

RITCHIES DIGITAL ASSETS SPECIFICATIONS

Please select the assets listed below based on your purchased package or after discussing with the buyer which assets are included in your promotion. Assets will be scheduled one time for the promotion period unless otherwise agreed upon with the buyer.

ASSET	WIDTH px	HEIGHT px	dpi	File Type
WEB BANNER For competition promotions, please select the homepage web banner. For all other promotions, please select the lower web banner.				
Homepage Web Banner	2733	614	72	JPG
Lower Web Banner	2000	449	72	JPG
e-Comm site Web Banner	2733	614	72	JPG

FACEBOOK Please choose one option from the list below.

Facebook Post - Image	1080	1080	144	PNG
Facebook Post - Video	1080	1080	-	MP4
Facebook Post - Video 16:9	1920	1080	-	MP4
Facebook Post - Video 9:16	1080	1920	-	MP4
Facebook Post - GIF	1080	1080	72	GIF

SPECIFIC ASSET GUIDELINES

CFD Screen - Max file size 1 MB	365	600	72	JPG
eDM Banner - Max file size 10 MB	650	400	144	PNG

ENTRY PAGE BANNER Applicable only for competition promotions.

Entry Banner	600	400	72	JPG
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APP TILES Both sizes are required.

App Tile	1080	1160	72	PNG
App Tile	480	480	72	PNG

IN-STORE DIGITAL SCREENS Please select one orientation. Horizontal assets are preferred.

In-store Digital Display Screen 16:9	1920	1080	72	JPG
In-store Digital Display Screen 9:16	1080	1920	72	JPG

YOUTUBE

YouTube Network Ad Video 16:9	1920	1080	-	MP4
YouTube Network Ad Video 9:16	1080	1920	-	MP4

LINKEDIN

LinkedIn Post Image	1200	627	144	JPG
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RITCHIES LOGOS

RITCHIES 

RITCHIES 

RITCHIES 

RITCHIES 

RITCHIES  LIQUOR

RITCHIES  LIQUOR

RITCHIES  LIQUOR

RITCHIES  LIQUOR

Logo should not be skewed/distorted. Please take care if resizing.