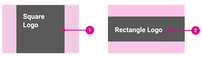
Marketplace asset guide

Adslot.Publisher

Logo Guide

It's important for us ensure publisher, site logos are recognizable and applied consistently across all areas of the Adslot marketplace and platform.

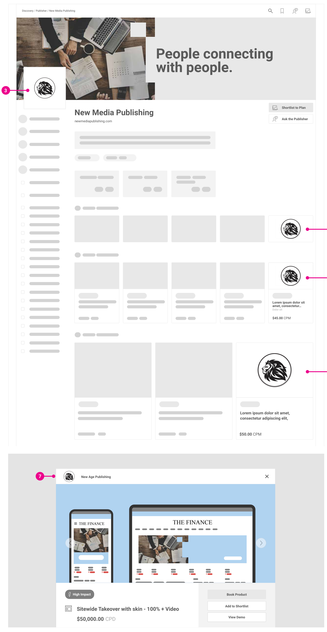
- **Image size 350x220px**
- **NO BLEED**
- **Format PNG or JPEG**
- **White background**



1. Square and circle logos should be scaled to fit without bleed and then centered vertically within a 350x220px size image file (PNG, JPEG).

2. Rectangular logos should be scaled to fit without bleed and then centered horizontally within a 350x220px size image file (PNG, JPEG).

3. Page logo
4. Small tile
5. Standard tile
6. Large tile
7. Product details



Original file size

The file size required by user to upload 350x220px. This size will ensure the logos are proportionally and are applied consistently across the marketplace

Small Tile

Scale uploaded logo image proportionally within tile specified padding. Image 142x90px

Standard Tile

Scale uploaded logo image proportionally within tile specified padding. Image 142x90px

Large Tile

Scale uploaded logo image proportionally within tile specified tile padding. Image 245x145px

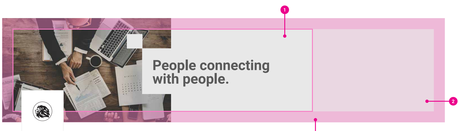
Product Detail Header

Scale uploaded logo image proportionally within tile specified tile padding. Image 73x45px

Marketplace Banner, Tile Guide

Publisher, site and collection banners help give better context to your brand. They are useful in extending your brands' language Eg. tagline, a descriptive heading and an image.

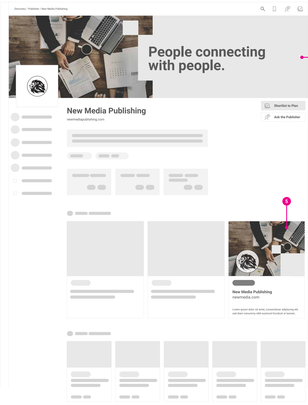
- **1366 x 375px min. viewable size**
- **1920 x 375px max. viewable size**
- **2020 x 475px image including bleed.**
- **Format PNG or JPEG**



1. 1366 x 375px minimum size
viewable area of a banner image. Ensure your image and copy is visable within this area

3. 2020 x 475px image with bleed.
Recommended image file size PNG or JPEG

4. Header image available for Publisher, Site and Collection pages. Each page with a unique URL.



Showcase Tile Image

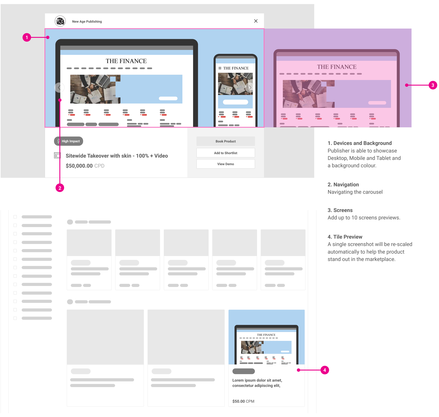
5. Showcase tile helps publishers, sites, collections and products standard out and extend their brand in the marketplace.

6. 348 x 250px minimum size
viewable area ensures your image and copy is visable within this area.

7. 408 x 310px maximum size
Recommended image file size PNG or JPEG

Product Carousel Preview

Product preview carousel allows the publisher to showcase position and devices available for a product. The carousel will appear at the top of the product details.



1. Devices and Background
Publisher is able to showcase Desktop, Mobile and Tablet and a background colour.

2. Navigation
Navigating the carousel

3. Screens
Add up to 10 screens previews.

4. Tile Preview
A single screenshot will be re-scaled automatically to help the product stand out in the marketplace.

Desktop size

- Image with bleed 665 x 430px

- Viewable area 605 x 370px

Tablet size

- Image with bleed 610 x 405px

- Viewable area 550 x 345px

Mobile size

- Image with bleed 240 x 385px

- Viewable area 180 x 325px

Ensure the position of the ad space is within the viewable area