

ORGANIC SOCIAL POST

One sponsored post distributed organically across SpaRetailer's social channels.

WHAT'S INCLUDED

- One cross-platform sponsored post
- Organic, unpaid distribution
- One sponsor link and call to action

TECHNICAL REQUIREMENTS

PRIMARY IMAGE

1,080 × 1,080 px square or 1,080 × 1,350 px portrait

HEADLINE

25 characters maximum

LINK DESCRIPTION

30 characters maximum

FORMAT

JPG or PNG - RGB

POST COPY

500 characters maximum

ACCOUNT TAGS

90 characters maximum

MATERIALS NEEDED

- Final square or portrait image
- Headline (25 characters maximum)
- Post copy (500 characters maximum)
- Link description (30 characters maximum)
- Destination URL
- Social accounts to tag (90 characters maximum)

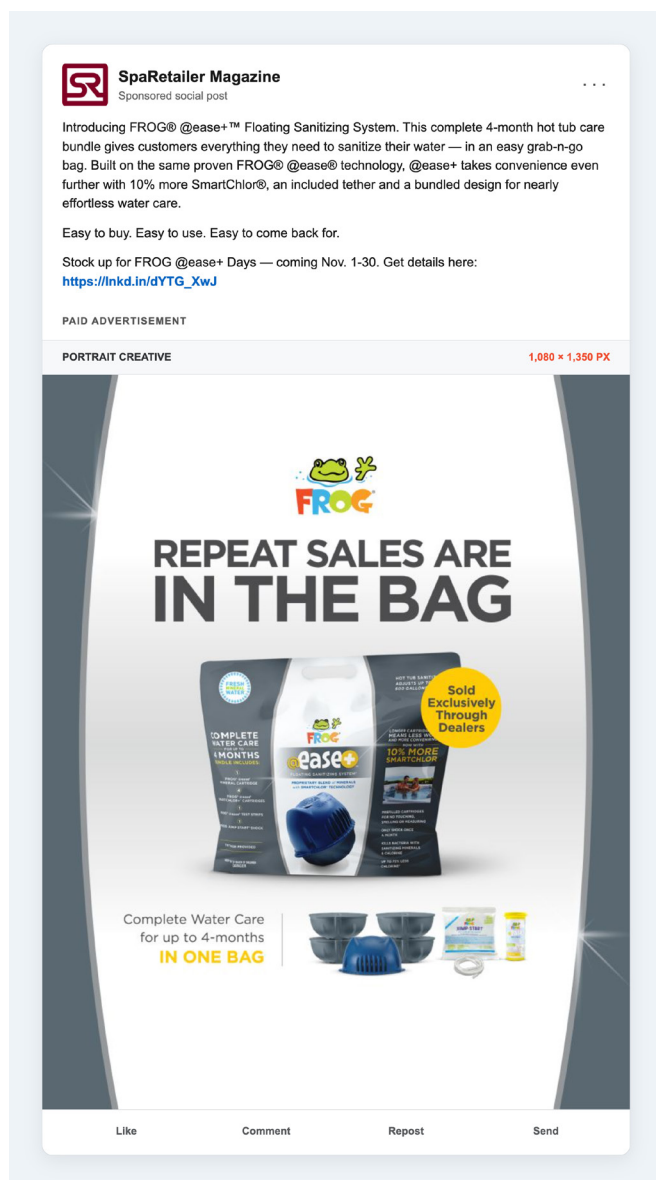
Before you submit

Keep text inside the image concise and mobile-friendly.

SpaRetailer adds the paid-advertisement disclosure where required.

EXAMPLE

LinkedIn post layout showing advertiser-supplied copy, destination link, disclosure and portrait creative.



LinkedIn post layout

FROG @ease+

ADVERTISER PROVIDES

POST COPY

Introducing FROG @ease+ Floating Sanitizing System. This complete 4-month hot tub care bundle gives customers everything they need to sanitize their water - in an easy grab-n-go bag. Built on the same proven FROG @ease technology, @ease+ takes convenience even further with 10% more SmartChlor, an included tether and a bundled design for nearly effortless water care.

Easy to buy. Easy to use. Easy to come back for.

Stock up for FROG @ease+ Days - coming Nov. 1-30. Get details here:

DESTINATION URL

https://lnkd.in/dYTG_XwJ

CREATIVE

1,080 × 1,080 px square or 1,080 × 1,350 px portrait

ACCOUNT TAGS

Provide the advertiser accounts SpaRetailer should tag.

SPARETAILER ADDS

Paid Advertisement disclosure and final platform formatting.

READY TO SUBMIT?

Submit materials at sparetailer.com/submit-your-artwork/
Questions: production@kendrickcontent.com