size)

CTA Button:
Size: 150px w x 42px h
Button color: #004d99
Font color: #ffffff
Font: Helvetica Bold
CTA should be **sentence case**
Maximum of 15 characters

ALL COPY SHOULD BE SENTENCE CASE

Headline:
Font: Helvetica Bold
Text Color: Black
Text Size: Min: 64pt Max: 72pt
Character Count Max: 55

Subhead:
Font: Helvetica Regular
Text Color: Black
Text Size: Min: 40pt Max: 50pt
Character Count Max: 85

Legal Disclaimer:
Font: Helvetica Regular
Text Size: Min: 10pt (20pt in template) **Character Count Max: 1**50

Background:
Color: White background **ONLY**

Onsite Display Ad Design Specs

!! PLEASE REVIEW ACCESSIBILITY BEST PRACTICES TO ENSURE YOUR COPY AND CREATIVE ARE FOLLOWING GUIDELINES !!
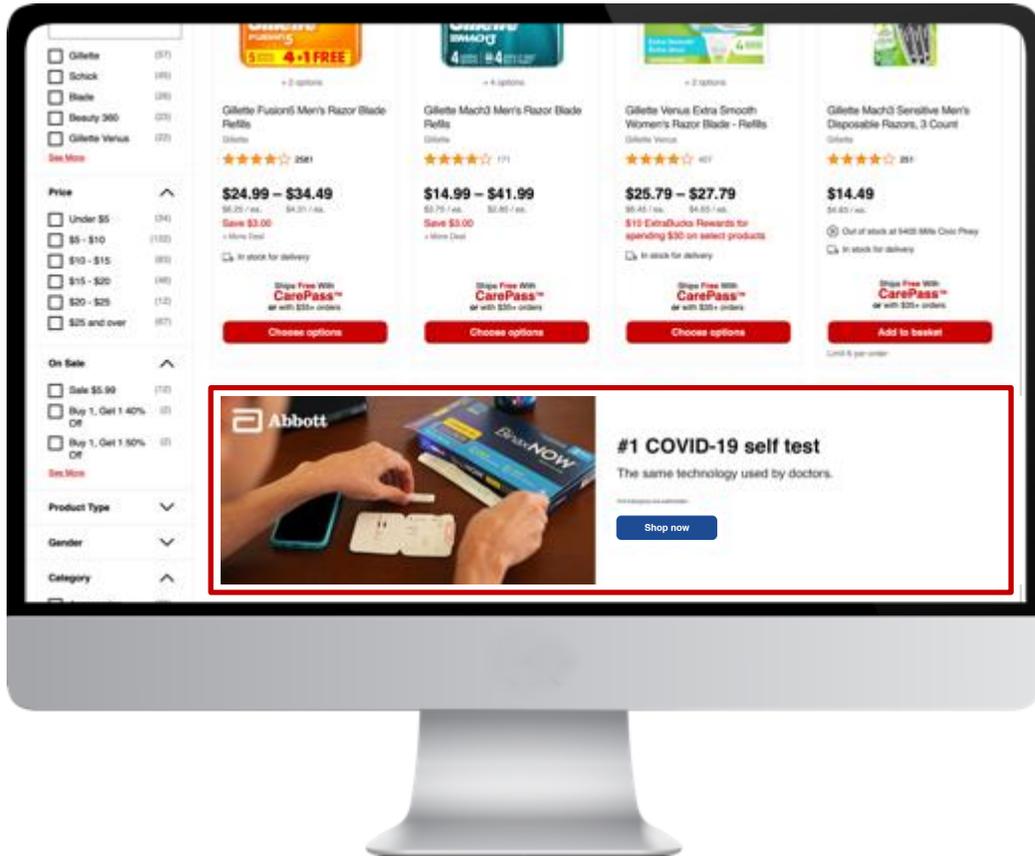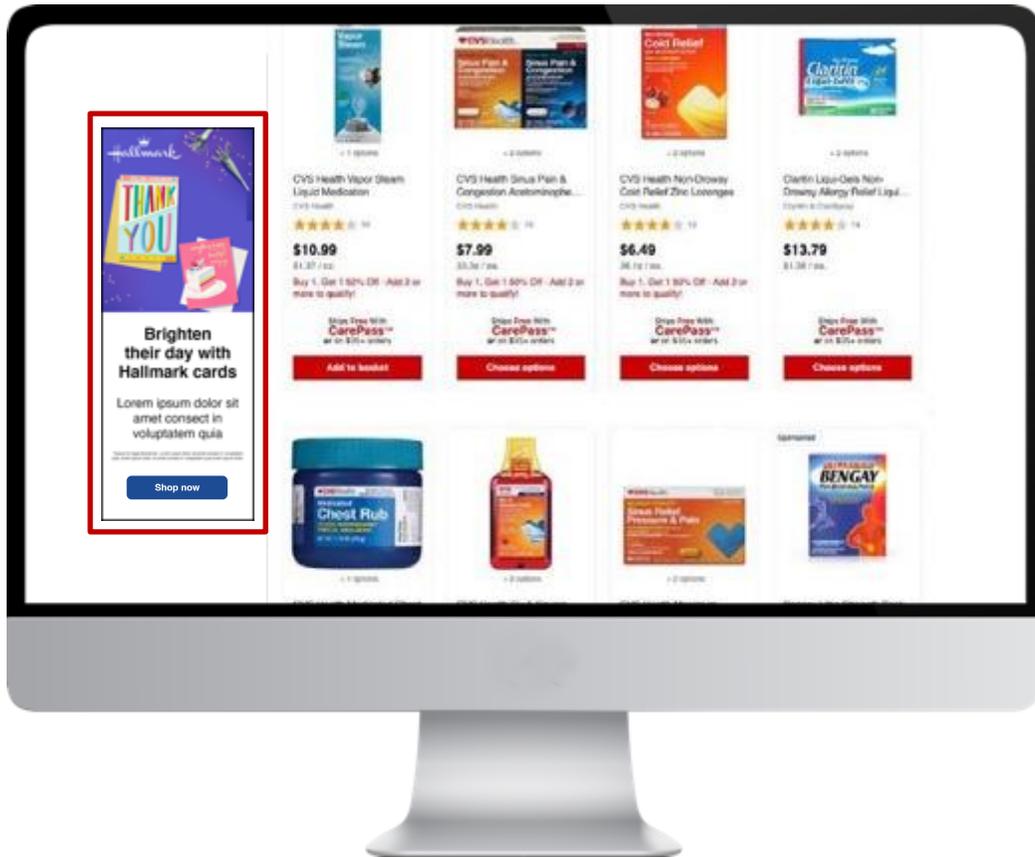
Onsite Display Ads
Desktop Skyscraper Ad

240px x 620px

Onsite Example:

Size:
240px x 620px (template is 2x size)

Margins:
6px on all sides

Border:
1-pixel light gray (hex#: D3D3D3)

Image Size:
240px x 290px (template is 2x size)

Background:
Color: White background **ONLY**

ALL COPY SHOULD BE SENTENCE CASE

Headline:
Font: Helvetica Bold
Text Color: Black
Text Size: Min: 50pt Max: 60pt
Character Count Max: 55

Subhead:
Font: Helvetica Regular
Text Color: Black
Text Size: Min: 36pt Max: 40pt
Character Count Max: 85

Legal Disclaimer:
Font: Helvetica Regular
Text Size: Min: 9pt (18pt in template)
Character Count Max: 156

Onsite Display Ad Design Specs

!! PLEASE REVIEW ACCESSIBILITY BEST PRACTICES TO ENSURE YOUR COPY AND CREATIVE ARE FOLLOWING GUIDELINES !!

Ex: Max text size with legal disclaimer   Ex: Min text size with legal disclaimer

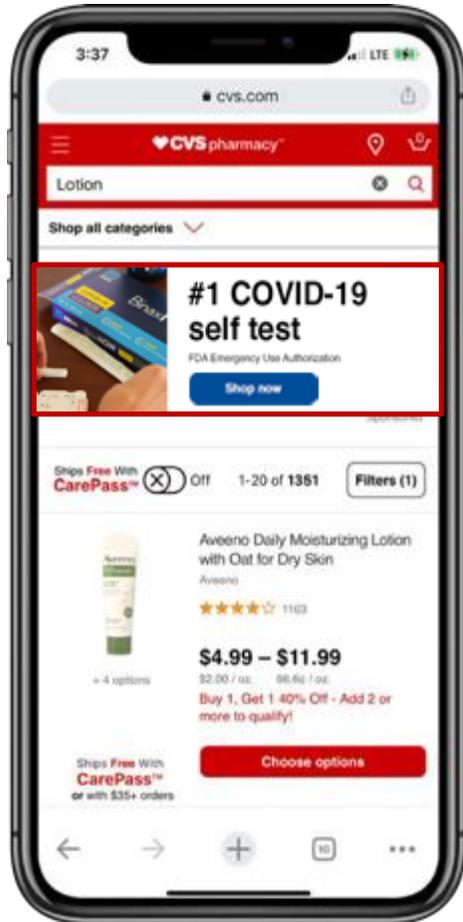**NOTE:** Don't forget to hide the "margins" layer before exporting.

CTA Button:
Size: 150px w x 42px h
Button color: #004d99
Font color: #ffffff
Font: Helvetica Bold
CTA should be **sentence case**
Maximum of 15 characters

CVS Media Exchange

Onsite Display Ads
Mobile Ad

300px x 100px

Onsite Example:

Mobile Ad Best Practices:

Mobile banner ads need to make a very big impression on a small screen, and they need to do it at a glance. Here's a few basic pointers to help:

Design:

- Streamline your visual message by including product images with logos
- Select images that work with all the onsite formats

Copy:

- Keep copy short and to the point
- Make sure your headlines are large enough to read
- The shorter the copy, the larger the text can be
- Try to avoid body copy and stick to headlines

Ex: Max text size with legal disclaimer

Lorem ipsum dolorsit amet consect
*Space for legal disclaimer. Lorem ipsum dolor sit amet consect in voluptatem quia.
Shop now

Ex: Min text size with legal disclaimer

Lorem ipsum dolorsit amet consect
*Space for legal disclaimer. Lorem ipsum dolor sit amet consect in voluptatem quia.
Shop now

Size:
300px x 100px (template is 2x size)

Margins:
6px on all sides

Border:
1-pixel light gray (hex#: D3D3D3)

Image Size:
100px x 100px (template is 2x size)

Onsite Display Ad Design Specs

!! PLEASE REVIEW ACCESSIBILITY BEST PRACTICES TO ENSURE YOUR COPY AND CREATIVE ARE FOLLOWING GUIDELINES !!

ALL COPY SHOULD BE SENTENCE CASE

Headline Only:
Font: Helvetica Bold
Text Color: Black
Text Size: Min: 26pt Max: 32pt
Character Count Max: 50

Legal Disclaimer:
Font: Helvetica Regular
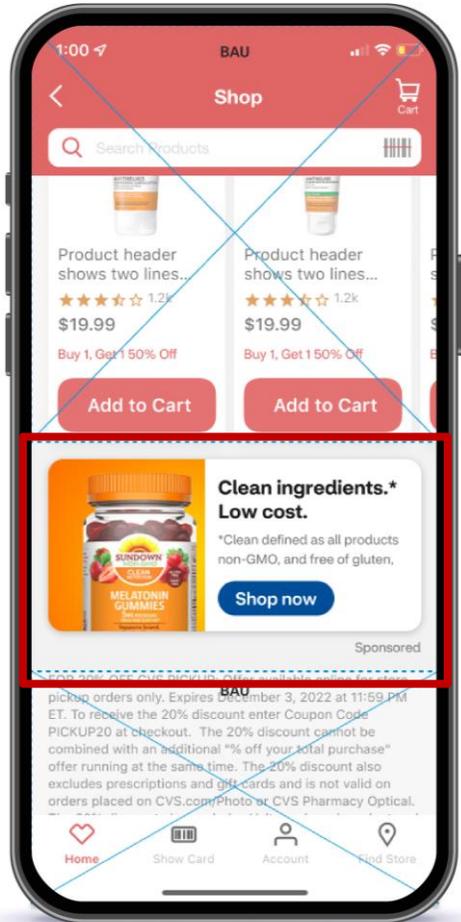**Text Size:** Min: 8pt (16pt in template)
Character Count Max: 83

Background:
Color: White background **ONLY**

CVS Media Exchange®

CVS Pharmacy® App Ad
Design Specs

343px x 159px & 112 x 159px

Onsite Example:

©2026 CVS Health and/or one of its affiliates. Confidential and proprietary.

Mobile Ad Best Practices:

The CVS Pharmacy® Mobile Ad App gives brands on-the-go reach to ExtraCare® customers who are researching and making add-to-cart decisions. The App Ad is the same content and layout as the mobile Ad but in a different size module.

Ad Mock-Up 342px x 159px

Lorem ipsum dolorsit amet consect

*Space for legal disclaimer. Lorem ipsum dolor sit amet consect in voluptatem quia.

Shop now

GAM final Image 112px x 159px

Image can be aligned to the left or right of the GAM Banner

Sizes:
Mock-Up:
343px x 159px (template is 2x size)
GAM Final Image:
112px x 159px (template is 2x size)

Margins:
6px on all sides

Border:
1-pixel light gray (hex#: D3D3D3)

Mobile App Ad Design Specs

!! PLEASE REVIEW ACCESSIBILITY BEST PRACTICES TO ENSURE YOUR COPY AND CREATIVE ARE FOLLOWING GUIDELINES !!

ALL COPY SHOULD BE SENTENCE CASE

Headline Only:
Font: Helvetica Bold
Text Color: Black
Text Size: Min: 26pt Max: 36pt
Character Count Max: 45

Legal Disclaimer:
Font: Helvetica Regular
Text Size: 8pt (16pt in template)
Character Count Max: 110

Background:
Color: White backgrounds **ONLY**

Export: Ad Mock-Up and final GAM Image need to be exported for the development team. Both PSD and JPEG file formats are required.

Sponsored Brand Ads

Sponsored ads provide a way for suppliers to drive contextually relevant ads based on CVS consumers searches.

CVS Media Exchange

Sponsored Brand Ads

CVS Formats

Suppliers can now leverage competitive targeting to reach CVS customers who may be open to considering similar brands or products through Sponsored Brand, subject to the CMX Ad Policy and the within guidelines ("Guidelines")

Competitive targeting can be achieved through product development (algorithmically) or ad products that leverage keyword targeting to achieve supplier KPI goals.

Under this initiative, suppliers can only bid/promote within their product category or subcategory. Crossover category targeting is prohibited.

Advertiser must provide the SKUs they would like to support, minimum of 3 SKUs for Sponsored Brand Ad Unit and 1 SKU for Sponsored Brand In-Grid Ad Unit based on CVS' ranking algorithm. The Branding Zone must follow CVS' design specifications set forth. All campaigns will need to pass an approval process with CVS prior to launch.

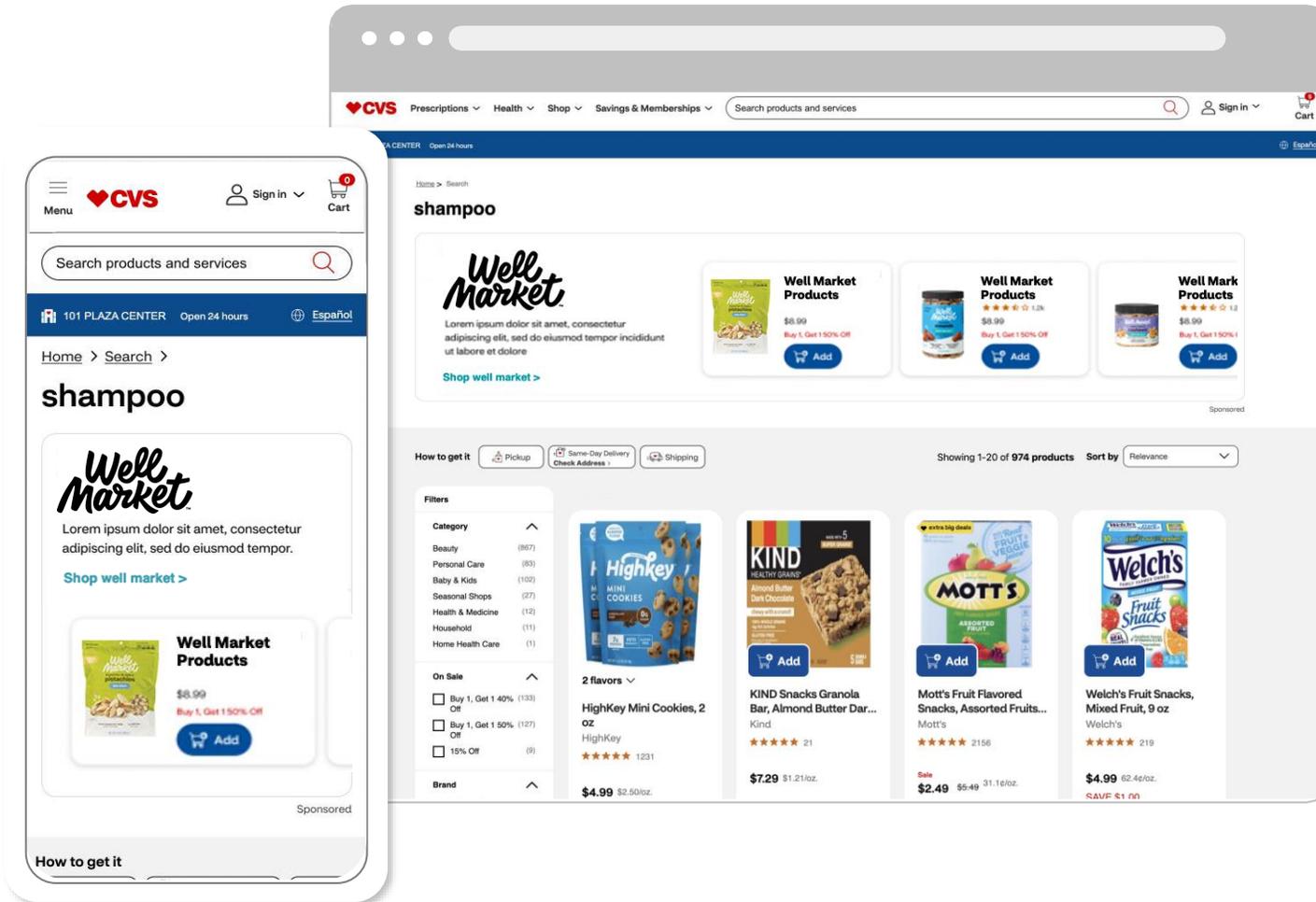## Sponsored Brand Ad Unit – Above and Below the Results

Sponsored Brand Ad is a commerce display unit on Search, that consists of a Branding Zone and a Product Zone with a minimum of 3 SKUs. The branding image dimension size is 203 x 310 px for desktop and 203 x 310 px for mobile.

Sponsored Brand In-Grid Ad Unit – In Grid

Sponsored Brand Ad is a a commerce display unit on Search, that consists of a Branding Zone and a Product Zone with a minimum of 1 SKUs. The branding image dimension size is 315 x 553 px for desktop and 1065 x 584 px for mobile.

CVS Media Exchange®

Sponsored Brand Ads

Above and Below the Results Ad Unit

Sponsored Brand Ad Unit

Sponsored Brand Ad Unit is a Commerce Display unit that consists of a Branding Zone and a Product Zone with a minimum of 3 SKUs.

- Dynamic ecommerce features and real-time product information

- Backup SKU setup available for out-of-stock products

Sponsored Brand Ad Unit
will be available on Search

CVS Media Exchange

Sponsored Brand Ads – Above and Below the Results Ad Unit

Design Checklist

Logo Dimensions
- Desktop logo image is exactly 300 x 108 px
- Mobile logo image is exactly 483 x 144 px

CTA Copy
- CTA redirects to a dedicated landing page

Export
- Logo image is PNG only (without a background color, must be transparent)*
- Creative file size is no larger than 300 KB

Message Copy
- Message copy has 100 character limit 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.
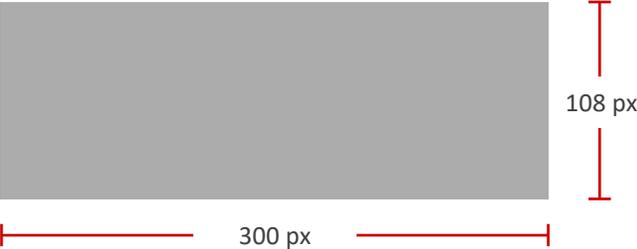
CTA Copy
- CTA follows correct verbiage: either "Shop [Brand Name]" or "Shop [Brand Name] [product]"
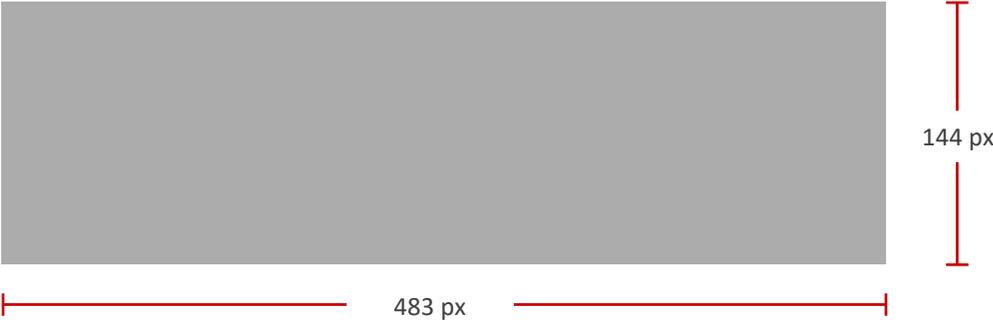
CVS Media Exchange®

Sponsored Brand Ads – Above and Below the Results Ad Unit

Format Sizes

Desktop

108 px

300 px

Mobile

144 px

483 px

Logo image

Desktop image size	• **300 x 108 px**
Mobile image size	• **483 x 144 px**

Exporting format

Acceptable files formats	• **PNG**
Resolution	• **72 dpi**
Image file size	• **300 KB maximum**

CVS Media Exchange®

Sponsored Brand Ads – Above and Below the Results Ad Unit

Creative Components

Logo Image Size
300 x 108 px (desktop)
483 x 144 px (mobile)

Do not use a background color, must be transparent. Logo must be left-aligned.
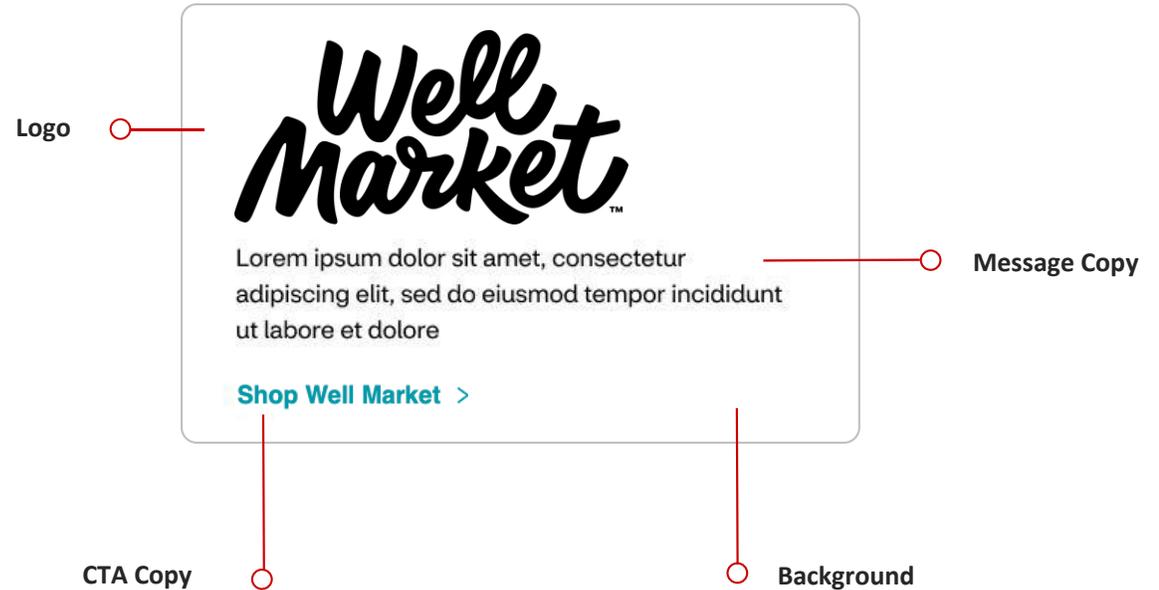
Message Copy
100 character limit (including spaces)

CTA Copy
"Shop [Brand Name]" or
"Shop [Brand Name] [product]"

Redirects to a dedicated landing page

Background
#FFFFFF (cannot be changed)

Logo

Well Market™

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore

Shop Well Market >

Message Copy

CTA Copy

Background

CVS Media Exchange®

Sponsored Brand Ads – Above and Below the Results Ad Unit

Padding

Resize the logo to fit within the dimensions while preserving the logo proportions. The logo must be left aligned, to look cohesive with the entire branding zone.
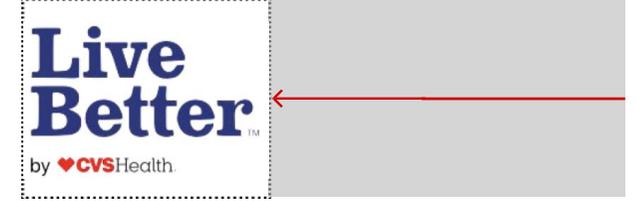
Wordmark

Hybrid

Icon

Compliant Creatives

The logo image must be transparent (without a background color) and exported as a .PNG only.

CVS Media Exchange®
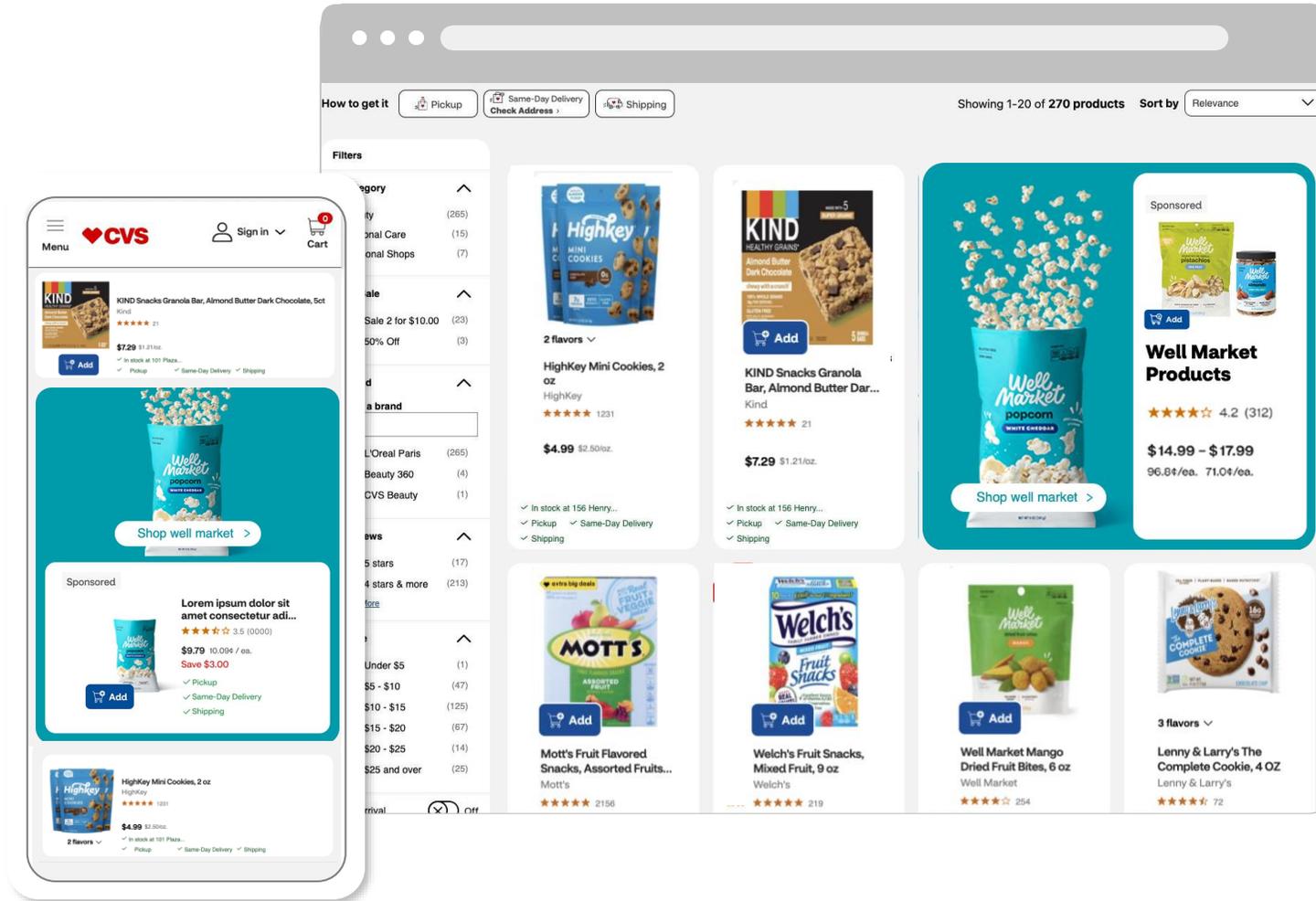
Sponsored Brand Ads

In Grid Ad Unit

Sponsored Brand In-Grid Ad Unit

Sponsored Brand Ad Unit is a Commerce Display unit that consists of a Branding Zone and a Product Zone with a minimum of 1 SKU.

- Dynamic ecommerce features and real-time product information

- Backup SKU setup available for out-of-stock products

Sponsored Brand Ad Unit will be available on Search

CVS Media Exchange®

Sponsored Brand Ads - In Grid Ad Unit

Design Checklist

Dimensions
- Desktop background image is 315 x 553 px
- Mobile background image is 584 x 1065 px

Safety Zone
- All crucial imagery, logos, and text are included within the safety zone

Web Accessibility Compliance
- Creative meets WCAG 2.0 Level AA contrast requirements - check here
- Creative meets Web Accessibility text size requirement
- Alt text as accessibility requirement - Minimal character count

Export
- Background image is JPEG or PNG format
- Each background image file is no larger than 300 KB

Message Copy
- Recommended to have image-focused and use brand logo or minimal copy as leverage

CTA Copy
- Character limit is 20 characters including spaces

Background Customization
- Provide a hex code to change the background color
- Default will be white or #FFFFFF

CVS Media Exchange®

Sponsored Brand Ads - In Grid Ad Unit

Size and Safety Zone

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. Safety zone cannot be modified.

Desktop

Safety Zone
200 x 470 px

553 px

315 px

Mobile

Safety Zone
945 x 360 px

584px

1065 px
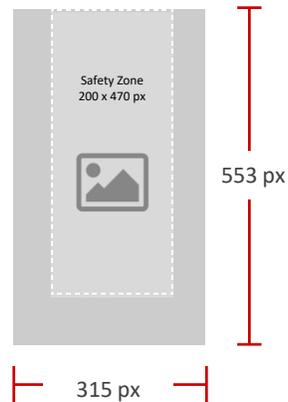
Background image

Desktop image size   •   **315 x 553 px**
Mobile image size   •   1065 x 584 px

Exporting format

| Acceptable file formats | • | JPEG. |
| | • | PNG |

| Image file size | • | 300 KB maximum |

| Resolution | • | 72 dpi |

CVS Media Exchange

Sponsored Brand Ads - In Grid Ad Unit

Creative Components

Desktop

Background Image Size
315 x 553 px

Background Color
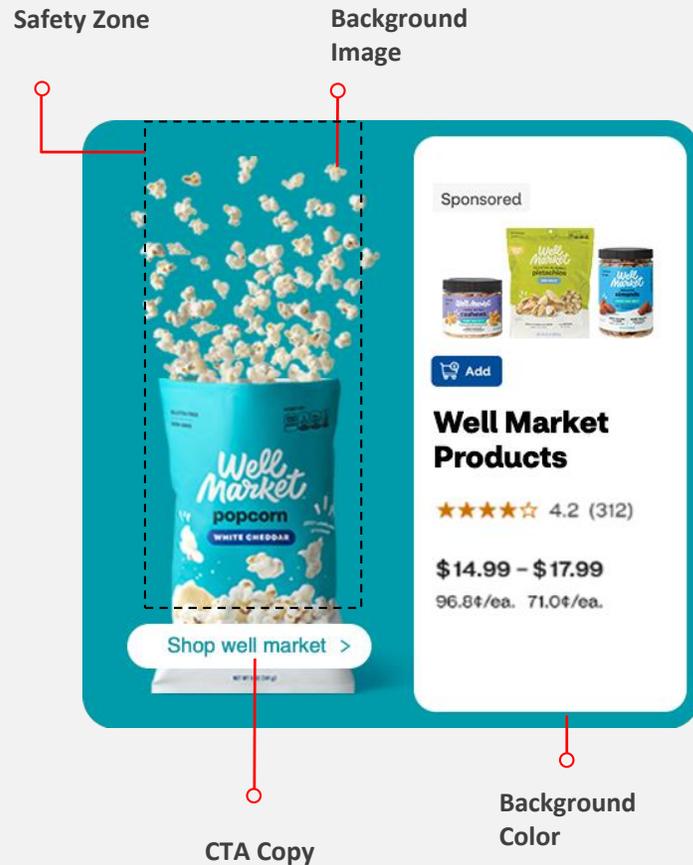Provide HEX Code

Safety Zone
200 x 470 px

All important content must be placed within the safety zone

CTA Copy (required)
20 character limit (including spaces)

Redirects to a dedicated landing page

CTA is hard-coded and in a fixed position in the template

Safety Zone

Background Image

CTA Copy

Background Color

Mobile

Background Image Size
1065 x 584 px

Background Color
Provide HEX Code
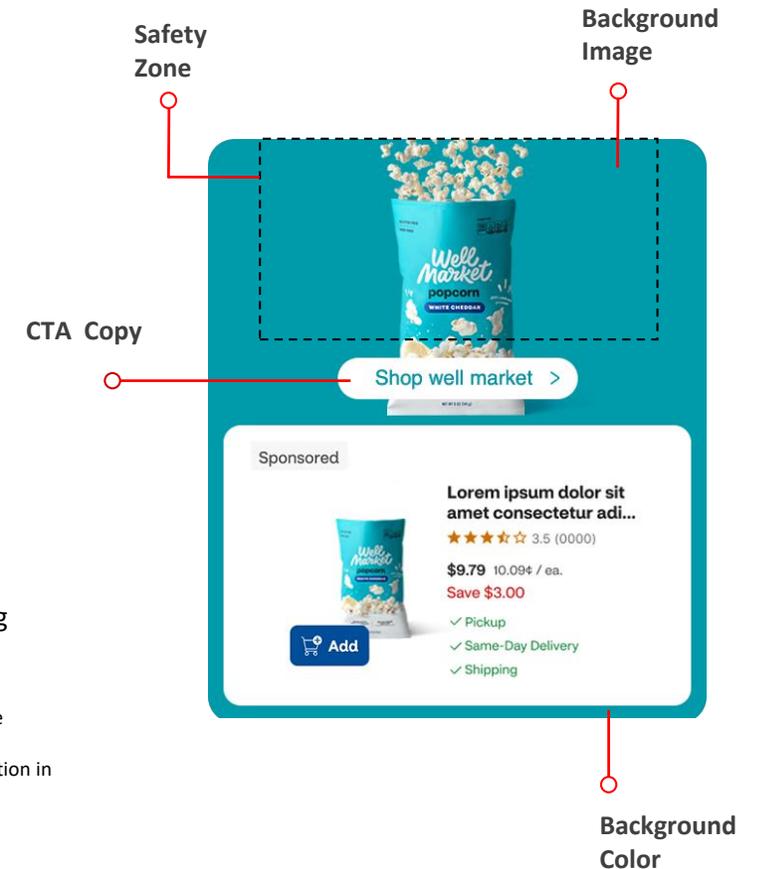
Safety Zone
945 x 360 px

All important content must be placed within the safety zone

CTA Copy (required)
20 character limit (including spaces)

Redirects to a dedicated landing page

CTA is hard-coded and in a fixed position in the template

Safety Zone

Background Image

CTA Copy

Background Color

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.

⤓ Download templates

CVS Media Exchange®

Campaign Landing Pages
Overview

Creative Notes

- **All pages must pass WCAG 2.1 AA compliance**
  Please download and use this tool to confirm compliance – 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 by manipulated
  - All text should be Helvetica fonts

- **CTA buttons can only be solid CVS blue #004d99, black or white**

Assets to Deliver

CLP 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
Assets Needed

For Campaign Landing Pages, you can choose to create them in-house, or CMX can create them for you. Reference the lists below to see what assets are needed.

CMX Driven Creative

Assets handoff checklist:

- Brand guidelines
- Brand fonts
- Layered PSDs
- Any inspiration or direction on the look for this campaign (previous banners and campaign materials)
- Copy thought starters and direction
- Final product shots to be used in the creative
- High-res imagery
- Additional direction regarding the tone or goal of the campaign
- CLP CTA Matrix (to be filled out by Supplier)
  - Links for each CTA on the page
  - Any SKUs for sub-linked Product Landing Pages
  - Page title
  - SKUs for Product Landing Page

Supplier Driven Creative

Asset handoff checklist:

CLP CTA Matrix (to be filled out by supplier)
- Links for each CTA on the page
- Any SKUs for sub-linked Product Landing Pages
- Page title
- SKUs for Product Landing Page

Designed PSD templates
- Provide the PSD templates as fully editable and layered files
  - Include Desktop and Mobile designs
- Create files at 144ppi resolution
- Helvetica ONLY, no non-standard fonts
- No video, no animation
- Do not alter or modify module element placement or size

CVS Media Exchange®

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 144ppi 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
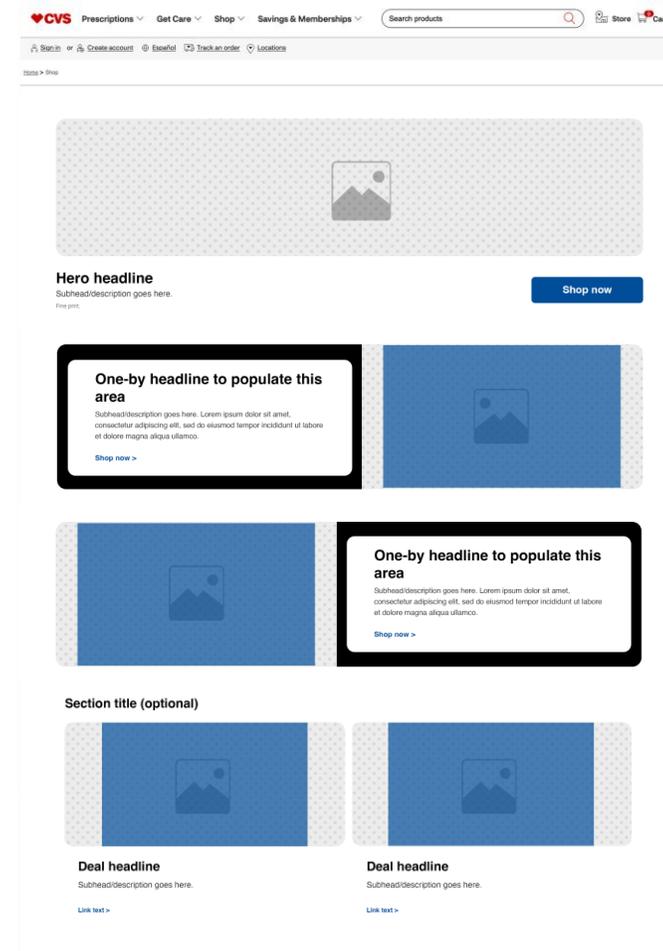
Campaign Landing Pages
Page Components

Hero Banner

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

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 characters).
- 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.
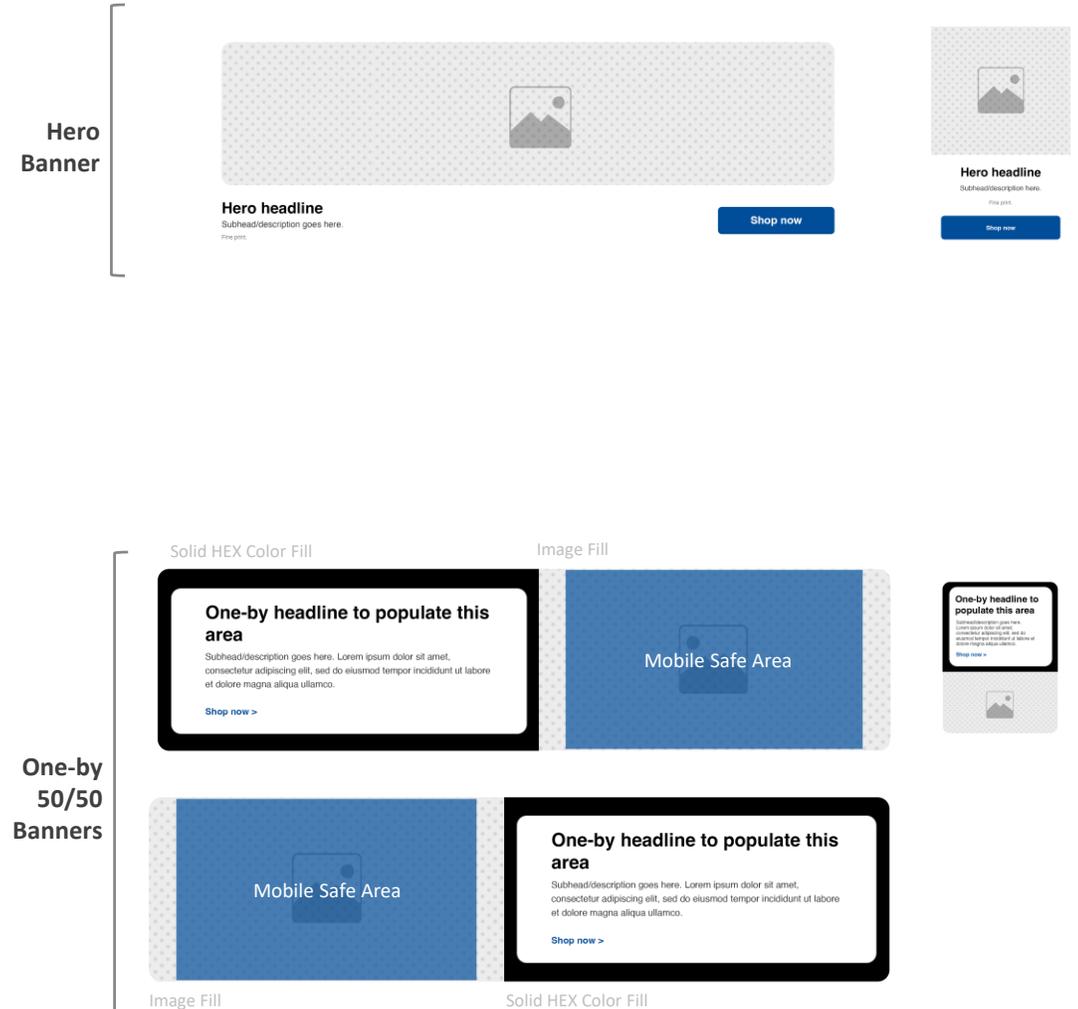 - If no text, CTA is centered below the image

One-by 50/50 Banner

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

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.

Campaign Landing Pages
Page Components

Deal Banner

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

Restrictions/Requirements

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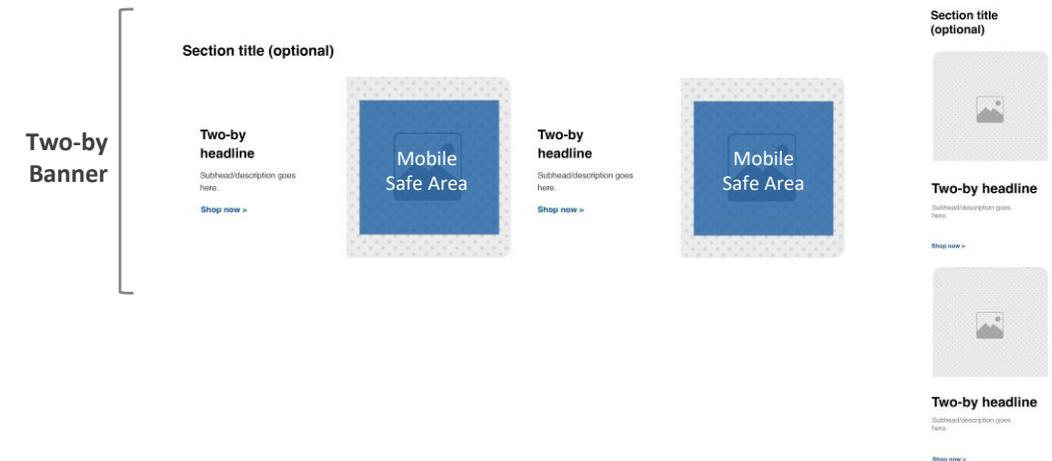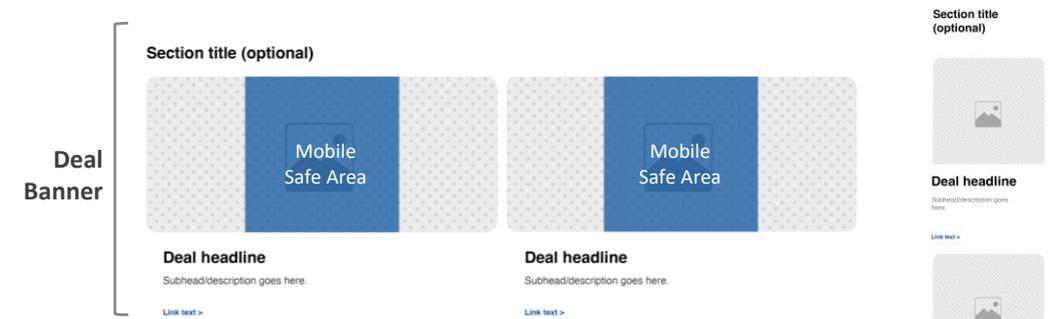- Only image/logos in the image safe area.

Two-by Banner

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

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.

Campaign Landing Pages
Page Components

Three-by Banner

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

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.

Four-by Banner

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

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.

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

Pencil Banner

Two layout options – text only or with icon/CTA.

- Icon image area – 100px 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

Campaign Landing Pages

Page Components

Navigation Banners

Two layout options – square & circle

- Square image area – Desktop: 124px x 124px (Mobile: 88px x 88px).

- Circle image area – Desktop: 180px x 180px (Mobile: 120px x 120px).

- 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.

Navigation Banners

CVS Media Exchange
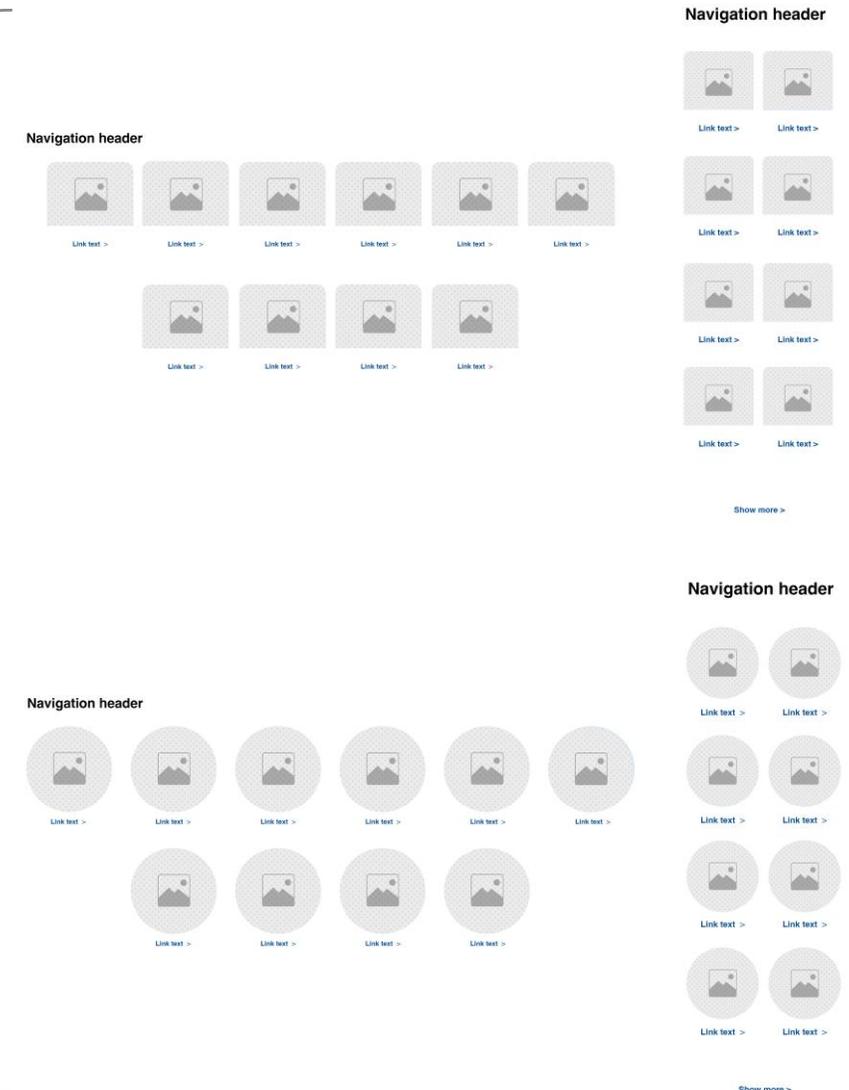
Campaign Landing Pages
Examples

Goodline Grooming Co.

(desktop)

CVS Shop Page

(desktop)

Hero Banner

One-by 50/50 Banner Left Aligned

Navigation

One-by 50/50 Banner Left Aligned

One-by 50/50 Banner Right Aligned

Hero Banner

Navigation

One-by Banner Left Aligned

Two-by Banner

Four-by Banner

CVS Media Exchange®

Digital Circular

A Digital Circular provides brands the ability to elevate their brand story with full-page ads within the CVS Digital Circular.

Reach out to Account Manager for templates

CVS Media Exchange®

Online Circular Ads
Design Specs

Ad Specs

Size: 10" w x 11.5" h

Margins: .5"

Bleed: .125"

Fonts

Headline: CVS Health Sans Bold

Body copy: CVS Health Sans Regular

Offer callout: CVS Health Sans Medium

Image Output

Use CVS InDesign Circular Template to design files

Image resolution: 300dpi

Color profile: RGB

Package: All linked images and fonts

Export as a PDF

All ads must pass WCAG 2.1 AA compliance TPGI.com.

10"

Headline:
CVS Health Sans Bold

Margin:
.5"

Bleed:
.125"

11.5"

Coppertone®

#1 most trusted sunscreen brand*

Spend $20 Get $10 ExtraBucks Rewards®

NEW Coppertone SPORT FACE 60+

Coppertone SPORT 50 4-IN-1 PERFORMANCE

Coppertone SPORT 30 4-IN-1 PERFORMANCE

Body Copy:
CVS Health Sans
Regular

*Based on the 2022 BrandSpark® American Trust Study, multi-year winner. Use and reapply as directed.

Shop now

Pick the color that works best with your product(s) design.

CVS Media Exchange®

Online Circular Ads
Examples

Circular Ad with text offer

Circular Ad with New badge

Option A

Option A example

Option B

Option B example

Headline: 60 characters
Subhead: 76 characters
Body: 58 characters
CTA: 15 characters

Headline: 60 characters
Body: 70 characters
Subhead: 76 characters
CTA: 15 characters
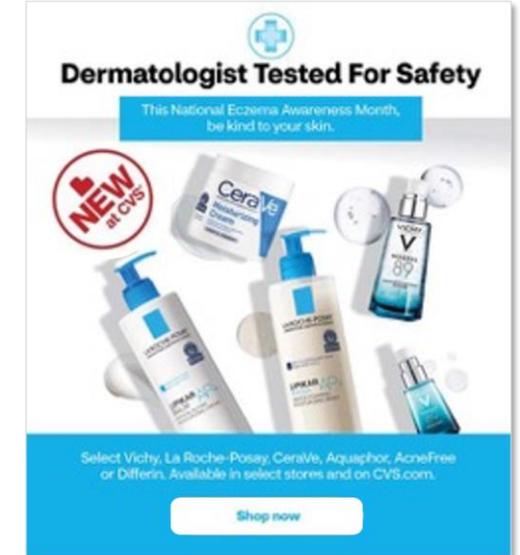
CVS Media Exchange®

In-Store Ads

In-store offerings include 15 or :30 second audio placements, digital screens located along the drive aisle (Digital Trendcaps) and on walls near the pharmacy (Waiting Area Screens). These screens serve to drive seasonally relevant initiatives and inspire product discovery.

[Download templates]

CVS Media Exchange®

In-store Digital Ads
Overview

Before getting started, review the list below:

Creative Notes

- Feature 2-3 products max
- Maintain a simple, clean layout with ample clear space. Use a subtle grounding shadow on products that are supposed to be sitting on a counter and a light drop shadow on knolling products
- When using a product reflection, set it at 30% opacity
- Scale products so that they are proportional to each other, and accurately scaled if in a mocked setting
- All creatives must include "Sponsored by XX Brand." in the disclaimer area.
- When using a color background, be sure it is a part of the brand's main color palette
- Promote a feeling of health and wellness with photography selection (when applicable)
- Any photography utilizing a model must include the Beauty Unaltered mark.

Animation Notes

- Animation is optional
- Apply all design rules to animated spots
- Keep text up for most of the spot so viewers have time to read it
- Ease in and out the motion of elements
- Use smooth movements that emulate the laws of physics

Assets to Deliver

CMX to Design
- PSD/PNG files for product shots and/or lifestyle imagery
- Any backgrounds or key art
- Advertising copy (Word doc)

Vendor to Design
- Single JPG or PNG for static ads
- For animated ads
    - Mp4 file only
    - No longer than:
        - :10 sec for Digital Trendcaps
        - :15 sec for Waiting Area Screens

CVS Media Exchange

In-store Digital Ads
Assets Needed

For in-store placements, you can choose to create them in-house, or CMX can create them for you. Reference the lists below to see what assets are needed.

CMX Driven Creative

Assets handoff checklist:

- Brand guidelines
- Layered PSDs
- Any inspiration or direction on the look for this campaign (previous banners and campaign materials)
- Copy thought starters and direction
- Final product shots to be used in the creative
- High-res imagery
- Additional direction regarding the tone or goal of the campaign

Supplier Driven Creative

Utilize designed PSD templates

For static ONLY

- Helvetica ONLY
- Create SINGLE JPG or PNG file at 144ppi resolution

For animation ONLY

- Helvetica ONLY
- Animation is set to 24/fps
- Mp4 files ONLY
- No audio on videos/animations
- Do not alter or modify module element placement or size

CVS Media Exchange

In-store Digital Ads
Copy Requirements

Unlike other CMX offerings, the audience is standing in a CVS store when they are viewing the creative. Take this into consideration when writing copy.

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 disclaimer i.e., see display for details

Do NOT

Include brand or product names in headlines: logo placements are included in templates and serve as visual cue for searching products in store

Use CVS logo in a sentence

Drive customers to external experiences (i.e., no QR codes, websites or social media channels)

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

CVS Media Exchange®

Digital Trendcaps
Overview

Digital trend caps are strategically located at ends of aisles that get a lot of traffic. They're located above a product display and show video or static images of the product, the product in use or complementary lifestyle images & copy.

Trendcap Templates

There are two templated layouts, which may or may not be animated. If animated, frame 1 transitions to frame 2. Choose a layout that aligns best with your creative:

- **Split Layout**: choose the animated split layout if you want to emphasize 1 product and have no or limited copy. Copy will display on the second frame.
- **Grid Layout**: choose the animated grid layout if you want to include more than 1 product and/or supplementary images or graphics. Copy can change from frame to frame.
- Choose from the options within the template to build out your creative; it is recommended if running a Waiting Area Screen and a Digital Trendcap at the same time utilize the same layout for both.
- Digital Trendcap template styles are sequenced to avoid seeing the same template back-to-back.
- All creatives must include "Sponsored by XX Brand." in the disclaimer area

Prepping for CMX Review

- Create files within the provided photoshop templates
- Export static ads as a SINGLE JPG or PNG
- Export animated ads as a SINGLE MP4s
- Final export should be at 144ppi resolution

Split Layout

Frame 1 (only appears if animated)

Frame 2 (Static Layout)

Lorem ipsom dolor lorem ipsum dolor

Lorem ipsum dolor lorem ipsum dolor lorem ipsum.

Grid Layout

Lorem ipsom dolor lorem ipsum dolor

Lorem ipsum dolor lorem ipsum dolor lorem ipsum.

Frame 1 (Static Layout)

Lorem ipsom dolor lorem ipsum dolor

Lorem ipsum dolor lorem ipsum dolor lorem ipsum.

Frame 2 (only appears if animated)

CVS Media Exchange®

Digital Trendcaps Design Specs
Split Layout

The split layout best promotes one product using 1 image with text above. The animated option briefly displays two images and transitions to the static layout where the top image is replaced with text.

Design Requirements:

- **Size:** 1080 x 1920px

Animation Notes (Optional)

- Digital Trendcap spots are exactly 10 seconds long. Each spot fades in from white at the beginning and fades out to white at the end to create a seamless transition between each ad spot
- All Digital Trendcap transition animations start at the same timestamp to ensure that animations are in sync when displayed side by side.
- Headlines and subheads are ALWAYS static to ensure maximum readability

Animation Guidelines

1. Top box wipes upward to reveal headline and subhead.
2. This wipe transitions begins at 2:12 sec and lasts for 3 seconds.
3. Hold until fade to white

Typography

- Headline: Helvetica Bold 60 pt maximum
- Subhead: Helvetica Regular 30 pt maximum
- Disclaimer: Helvetica Regular 10 pt minimum
- Type color must be black

Split Layout

Frame 1 (only appears if animated)

Lorem ipsom dolor lorem ipsum dolor

Lorem ipsum dolor lorem ipsum dolor lorem ipsum.

Lorem ipsum dolor lorem ipsum dolor lorem ipsum. Lorem ipsum dolor lorem ipsum dolor lorem ipsum.

Frame 2 (Static Layout)

CVS Media Exchange®

Digital Trendcaps Design Specs
Grid Layout

Choose the grid layout if you want to include more than 1 product and supplementary images. If animated, one picture grows to fill the space. Copy is above the images and can change from frame to frame, if animated.

Design Requirements:

- **Size:** 1080 x 1920px

Animation Notes (Optional)

- Digital Trendcap spots are exactly 10 seconds long. Each spot fades in from white at the beginning and fades out to white at the end to create a seamless transition between each ad spot
- All Digital Trendcap transition animations start at the same timestamp to ensure that animations are in sync when displayed side by side.
- Headline and subhead locations are always static to ensure maximum readability

Animation Guidelines

1. Starting at 02:12 one box in the grid grows to fill the space, pushing the other boxes out of frame. This transition takes 3 seconds.
2. Hold until fade to white

Typography

- Headline: Helvetica Bold 60 pt maximum
- Subhead: Helvetica Regular 30 pt maximum
- Disclaimer: Helvetica Regular 10 pt minimum
- Type color must be black

Grid Layout
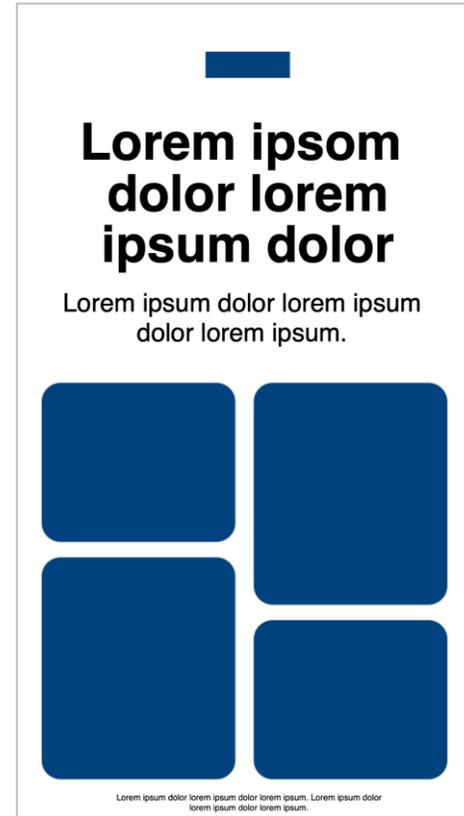
Frame 1 (Static Layout)

Frame 2 (only appears if animated)

Waiting Area Screens

Design Specs

Waiting Area Screens caps are strategically located near the pharmacy waiting area and show video or static images of the product, the product in use or complementary lifestyle images & copy.

Design Requirements:

- **Size:** 1920 x 1080px

Notes

- Waiting Area Screens do not sync with other screens, but if running the same messaging across Digital Trendcaps and Waiting Area Screens, its best practice to use the same template for both.
- Waiting Area Screens are 15 seconds to fit content and accommodate read time
- All creatives must include "Sponsored by XX Brand." in the disclaimer area

Animation Guidelines

- Each Transition within a single Waiting Area Screen takes 2 seconds to animate, i.e., it takes 2 seconds for a photo to slide to the side while a headline appears, and another 2 seconds to transition to the CTA screen. It typically only takes 1 second to animate text

Typography

- Headline: Helvetica Bold 60pt maximum
- Subhead: Helvetica Regular 30pt maximum
- Disclaimer: Helvetica Regular 10pt minimum
- Type color must be black

Split Layout

Grid Layout

In-store
Video Specs

Waiting Area Screens support video ads as well.
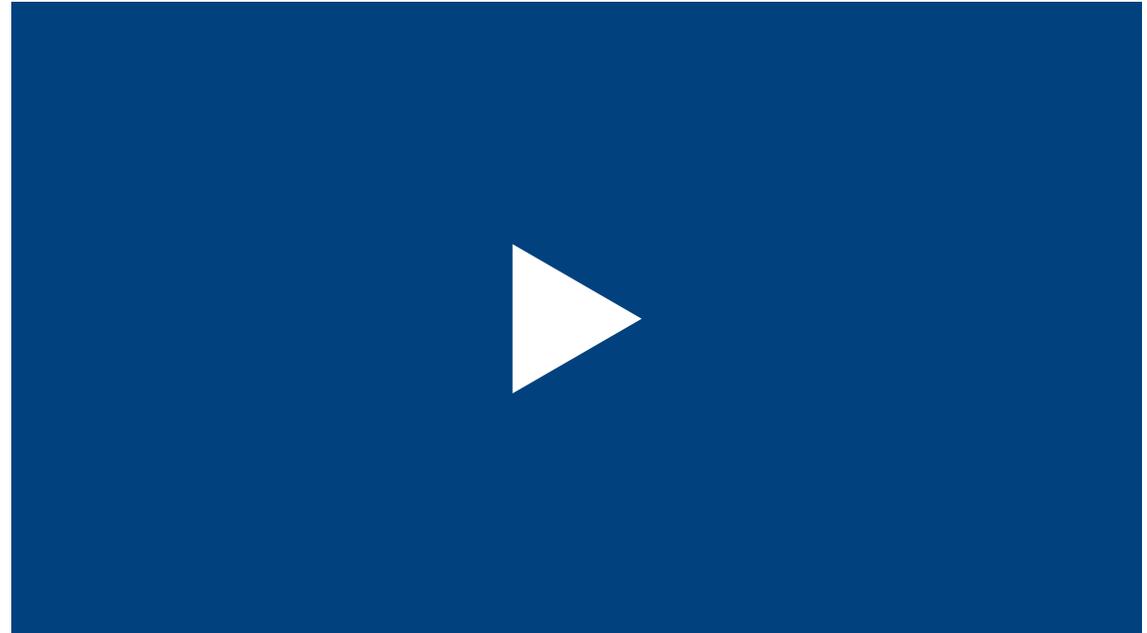
Waiting Area Screens
:15 secs
(1920x1080) Horizontal
No Audio
Final File: MP4, Video Export as High Definition (1920x1080 video) H.264 1080p29.97 with a bitrate of at least 25 Mbps
RGB color mode and 144 DPI or higher

CVS Media Exchange.

In-store
Audio Specs

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

CVS Media Exchange

Social & Video

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

CVS Media Exchange®

CVS Media Exchange
Social Media Language Guidelines

Misleading or False Content

The content we put on social media needs to be authentic. This creates a better environment for sharing and communication.

Ads must not contain deceptive, false, or misleading claims like those relating to the effectiveness or characteristics of a product or service, including misleading health, employment or weight-loss claims that set unrealistic expectations for users.

Examples of Misleading Content

- Claims that a product or service can guarantee prevention of, immunity from, or a cure for COVID-19
- Exaggerated claims, tips, or tricks
- False or misleading claims about product attributes, quality, or functionality
- Setting confusing or misleading expectations for delivery times
- Claims of cures for incurable diseases

Before and After

Ads must NOT contain "before-and-after" images or images that contain unexpected or unlikely results.
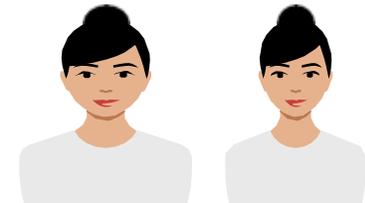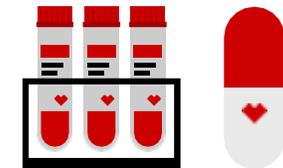
Extreme Body Depictions

Ad content must NOT imply or attempt to generate negative self-perception in order to promote diet, weight loss or other health-related products.

Vaccine-related Content

Ads should NOT help propagate misinformation regarding personal health.

Examples of Unacceptable Vaccine-Related Messages

- "COVID-19 vaccines prevent the illness"
- "The next CURE for COVID-19"
- "Vaccines cause autism"
- "Vaccines are composed of harmful chemicals"

Social Ads
Copy Requirements

Text Specs

Post Copy: 125 characters max

Headline: 27 characters max

Page Link Description:
27 characters max (FB Only)

Keep text short, clear and concise
in order to get your message across effectively

CTA button is Title Case (i.e. Shop Now)

Maximum number of hashtags in text: 30

Images with less than 20% text perform better

In-Creative

Disclaimer: Text Size (recommended) Min: 7pt **Max**: 20pt

Headline/Subhead: Text Size (recommended) Min: 30pt **Max:** 90pt

Keep in mind: Ensure that your ads are easy to read by using fonts that are clear and a text size are legible.

See if your copy fits in the **Social matrix**

See the latest Best Practices for:
Carousel Ads

Facebook Feed

CVS Pharmacy
Sponsored

Post Copy — Post copy will go here with a suggested maximum character count of 125.

CVSPharmacy.com

Headline — Headline to go here

Shop Now — CTA

Link Description — Link Description Copy to go here

Like   Comment   Share

Instagram Feed

CVS Pharmacy
Sponsored

Learn More — CTA

CVSPharmacy Headline to go here — Headline

Post copy will go here with a suggested maximum character count of 125. — Post Copy

CVS Media Exchange

Social Ads
Image Carousel Ad

The carousel ad format for Facebook and Instagram allow you to showcase up to 10 images or videos within a single ad, each with its own link. With more creative space within an ad, you can highlight different products, showcase specific details about one product, service or promotion, or tell a story about your brand that develops across each carousel card.

Design Recommendations

Image Size: 1080px x 1080px

Image Size Ratio: 1:1

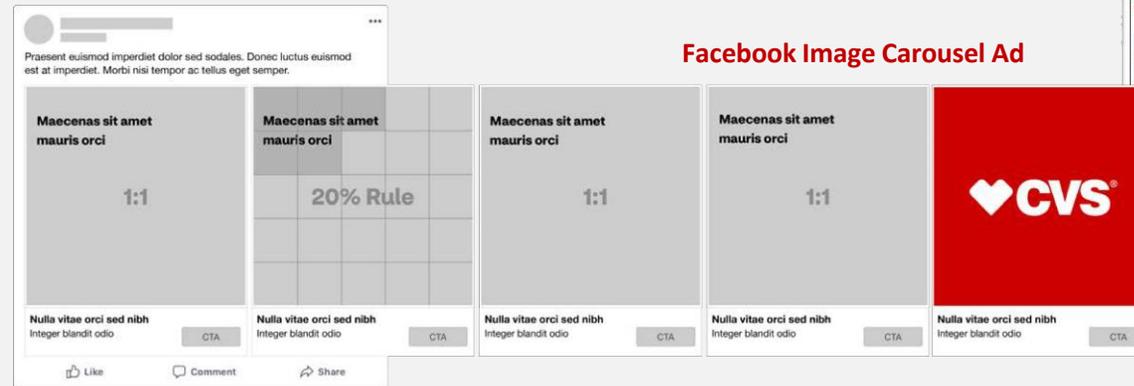**Carousel must end with the CVS card**

Technical Requirements

Recommended image file type: PNG
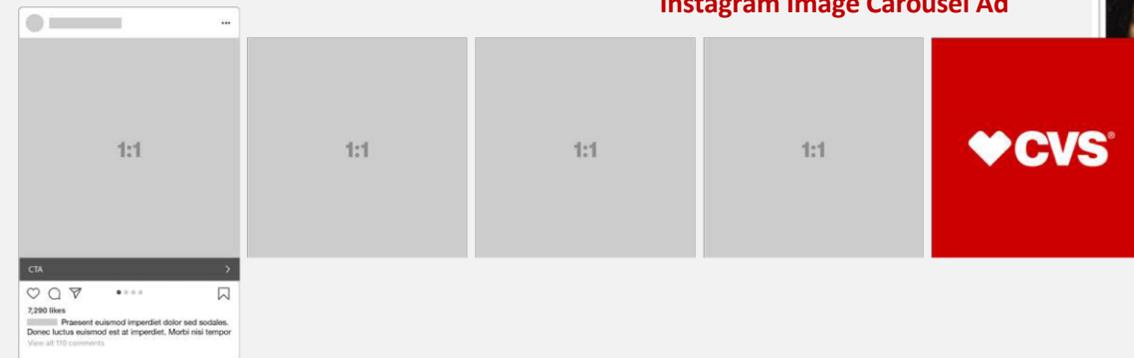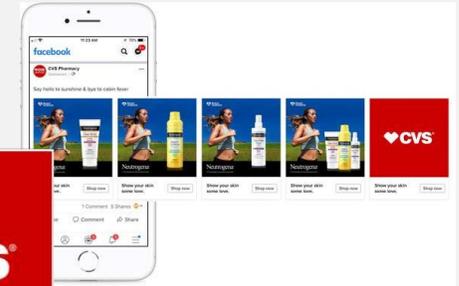
Number of carousel cards: 2-5 (Recommended)

Image maximum file size: 30mb

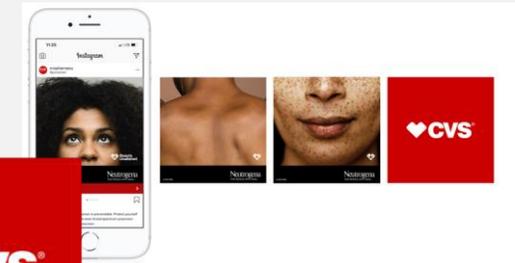For character count and placement, see:
Copy Requirements

See the latest Best Practices for:
Carousel Ads

Download templates

Facebook Image Carousel Ad

Instagram Image Carousel Ad

CVS Media Exchange

Social Ads
Video Carousel Ad

The carousel ad format for Facebook and Instagram allow you to showcase up to 10 images or videos within a single ad, each with its own link. With more creative space within an ad, you can highlight different products, showcase specific details about one product, service or promotion, or tell a story about your brand that develops across each carousel card.

Design Recommendations

Video ratio: 1:1

Resolution: 1080px x 1080px min

Video length best practice: 15 seconds or shorter

Number of cards in the carousel: 2–5 max

Must end with CVS logo

Technical Requirements

Use the MP4 format

Max video file size: 4GB

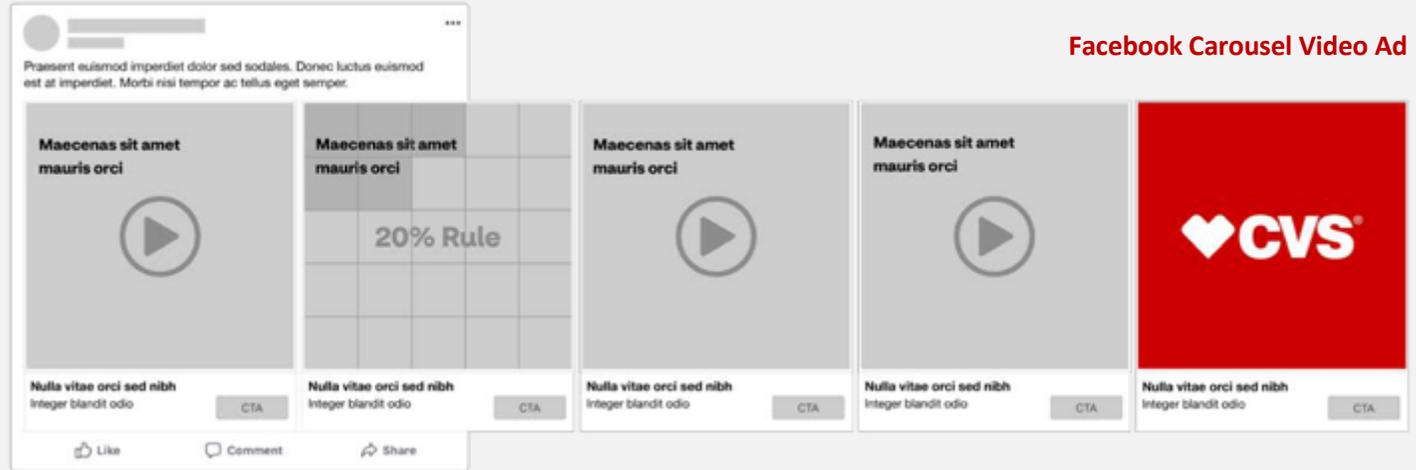Best practice: Use 20% or less text on image

Upload the highest resolution available that meets file size and ratio design limits for sound off
(Use text, graphics and captions whenever possible.)

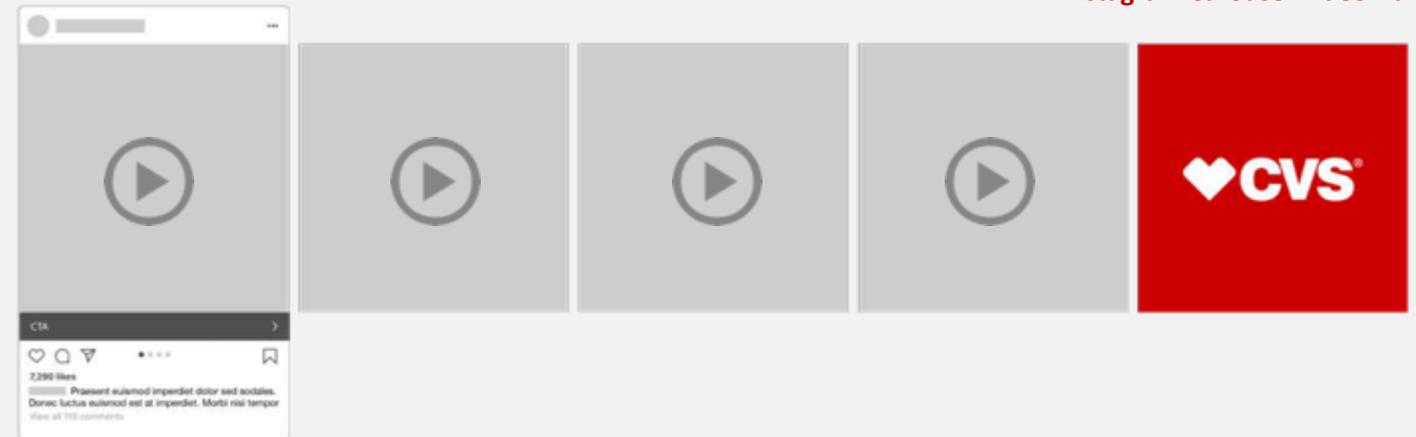For character count and placement, see:
Copy Requirements

See the latest Best Practices for:
Carousel Ads

Download templates

Facebook Carousel Video Ad

Instagram Carousel Video Ad

CVS Media Exchange

Social Ads
Static Story Ad

The story ad format for Facebook and Instagram allow you to showcase your product and brand message in full screen, allowing users to focus solely on your ad. Stories ads are a great way for brands to engage with people, as over half of Instagram users view stories daily.

Design Recommendations

Size: 1080x1920px (9:16)

Resolution: 1080x1080px min

Character limits: 125 characters

Must use end with CVS static end card
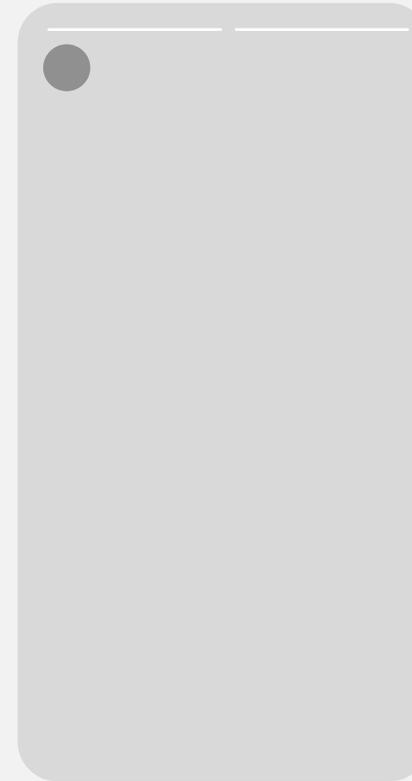
Technical Requirements

JPG format

Best practice: Use 20% or less text on image

Upload the highest resolution available that meets file size and ratio design limits for sound off
(Use text, graphics and captions whenever possible.)

Available CTAs include Shop Now; Learn More; Book Now; etc.

For character count and placement, see:
Copy Requirements

CVS Media Exchange

Social Ads

Video Story Ad

Design Recommendations

Video ratio: 9:16

Resolution: 1080x1080px min

Video length best practice: 15 seconds or shorter (but can be up-to 60 min)
Video captions are recommended
Video sound is recommended
Character limits: 125 characters

Must use CVS watermark throughout and end with CVS static end card

Technical Requirements

MP4 format

Max video file size: 4GB

Best practice: Use 20% or less text on image

Upload the highest resolution available that meets file size and ratio design limits for sound off
(Use text, graphics and captions whenever possible.)

Available CTAs include Shop Now; Learn More; Book Now; etc.

For character count and placement, see:
Copy Requirements

♥CVS

All videos must include the CVS end card.

CVS Media Exchange

Social Ads
Video Feed Ad

Video Feed Ad

Video ratio: 1:1; 16:9 (Desktop & Mobile); 4:5 (Mobile Only)

Video length best practice: 15 seconds or shorter

Co-Branding: Video must include **a CVS watermark overlay in bottom left corner AND CVS end card**

Technical Requirements

Use the MP4 format

Best practice: Use 20% or less text on image

Upload the highest resolution available that meets file size and ratio design limits for sound off

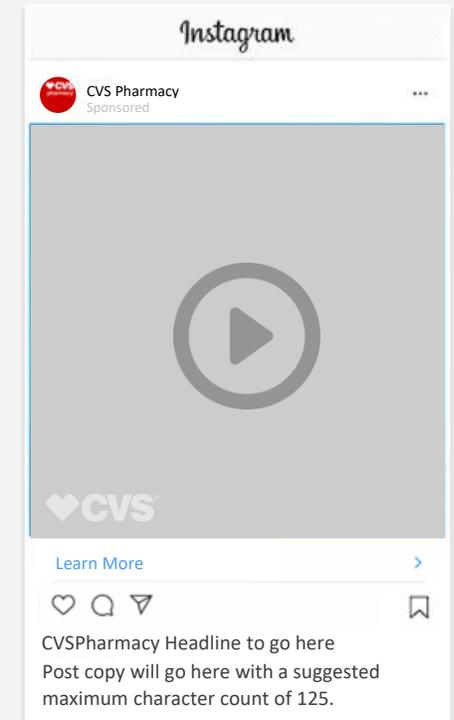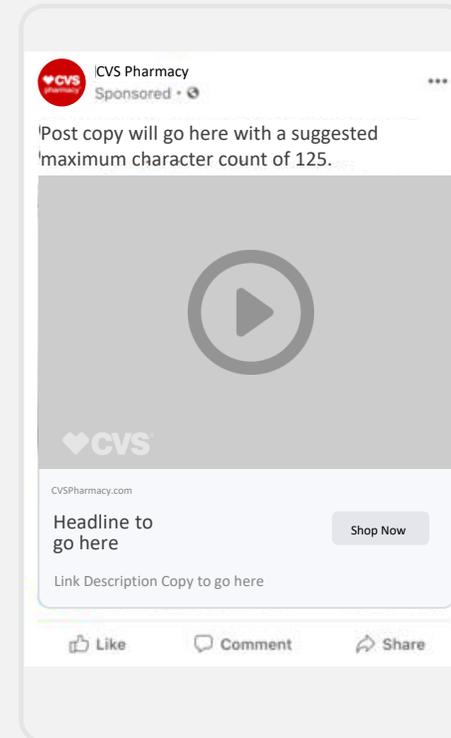Use text, graphics and captions whenever possible

For character count and placement, see:
Copy Requirements

See the latest Best Practices for:
Facebook Video Ads

Download templates

Facebook
Video Feed

CVS Pharmacy
Sponsored ·

Post copy will go here with a suggested maximum character count of 125.

CVSPharmacy.com

Headline to go here

Shop Now

Link Description Copy to go here

Like   Comment   Share

Instagram
Video Feed

Instagram

CVS Pharmacy
Sponsored

Learn More

CVSPharmacy Headline to go here
Post copy will go here with a suggested maximum character count of 125.

♥CVS

All videos must include the CVS end card.

CVS Media Exchange

Social Ads
Copy Requirements

Text Recommendations

Headline: 27 characters max

Post Copy: 125 characters max

Include your brand or product name in the first line and use relevant keywords to appear in search.

Keep text short, clear and concise in order to get your message across effectively

CTA button is sentence case (i.e., Shop now)

Images with less than 20% text perform better

In-Creative
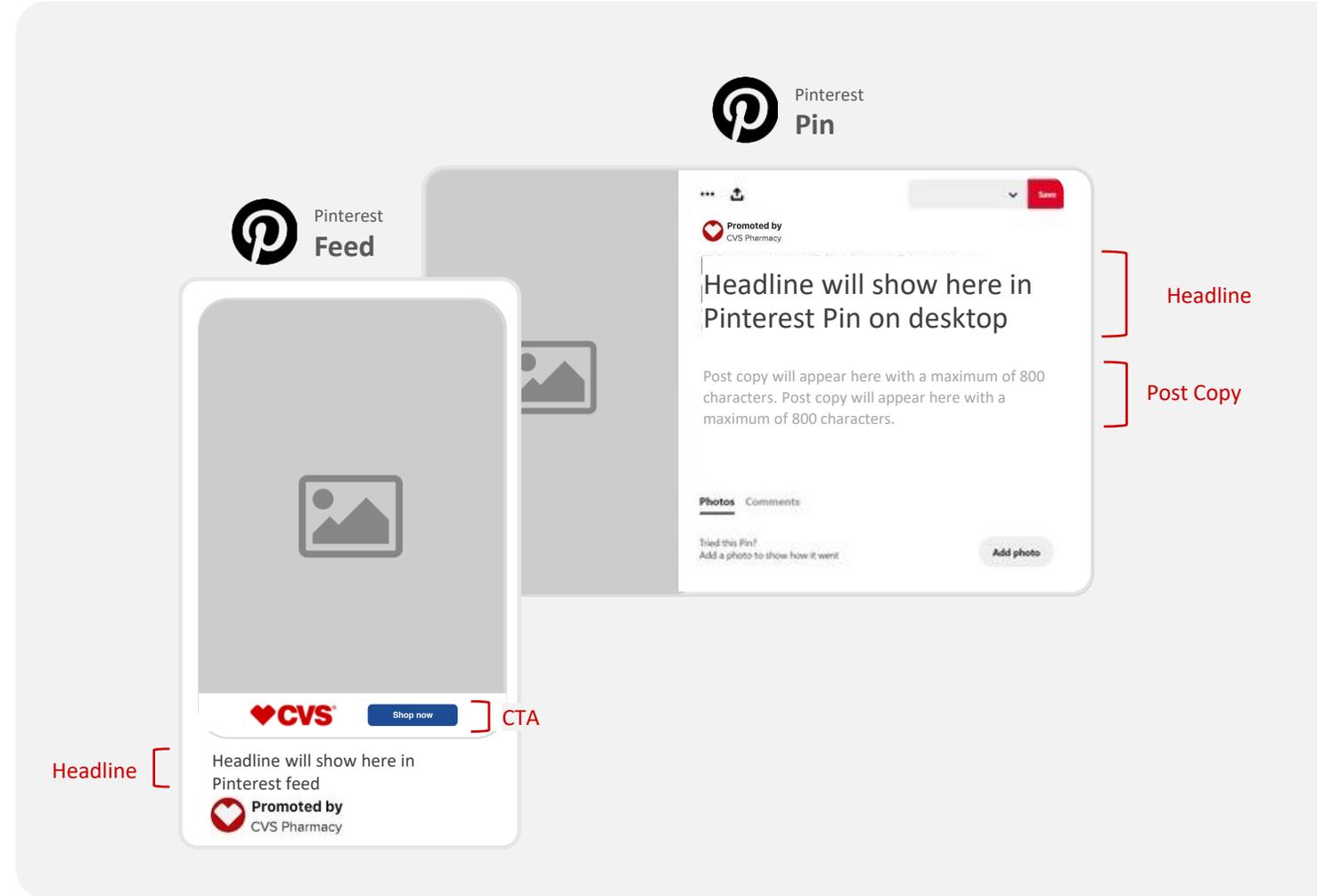
Disclaimer: Text Size (recommended) Min: 5pt Max: 10pt

Headline/Subhead: Text Size (recommended)

Min: 10pt Max: 22pt

Keep in mind: Ensure that your ads are easy to read by using fonts that are clear and a text size are legible.

See if your copy fits in the **Social matrix**

See the latest Best Practices for: Pinterest Video Ads

⤓ Download templates

Pinterest
Feed

Pinterest
Pin

Promoted by
CVS Pharmacy

Headline will show here in Pinterest Pin on desktop

Post copy will appear here with a maximum of 800 characters. Post copy will appear here with a maximum of 800 characters.

Photos   Comments

Tried this Pin?
Add a photo to show how it went   Add photo

Headline

Post Copy

♥CVS®   Shop now   CTA

Headline will show here in Pinterest feed

Promoted by
CVS Pharmacy

Headline

CVS Media Exchange®

Social Ads
Static Image Pin

Design Recommendations

Image size: 1000px x 1500px

Image size ratio: 2:3

Technical Requirements

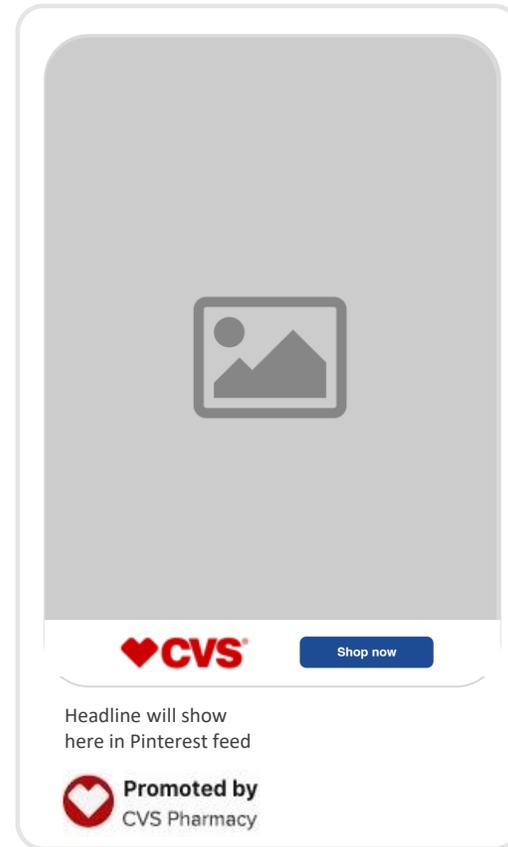Recommended image file type: PNG

Image maximum file size: 20MB

For character count and placement, see:
Copy Requirements

See the latest Best Practices for:
Pinterest Video Ads

Download templates

Leverage static pins for all objectives awareness, consideration and driving sales.

Good pins are visually appealing, with prominent branding and a call to action.

♥CVS   Shop now

Headline will show here in Pinterest feed

Promoted by CVS Pharmacy

CVS Media Exchange

Social Ads
Carousel Image Pin

Design Recommendations

Image size: 1080px x 1080px or 1000px x 1500px

Image size ratio: 1:1 or 2:3

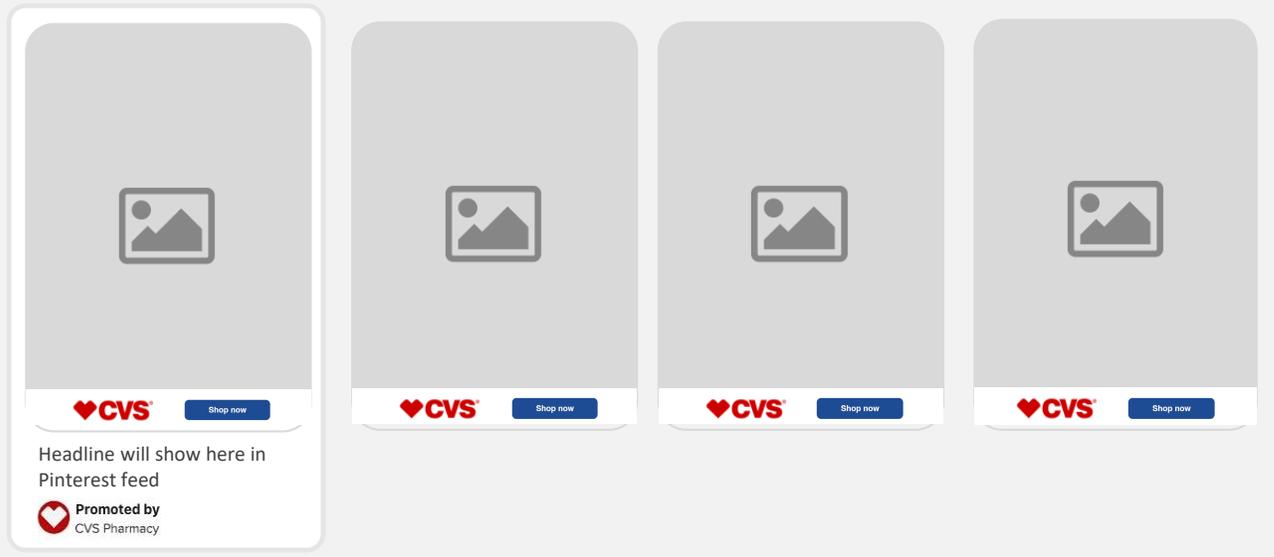Carousel must end with the CVS card

Technical Requirements

Recommended image file type: PNG

Number of Carousel Cards: 2 to 10

Image Maximum File Size: 32MB

Aspect Ratio Tolerance: 3%

For character count and placement, see:
Copy Requirements

See the latest Best Practices for:
Pinterest Video Ads

[↓ Download templates]

Showcase multiple images to drive consideration and highlight your product benefits.

♥CVS   Shop now

Headline will show here in Pinterest feed

Promoted by
CVS Pharmacy

CVS Media Exchange

Social Ads
Video Pins

Video Feed Ad

Video ratio: 1:1 (Square) 2:3 or 9:16 (Vertical)

Video length best practice: 15 seconds or shorter

Primary text: 40 characters max

Link description: 30 characters max

Co-Branding: Video must include a CVS stamp overlay AND a CVS end card.

Technical Requirements

Use the MP4 format

Max File Size: Up to 2GB

Best practice: Use 20% or less text on image

Upload the highest resolution available that meets file size and ratio design limits for sound off

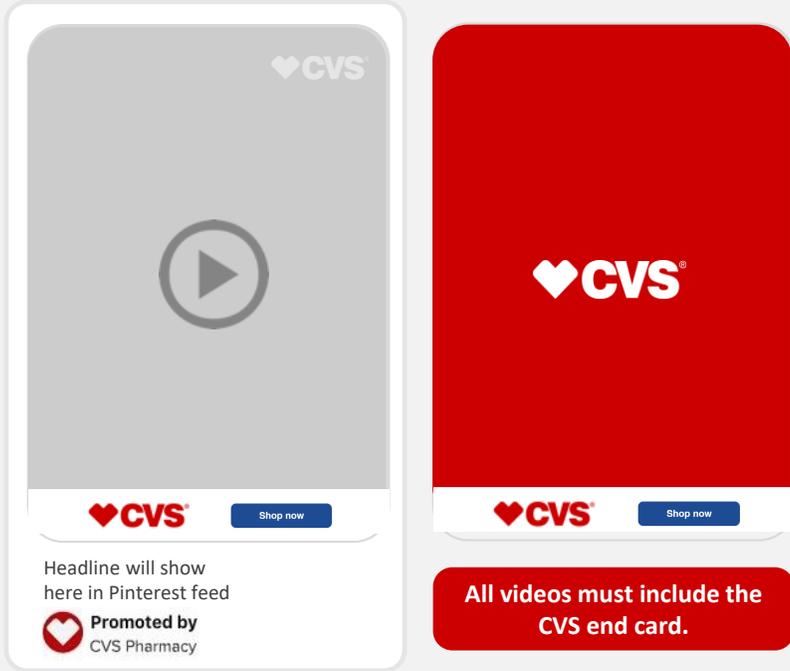Use text, graphics and captions whenever possible.

For character count and placement, see:
Copy Requirements

See the latest Best Practices for:
Pinterest Video Ads

[⬇ Download templates]

Headline will show here in Pinterest feed

Promoted by CVS Pharmacy

All videos must include the CVS end card.

Video Pins can tell the story of your product or service.

Don't rely on the audio to get the message across.

CVS Media Exchange.

Reddit x CVS Media Exchange (CMX) Creative Best Practices

Overview

1. Use text overlays to reinforce messaging visually.
2. Include your brand and product name in headlines.
3. Demonstrate product usage and clearly communicate features & benefits.
4. Highlight deals or limited-time offers to drive urgency.
5. Understand and respect Reddit culture – be real, not gimmicky.
6. Target mobile, desktop, in-feed and conversation placements in one ad group when possible (allowing for platform optimization and consistent campaign look/feel & messaging)
7. Use a mobile-first design approach for ad layouts.

CVS approved CTAs

Learn More	Shop Now
Order Now	Read More
Watch Now	Visit Store

Static Image Ad

1. Keep text minimal to prevent truncation across devices.
2. Ensure logo and key visuals are visible in all placements.
3. Avoid placing important elements near the edges to prevent cropping.

Video Ad

1. Show your logo within the first 3 seconds of video.
2. Conversation and feed on desktop and mobile web: The video plays on click.
3. Compact view on desktop and mobile web: Redditor is taken to the landing page.
4. Add closed captions for sound-off viewing.

Copy (See page 76 for copy examples)

1. When targeting in-feed and conversation in one ad group, keep headlines under 150 cc.
2. If breaking out placement by ad group, use the longer 300 cc headline for in-feed placement.
3. Use your brand name to boost conversion and CPA performance.
4. Speak directly to users using "you" and "your".
5. Ask a question.
6. Create urgency – use time-sensitive language.
7. Mention price points – transparency drives intent.
8. Use an authentic first-person voice.
9. Support with data – Redditors love informative content.
10. Use Redditisms (e.g., "TIL", "ICYMI") to connect with the community.
11. Mention Reddit or subreddits authentically, but avoid implying endorsements.
12. Call-to-Action: Include clear CTAs in both headlines and creative assets telling users what you want them to do
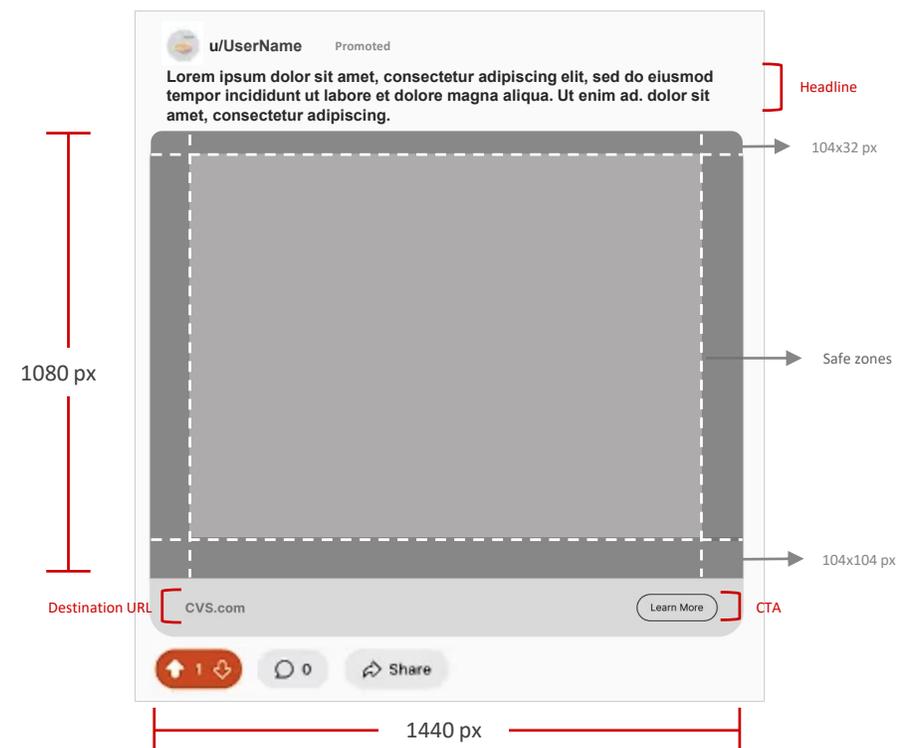
Static Image Ad Specs

Text

Headline	300 characters **Recommended:** ≤ 150 characters
Destination URL	268 characters
Display URL	100 characters **Note:** This must match your destination URL's domain (e.g., CVS.com)
Call to action	Choose from CVS approved CTA

Image

File type	JPG, PNG, or GIF
Maximum file size	3 MB

See conversation page for the optional thumbnail conversation specs.

u/UserName   Promoted

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad. dolor sit amet, consectetur adipiscing.

Headline

104x32 px

Safe zones

104x104 px

1080 px

Destination URL   CVS.com   Learn More   CTA

1440 px

CVS Media Exchange.

![reddit](reddit logo)

Video Ad Specs

Text

Headline	300 characters **Recommended:** ≤ 150 characters
Destination URL	268 characters
Display URL	100 characters **Note:** This must match your destination URL's domain (e.g., CVS.com)
Call to action	Choose from CVS approved CTA

Image

File type	MP4 or MOV (ProRes not supported)
Maximum file size	1 GB
Maximum frame rate	30 FPS
Resolution	1440x1080, 1920x1080
Length	2 seconds to 15 minutes **Recommended:** 5–30 seconds

reddit
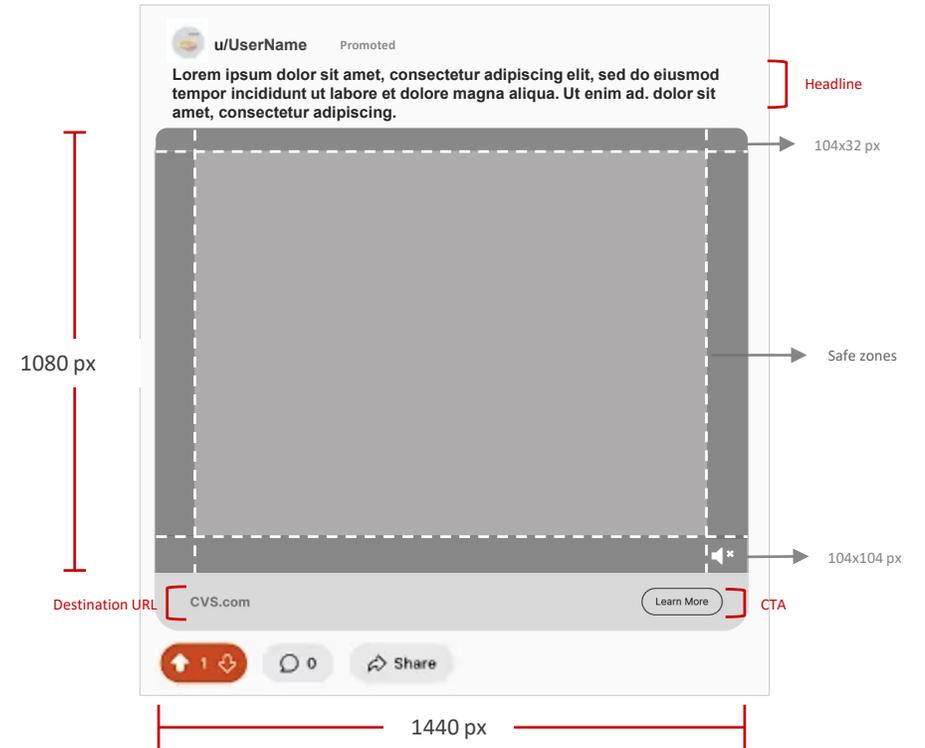
Carousel Ad Specs

Text

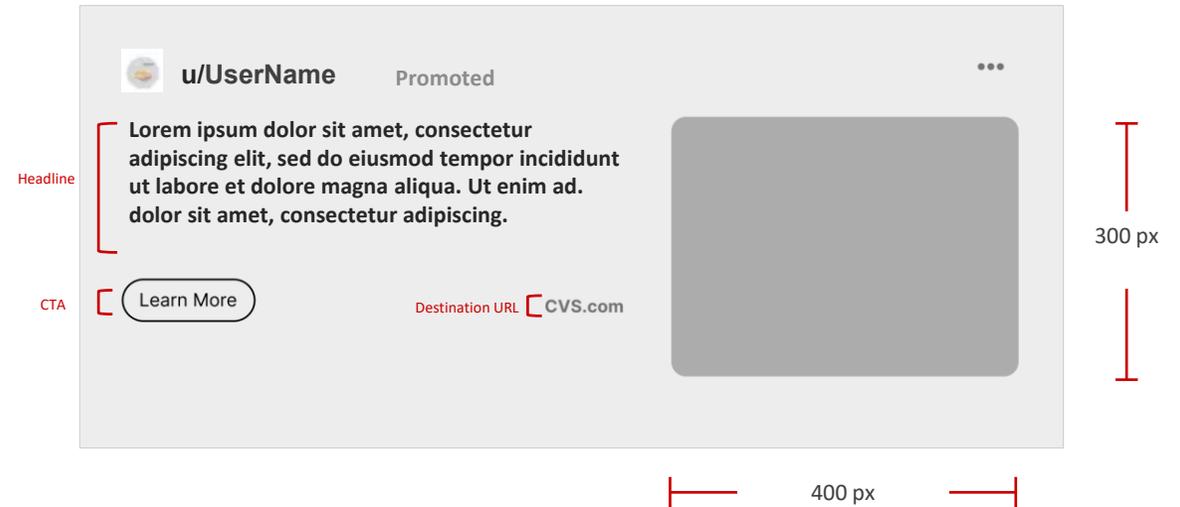|	Maximum length	Quantity
Headline	300 characters **Recommended:** ≤ 150 characters	1
Destination URL	268 characters	1 for each image
Caption	50 characters	1 for each image
Display URL	100 characters **Note:** This must match your destination URL's domain (e.g., reddit.com)	1 for each image

Image

Required files	2–6
File type	JPG, PNG, or GIF
File size	**GIFs:** 3 MB **Other file types:** 20 MB
Recommended GIF length	3–10 seconds
Call to action	Choose from CVS approved CTA

u/UserName   Promoted

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad. dolor sit amet, consectetur adipiscing.

Headline

104x32 px

1080 px

Safe zones

104x104 px

Lorem ipsum dolor sit amet, consecteture adipiscin.
CVS.com

Learn More

Caption
Destination URL

CTA

1440 px

CVS Media Exchange®

reddit
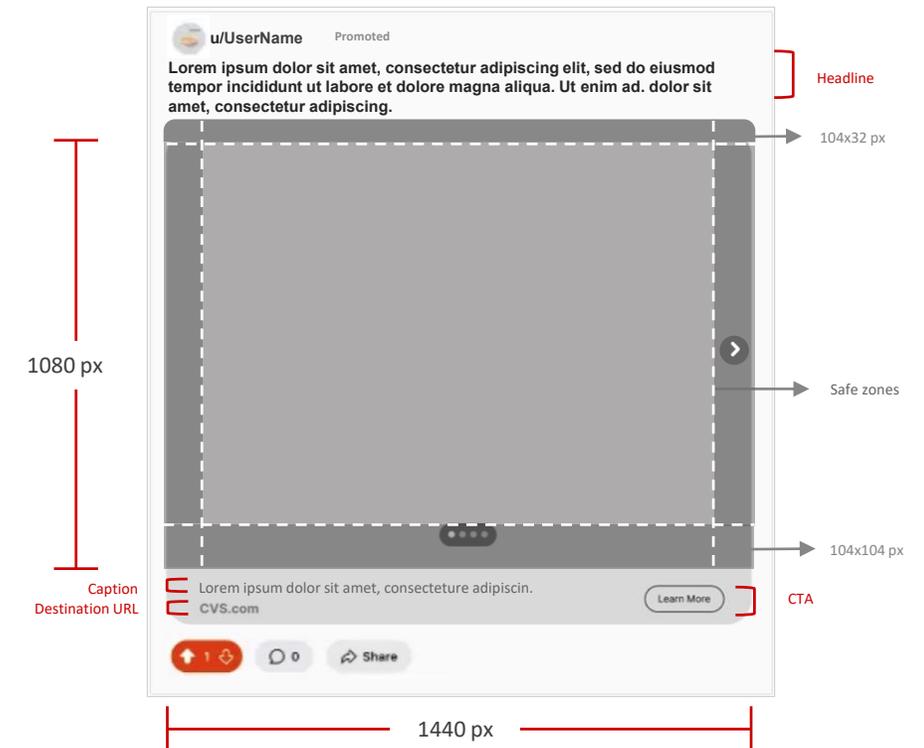
Conversaton Ad Specs

File type	JPG, PNG, or GIF (will be converted to a still image)
Maximum file size	500 KB

u/UserName Promoted

Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad. dolor sit amet, consectetur adipiscing.

CTA   Learn More   Destination URL CVS.com

300 px

400 px

CVS Media Exchange

Ad Unit Types & Copy References

Image Ad

Video Ad

Carousel Ad

Recommended: Ad Units can be displayed in conjunction with Thumbnails to ensure optimal user engagement and visual consistency.

Conversation Ad

Conversation Ad

Conversation Ad

← Thumbnails

Video Ads
Programmatic Videos

Always upload a source file with the highest possible specifications you have available so that Campaign Manager can transcode the asset into as many serving files as possible. The platform will automatically create various versions of the video to scale down, so only one video asset is needed per creative. We recommend you use a high-definition video that meets the following requirements:

Video

File format: MOV or MP4

Dimensions: Landscape/horizontal (any one of these sizes will work) 1280px x 720px, 1920px x 1080px, or 1440px x 1080px

Aspect ratio: Landscape/horizontal 16:9 or 4:3

End Card: Must be viewable for a minimum of 3s

Portrait/vertical: 9:16 or 3:4

Codec: H.264

Frame rate: 23.98 or 29.97

Bitrate: At least 20Mbps

Length: 15 or 30 seconds

File size: Up to 1GB
(per the Campaign Manager file size limit)

Black bars: No black bars

Letterboxing: No letterboxing

See the latest Best Practices for:
Guidelines for Video Creative

↓ Download templates

Audio

Codec: PCM (preferred) or AAC

Bitrate: At least 192kbps

Bit: 16 or 24 bit ONLY

Sample rate: 48kHz

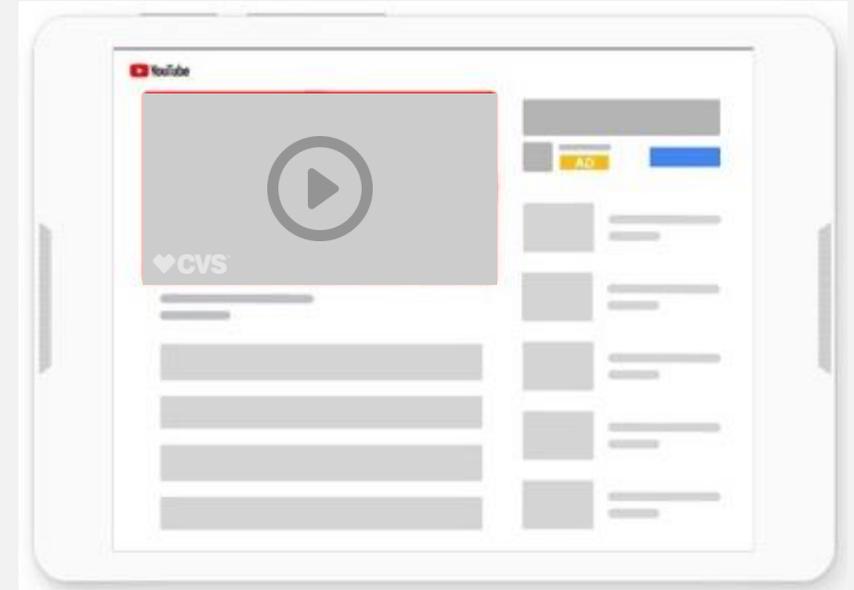Audio settings: Required

Content Requirements

Must end with CVS end card

CVS end card must be viewable for 3 seconds minimum

Must have a CVS watermark throughout

Most video inventory has the same content requirements as standard creatives

♥CVS

All videos must include the CVS end card.

CVS Media Exchange®

Video Ads
YouTube

TrueView in-stream ads

File format: MP4
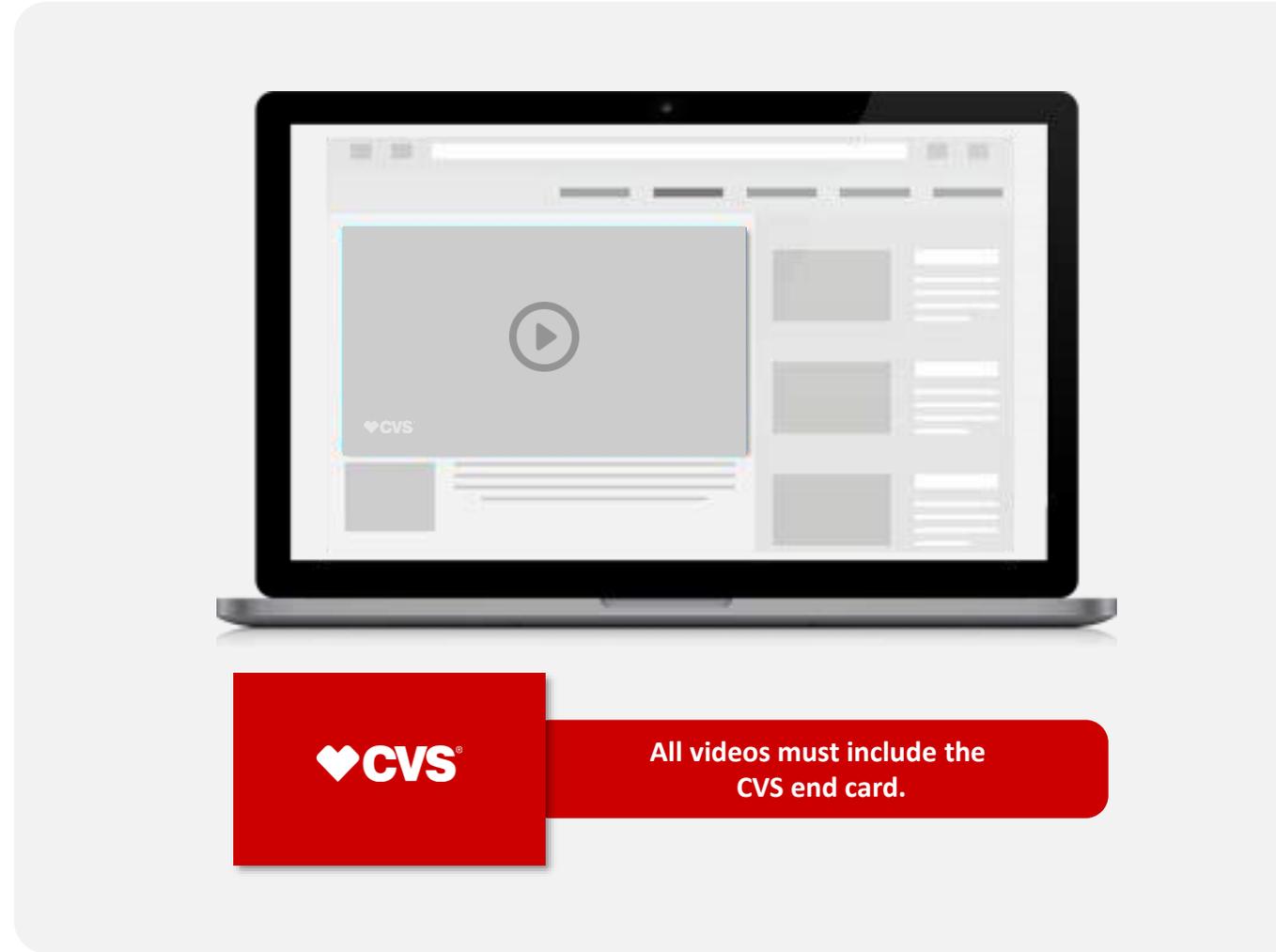
Aspect ratio: 16:9

Length: 15 second max recommended

Co-Branding: CVS watermark must be on all frames in the lower left-hand corner and the CVS logo end card must be visible for a minimum of 3 seconds

Can be encoded to:

2160p: 3840x2160	480p: 854x480
1440p: 2560x1440	360p: 640x360
1080p: 1920x1080	240p: 426x240
720p: 1280x720	

CTA: A matrix will need to be created to support the Call to Action and Headline text. PM to handle (10 and 15 characters, respectively)

See the latest Best Practices for:
Video display Ads

Download templates

All videos must include the CVS end card.

CVS Media Exchange

Video Ads
YouTube Bumper

Bumper ads are a short video ad format designed to allow you to reach more customers and increase awareness about your brand by using a short, memorable message. With videos of 6 seconds or less, bumper ads let you reach people with bite-sized messages, while providing a minimal impact on their viewing experience.

TrueView in-stream ads

File format: MP4

Aspect ratio: 16:9

Length: 6 second max

Co-Branding: CVS watermark must be on all frames in the lower left-hand corner

Preferred video codec: H.264, MPEG-2 or MPEG-4
Preferred audio codec: MP3 or AAC
Resolution: 640 pixels by 360 pixels or 480 pixels by 360 pixels recommended
Frame rate: 30 FPS
Maximum file size: 1GB

See the latest Best Practices for:
Video Bumper Ads

[↓ Download templates]

CVS Media Exchange.

Video Ads
Connected TV

Connected TV refers to premium content streaming through apps, either 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, it's time to rethink video advertising. Run the same ads you'd run on cable with the advanced targeting of digital advertising.

Please refer to the submission requirements on the next page.

↓ Download templates

CVS Media Exchange

Video Ads
Connected TV

Mezzanine Video

File format: MP4

Resolution: 1920x1080

Length: 15 second max recommended

Bitrate range: 15,000-30,000

Max file size: 10 GB

Frame rate: 23.98-29.97* (must be consistent throughout)

Audio sample rate: 48 kHz

Co-Branding: Video must include CVS watermark in the bottom left corner and CVS logo end card visible for at least 3 seconds

Max file size is determined by multiplying the duration of the media by its bitrate (e.g., 30 seconds x 15,000 kbps = 450mb or 0.45gb).

Frame rate is simply how many frames are played per second. Telecine refers to footage that has been converted from its native or source rate (e.g., 24 frames per second) to broadcast or another rate by inserting a duplicate frame every fourth frame, or by blending or interlacing every third frame together.

*Constant frame rate required. No telecine, interlacing or duplicate frames.

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.**

[↓ Download templates]

CVS Media Exchange.®

Premium Audio
Pandora
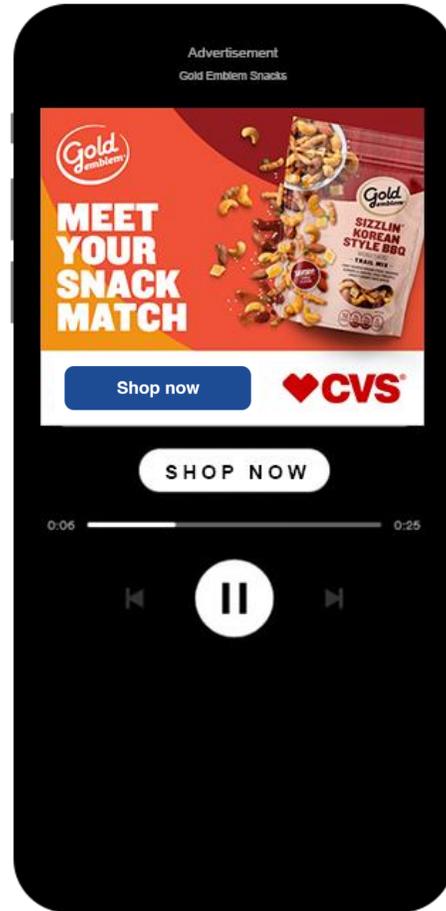
Audio :

File format: MP3

Bit rate: 320 kbps

Sample rate: 44.1 kHz

Max file size: 2.2MB (up to VAST 4.0 supported)

Length: 15s or 30s

Display Ad for Audio :

Dimensions: 300x250

Trafficked file type: JPG, PNG, GIF, or 3rd party tag (static companions only, no HTML)

Max file weight: 100kb

CVS Media Exchange

Premium Audio
Spotify
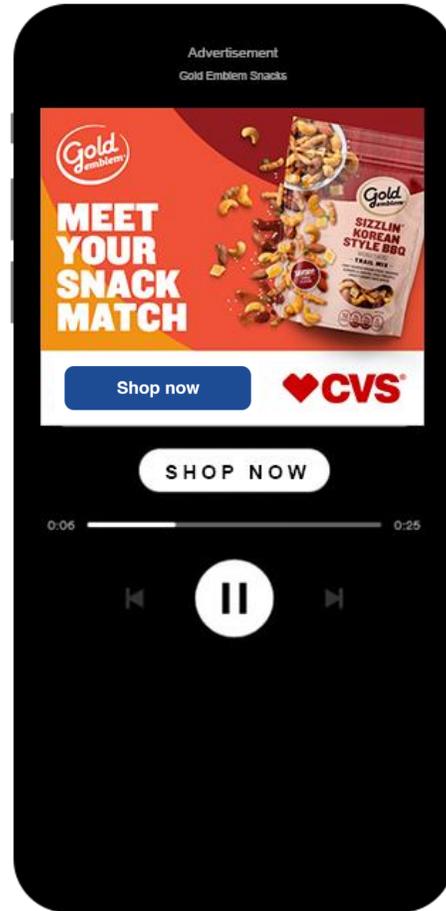
Audio :

File format: .OGG

Bit Rate: 198 bps

Sample rate: 44.1 kHz

Max file size: 500 MB (up to VAST 2.0)
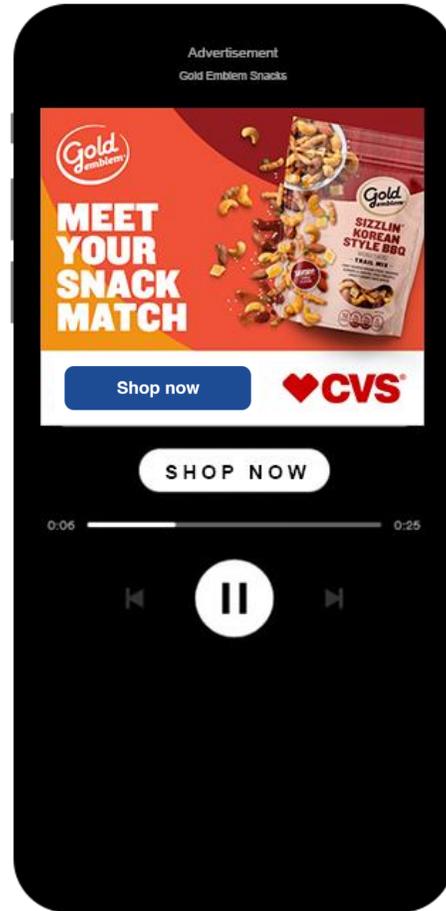
Length: up to 30s

Max number of words: 65 words for 30s

Display Ad for Audio :

Dimensions: 300x250

Trafficked file type: JPG

Tagline character limit: 40 Characters

Premium Audio
iHeartRadio

Audio :

File format: MP3, WAV, WMA, or .OGG Bit rate: at least 128 bps

Sample rate: 44.1 kHz

Max file size: 500 MB (up to VAST 2.0)

Length: 15-60s (15 and 30 most used)

Display Ad for Audio :

Dimensions: 300x250
Trafficked file type: 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.

CVS Media Exchange®

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 (HCFSA)-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, replace the banner disclaimers with "Click for more details" then simply add the full legal disclaimer to the CLP.

Badges & Offer Dots

Win with the New badge

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.

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

Do

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

Do NOT

- Apply colors other than CVS red and white to the badge
- Stretch or proportionally alter the artwork
- Change the badge orientation
- Allow photography or color fields other than red or white to fill the badge
- Reduce the badge diameter below 1/2 inch
- Apply shadows, glow effects, filters, textures or outlines
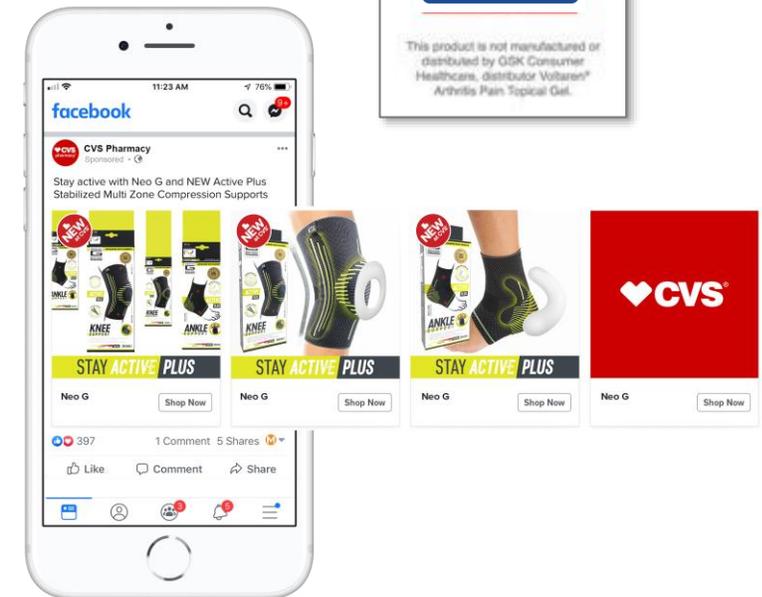- Place on busy photographs or patterns

Badge Options

Onsite Example

Red Badge   **White Badge**

Circular Example

Social Example

CVS Media Exchange

BOPIS

Buy Online, Pick Up in Store

This is an exciting way for customers to shop CVS. Designed for real life and built for ease. Whether you're on the go or planning ahead, BOPIS lets you order online and pick up in store for free, with no minimums and orders ready in as little as an hour. It's convenient, discreet, and removes the guesswork from getting what you need - because when life moves fast, we're here to take care of you.

Do

- Lead with the offer dot in the upper left of the layout when possible and give it prominence
- Let the offer dot interact with silhouetted product when possible, to create a more dynamic layout
- Use icon sparingly, it should not be the focal point

Do NOT

- Apply colors other than CVS red and white to the offer dot or icon
- Stretch or proportionally alter the artwork
- Change the offer dot or icon orientation
- Allow photography or color fields other than red or white to fill the badge
- Reduce the icon or offer dot diameter below 1/2 inch
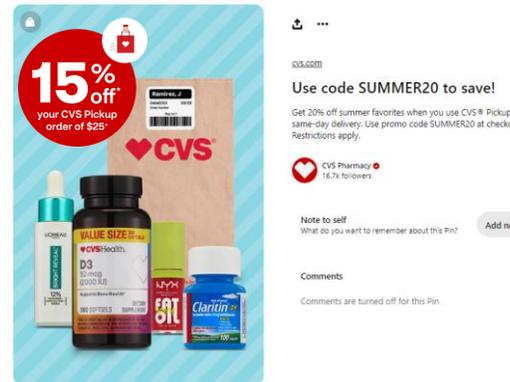- Apply shadows, glow effects, filters, textures or outlines

Icon Options

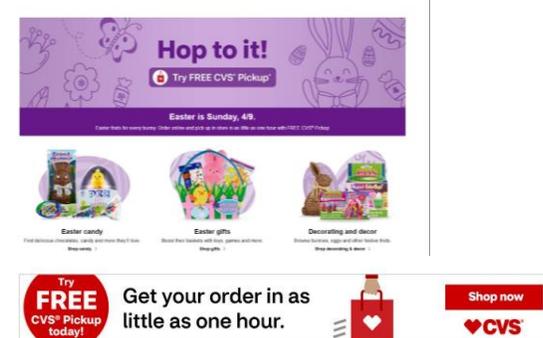**Red Icon**   **White Icon**

Offer Dot Examples

Social Example

Onsite Examples

Offsite Examples

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: 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.

CVS Media Exchange

Badges & Offer Dots
Offer Dots

Need a custom offer dot made for your campaign?
CMX will gladly create one for you, just let your campaign manager know.

spend $50
Get **$15** ExtraBucks Rewards®

Do

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

Do NOT

- Apply colors other than CVS red and white to the dot
- Stretch or proportionally alter the artwork
- Change the dot orientation
- Allow photography or color fields other than red or white to fill the dot
- Reduce the dot diameter below 1/2 inch
- Apply shadows, glow effects, filters, textures or outlines
- Place on busy photographs or patterns

Offsite Example

Social Example

Onsite Example

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.

CVS Media Exchange®

Beauty Unaltered
Overview

Changing Nothing
Can Change Everything

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.

Our Pledge to Transparency

We made a promise
A promise to always represent beauty as it truly is — real and unaltered. It's our commitment to you.

We made a mark
Our Beauty Mark appears on photos of models that have not been thinned, smoothed or digitally altered.

We made a change
We're taking part in a movement to change the industry, and we've asked our partner brands to join us.

Now is the time to look at beauty through a mental health lens

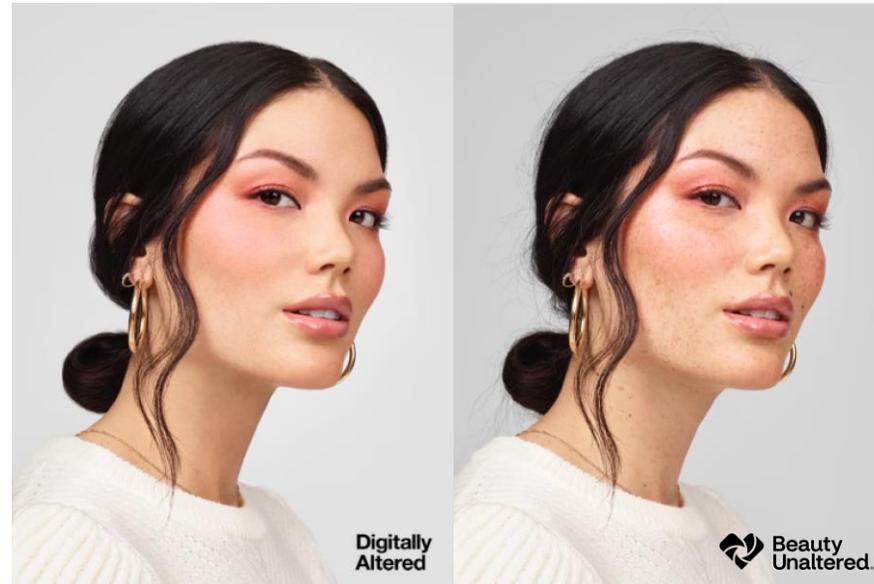| 45%	71%	85%
45% of women use filters to alter their appearance on video calls.	71% of women say it's impossible not to compare themselves to others online.	85% of women wish there was more transparency in the sharing of beauty imagery.

That's why we've set a new standard of beauty — real and transparent.

Digitally Altered

Beauty Unaltered.

Beauty Unaltered™

100% Beauty Image Transparency
All of our beauty imagery is labeled, unaltered or otherwise.

CVS Media Exchange®

Beauty Unaltered
When to use

The "CVS Beauty Mark" is used to highlight imagery that HAS NOT been digitally altered. All beauty imagery should be unaltered and labeled.

Beauty Unaltered

Digitally Altered

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

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
- Campaign Pages
- Social Media
- Apps

CATEGORIES that require the Beauty Mark:
The product that is being marketed must fall within the beauty or personal care categories listed below.

Beauty:

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

Personal care:

- Hair Care
- Hair Color
- Hair tools and accessories
- Deodorant
- Oral care
- Shave (including beard care & female hair removal)

CVS Media Exchange

Beauty Unaltered

How to use | Image Approval

Beauty Unaltered™

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

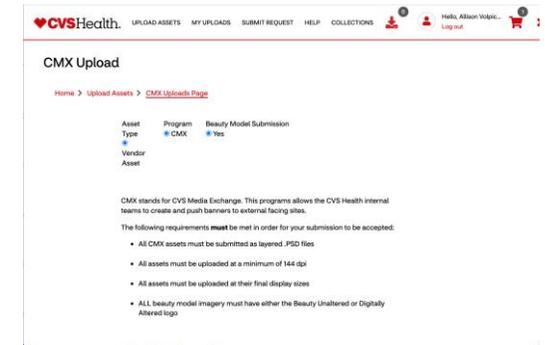CVS Beauty Unaltered team will review

---

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
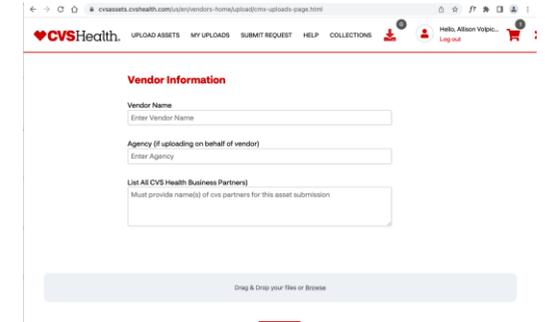
48-72 hrs

Submit images here: https://cvsassets.cvshealth.com/us/en/external.html
Request access here: CVSDAMSupport@CVSHealth.com

CVS Media Exchange®

Beauty Unaltered

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

Image Output

Image Submission & Approval

CMX Specs Landing Page

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

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

Creative Examples:

Landing Page Example:
If full Beauty Mark is used in the hero module, the following modules only need the beauty heart

Social Carousel Example:
If full Beauty Mark is used in the first card, the following cards only need the beauty heart

Banner Examples:

Thank you.

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