

# Retail Bar

The Retail Bar ad sits at the bottom of the page, whether a user scrolls the page or resizes the window. The ad serves as a constant access point for users to engage with brands. While page content is always accessible, the ad can be closed at any time.

## Dimension

**Collapsed** 430w by 50h pixels

## Navigation Bar

**Product List Images** 260w by 65h pixels

**Logo** 85w by 80h pixels

## Expanded Content Unit

**Header Images** 780w by 55h pixels

**Product Display** 710w by 225h pixels

## File Size

**Image** 80kB max

**Video** 2MB max

## File Format



## Animation & Looping



15 sec max

## Leadtime



7 days

- Logo must be present at all times
- Animation and call to action can be displayed
- Animation must start and end with logo

