

Specification

Dimensions:

- **Width:** 328px
- **Height:** 157px
- **Top:** 472px
- **Left:** 19px
- **Radius:** 16px

Creative Export:

- Export the creative in 3X resolution - After export creative **size - 984x471. Share the creative in 984x471.**
- Share the final output as a PNG file.

Text Guidelines:

- **Header:**
 - Font: Proxima Nova
 - Font Size: 17
 - Style: Extra Bold
 - Character Limit: 36 (including spaces)
 - Case: Title Case
 - Maximum of 2 lines
- **Subtext:**
 - Font: Proxima Nova
 - Font Size: 13
 - Style: Regular
 - Character Limit: 36 (including spaces)
 - Case: Sentence case
 - Maximum of 2 lines

Imagery and Logo Placement:

- Place the imagery on the right, occupying 30% of the design space.
- Position the brand logo at the top right corner.

Ensure all elements adhere to these specifications for consistency and optimal visual appeal.

Creative examples for reference

**Get Papa perfect gifts
on Instamart**

Coz "Papa Kehte Hain",
he doesn't want gifts.

SHOP NOW

A promotional banner for Instamart featuring a man in a blue suit and sunglasses, holding a microphone and pointing towards the viewer. The background is purple with a subtle pattern. The text is in white and purple. A small white heart icon is next to the 'SHOP NOW' button.

**Amongst
Top 3 most-watched
shows ever**
on Prime Video India

WATCH NOW

amazon prime

A promotional banner for Amazon Prime Video India featuring a man in a red and black checkered shirt, looking serious. The background is a textured, brownish-gold color. The text is in black and red. The Amazon Prime logo is in the top right corner. The word 'PANCHAYAT' is written in yellow at the bottom right.