

# Walmart

Display advertising  
creative guidelines



# Copy formatting and badging



## Formatting guidelines

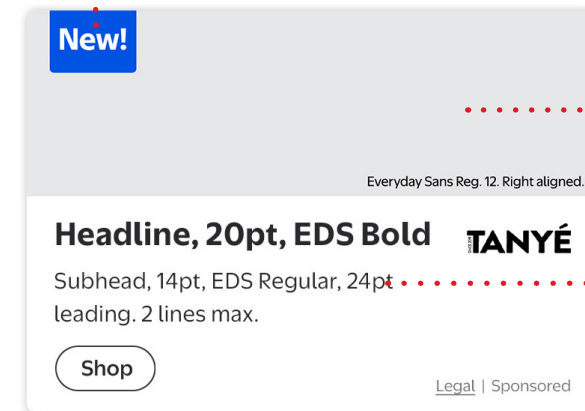
In live copy elements ALL CAPS and *italics* are not permitted. Please adhere to character count limits for each module. In the vendor branded creative image area, formatting guidelines do not apply.

Headline is mandatory and does not have punctuation. Subhead is mandatory and does have punctuation.

The messaging of Deals/Sale and Pricing are not permitted.

“New!/Nouveauté!” badging is permitted only within 90 days of product being launched. Sizing and positioning of the new badges is fixed within each execution and may not be altered or repositioned.

New badge



Vendor branded creative

Live copy elements  
(Headline, Subhead, CTA)

(Legal) Sponsored is fixed/  
mandatory.

## Consistent casing style

What goes in sentence case?

Live copy elements including:  
Banner Headlines, Subheads & CTAs

What goes in Title Case?

Proper names and trademarked slogans  
(i.e. Walmart.ca, Walmart Canada)  
Event/program names (i.e. Black Friday,  
Cyber Monday)

### Max Character Limits

Headline	25
Subhead	30
CTA	10

Character count  
example

### Casing anatomy

Sentence case is when you only capitalize the first letter of the first word (with the exception of proper nouns) – like you would in a normal sentence. Title Case is when you capitalize the first letter of each word (with the exception of certain conjunctions).

# Buttons/CTA



Primary buttons are required on all onsite media and must use the approved Walmart language in the buttons. Button colours should correspond with the font colour used in the said banner.

Buttons are built into the banner templates and should not be resized in any way.

Buttons are built into the banner templates and **cannot be manipulated, advertiser inputs text only.**

## Button Language Options

English:

**Shop**

**Shop all**

**Learn more**

**Buy now**

**Pre-order**

**Visit us**

**Visit us**

**View flyer**

French:

**Magasiner**

**Voir tout**

**Précisions**

**Acheter**

**Commander**

**Magasin (store)**

**Site web (website)**

**Circulaire**

(use when linking to a refinement or collection/multiple products)

(use when linking to a hub page)

(use when linking to an informational landing page/non shopable)

(use when linking to a PIP page/single product)

(use when linking to a pre-order page)

(use when linking to Walmart.ca store finder)

(use when linking to an external website)

(use when linking to a digital flyer)

## How buttons show on Walmart.ca

Pill Style:

**Shop**

**Magasiner**

Underlined Style:

**Shop**

**Magasiner**

# Skyline Banner



## Asset Sizes

Asset Sizes	Main Image	Logo Image
Desktop	1232 x 104	120 x 72
Tablet	740 x 104 Breakpoint only	120 x 72
Mobile	N/A	120 x 72

## Max Character Limits

Headline	25
Subhead	30
CTA	10

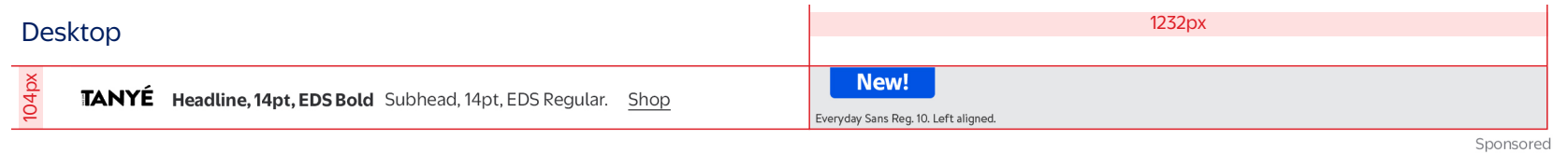
## Max File Weight

Images	150KB
Logo	50KB

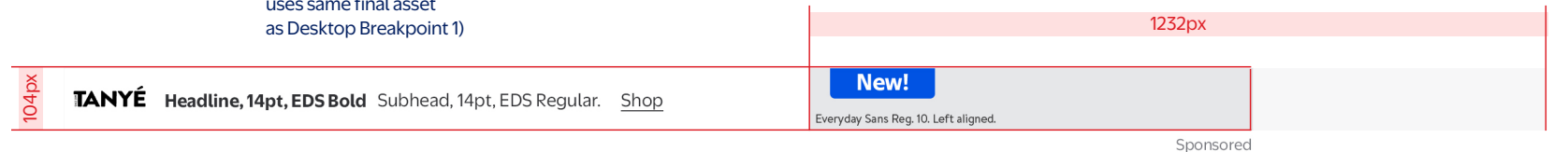
## Notes:

- All assets are to be saved as double density.
- Final image asset must be a JPEG. The same image is used for both Desktop and Tablet sizes.
- Final logo asset must be a transparent PNG. The logo is required.
- If including legal in the image area, it must be at least 16 pt Everyday Sans Bold or 20 pt Everyday Sans Regular.
- Workable Breakpoint templates can be found in PSDs.
- These Breakpoints represent how your ad displays in multiple ways on our site, you do not supply final artwork for them.

### Desktop



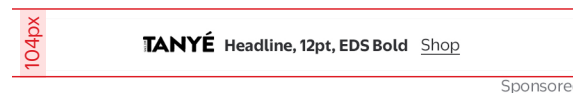
### Tablet - Breakpoint 1 (FPO/mockup only, uses same final asset as Desktop Breakpoint 1)



### Tablet - Breakpoint 2 (FPO/mockup only, uses same final asset as Desktop Breakpoint 1)



### Mobile



# Marquee Banner



Asset Sizes	Main Image	Logo Image
Desktop	1510 x 356	200 x 260
Tablet	1088 x 356	200 x 260 220 x 100
Mobile	508 x 260	220 x 100

## Max Character Limits

Headline	25
Subhead	55
CTA	10

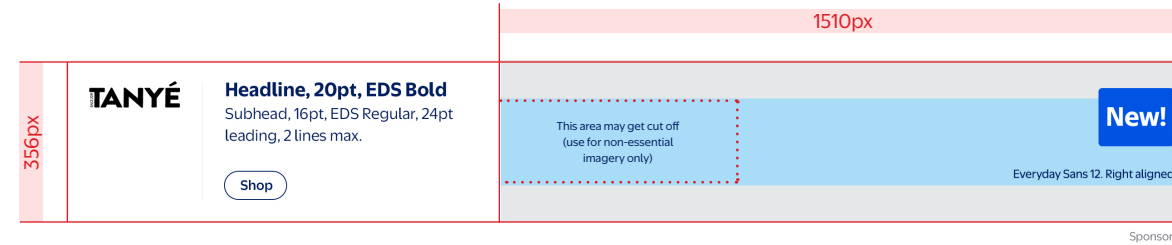
## Max File Weight

Images	150KB
Logo	50KB

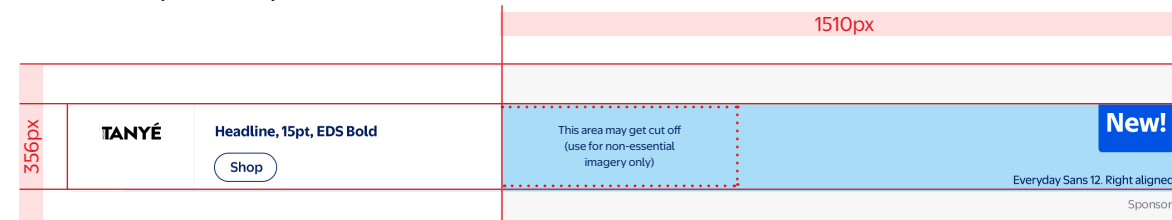
## Notes:

- All assets are to be saved as double density.
- Final image assets must be a JPEG.
- The desktop size has 2 breakpoints and the same image must be used in both.
- The tablet size has 2 breakpoints and the same image must be used in both.
- The mobile size has 3 breakpoints and the same image must be used in all 3.
- Workable Breakpoint templates can be found in PSDs.
- These Breakpoints represent how your ad displays in multiple ways on our site, you do not supply final artwork for them.
- Final logo assets must be a transparent PNG. The logo is required.
- If including legal in the image area, it must be at least 16 pt Everyday Sans Bold or 20 pt Everyday Sans Regular.

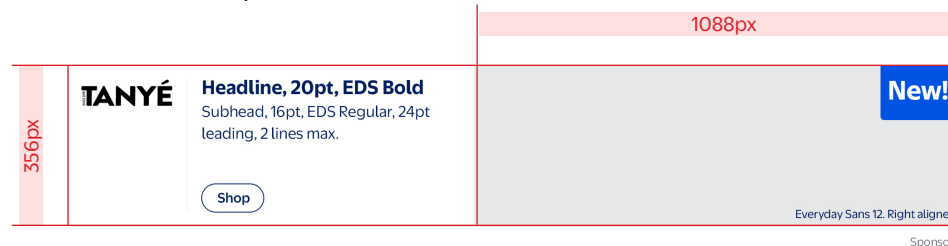
Desktop - Breakpoint 1



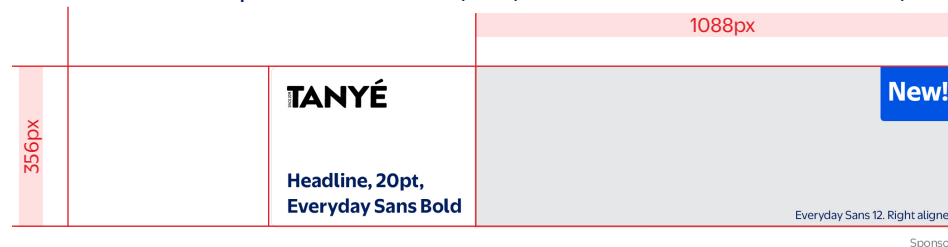
Desktop - Breakpoint 2 (FPO/mockup only, uses same final asset as Desktop Breakpoint 1)



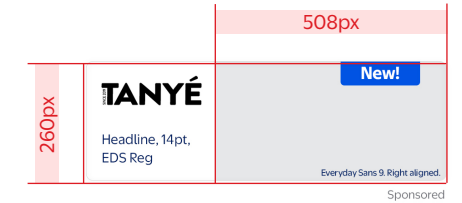
Tablet - Breakpoint 1



Tablet - Breakpoint 2 (FPO/mockup only, uses same final asset as Tablet Breakpoint 1)

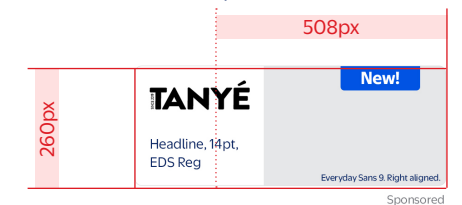


Mobile - Breakpoint 1



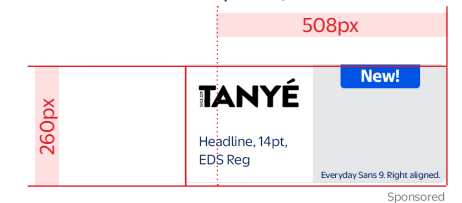
Mobile - Breakpoint 2

(FPO/mockup only, uses same final asset as Mobile Breakpoint 1)



Mobile - Breakpoint 3

(FPO/mockup only, uses same final asset as Mobile Breakpoint 1)



# Brand Box Banner



## Asset Sizes

Asset Sizes	Main Image	Logo Image
Desktop & Mobile	1088 x 356	150 x 150

## Max Character Limits

Headline 25

Subhead 55

CTA 10

Legal Title 21

Legal Pop-up 600

## Max File Weight

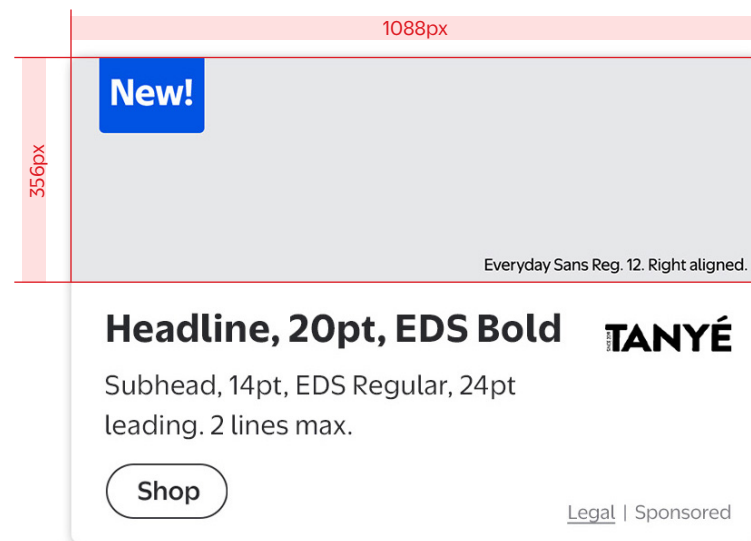
Images 150KB

Logo 50KB

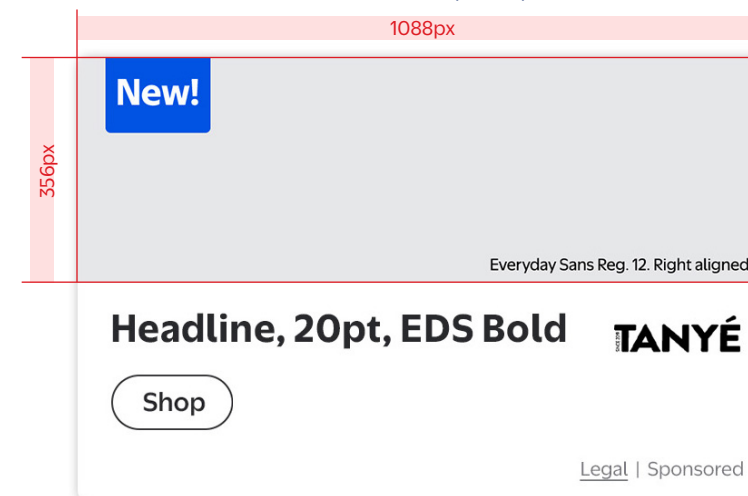
## Notes:

- All assets are to be saved as double density.
- Final image assets must be a JPEG.
- The desktop and mobile sizes use the same image.
- Workable Breakpoint templates can be found in PSDs.
- These Breakpoints represent how your ad displays in multiple ways on our site, you do not supply final artwork for them.
- Final logo assets must be a transparent PNG. The logo is required.
- If including legal in the image area, it must be at least 16 pt Everyday Sans Bold or 20 pt Everyday Sans Regular.

Desktop - Breakpoint 1



Desktop - Breakpoint 2 (FPO/mockup only, uses same final asset as Desktop Breakpoint 1)



Mobile (FPO/mockup only, uses same final asset as Desktop Breakpoint 1)

