

Dear Retailer,

TEXT CAPTIONS (complete this for each image):

Image file name	
Headliner	
Body text	
Start Date	
End Date	
Price (if applicable - eg was \$xx now \$xx)	
Hashtags	
Terms & Conditions	
Earliest Post Date	
Other info / comments (if applicable)	

IMAGE GUIDE:

- We recommend images 800 x 800px to guarantee being featured on all channels of media. Other sizes can be sent as we create the artwork in-house.
- Product or lifestyle images accepted
- Images should have **no text** - We will add text in the caption or as part of our social media design. Images with text may be cropped or we may find an alternate image.
- If you want to submit multiple images for each offer, we will use as many as we can eg. carousel posts
- If you want us to help create a product image, provide the item electronically directly to Karla (karla@acuream.com.au)

DIGITAL MARKETING CHANNEL DETAILS:

Instagram

- Recommended Size & Ratio: Square 800px X 800px
- Content may feature on our story, in a video or as a normal post or part of a paid advertising

Facebook

- Recommended Size & Ratio: Landscape 800 px X 800px
- Content may feature on our story, in a video, as a normal post or part of a paid advertising
- If no image asset is presented and **upon request**, we use professional Stock Image (these are purchased images online) that best represents your offer if we cannot find something online through your website, highlight your communicated offer the in caption adding the T&C's of offer.