Creative Specifications for PaydayPERX Tax Program

PaydayPERX's network of tax season advertising placements includes print tax forms and envelopes, online tax forms, tax mailing inserts, and corporate online portals. Below are the specifications for offers placed on our annual tax program. If you need any assistance with your ad creative, including building your campaign from scratch, please contact our design team at design@paydayperx.com. Their services are completely FREE with your ad buy. Please submit any requests at least 2 weeks before your earliest deadline.

PaydayPERX Print Tax Forms & Envelopes

PaydayPERX places offers on a variety of tax form and envelope sizes. Depending on your insert order, you may not need to prepare all the sizes listed. If you are running multiple art pieces (e.g. for A/B testing), you will need to provide every version in all the sizes confirmed for your campaign.

File Type: .ai or .pdf with all fonts embedded
Resolution: 300 dpi
Color Profile: CMYK – but only the K channel should have anything on it
Creative Notes:
- An Illustrator template is available to download at www.paydayperx.com/download
- Include your logo, headline, offer details, a QR code, landing page URL, and call to action
- QR codes should be at least 0.8" x 0.8" for dynamic codes / 1.2" x 1.2" for static codes. They must be in the traditional block style. A small logo mark in the middle is acceptable.
- Embed all fonts and effects.
- Limit terms and conditions to only those that are legally necessary. Additional terms should live on the offer landing page. Disclaimer text on your creative must be 5 pt. or larger.
- Line illustrations only – no photos, gradients or solid black areas
  - Use line illustrations, black-on-white flat icons, outlined shapes, single-color patterns (e.g. halftone dots, cross-hatched lines, etc.), and varying typefaces for visual interest
- Crop marks, bleed marks or other printer's marks are OK but not mandatory
- The **only** color present in your final creative should be C/M/Y 0, K 100
  - In Adobe Illustrator, go to Preferences > Appearance of Black > set On-Screen to Display All Blacks Accurately and Printing/Exporting to Output All Blacks Accurately
  - In Adobe Illustrator, you can check individual elements with the color panel in CMYK mode, or check the entire piece in the Separations Preview window
  - In Adobe Acrobat, use Print Production > Output Preview and set the Preview to Separations, then mouse over your piece to make sure C, M, & Y are 0% and K is 100% for all elements

Print Tax Offer Sizes:

Standard:

3.5"x4.23"	3.5"x2.85"	3.67"x2.85"	3.5"x3.35"	4.44"x2.35"

Most advertisers only need to provide creative in the "standard" ad dimensions. Your account executive can confirm the sizes for your specific form/envelope insertion order.

Double Slot:

7"x4.23"	7"x2.85"	7.35"x2.85"	7"x3.35"	8.87"x2.35"

Print tax offer placement examples

Offer Best Practices:

- Include an attention-grabbing headline and offer text – while your offer will be only 1 of 2 offers on the placement, you still want to make sure to entice the recipient to learn more about your offer.

- If your offer must have an expiration date, please make sure it is no sooner than April 15. Many tax filers wait until closer to the deadline to begin their tax preparation and they might not engage with your offer again until they start that process. Having an expiration date at or after the tax deadline allows the recipient time to take advantage of the offer.

- Disclaimers – since the space is limited, we highly recommend putting as much of your disclaimer text on the offer landing page instead of within the offer creative.

PaydayPERX Online Tax Forms

File Type: .png or .gif
Resolution: 150 ppi
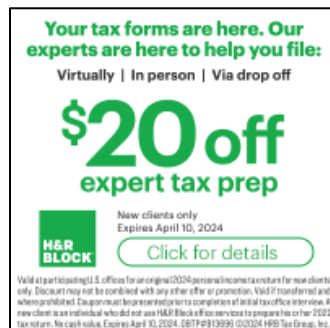**Color Profile:** RGB
Creative Notes:

- A Photoshop template is available to download at www.paydayperx.com/download
- Digital tax form ads can utilize full color. Although .GIF is an acceptable file format, animation is not allowed.
- All digital ads should have a border at least 1 pixel wide that contrasts against the ad's primary background color
- Not all digital ads are clickable. Please create a clickable and non-clickable version of each art piece.
  - Clickable ads should have a CTA button
  - Non-Clickable ads should have a QR code with a CTA instead of a button
  - QR codes for non-clickable ads should be as large as possible to guarantee scannability
- Ad space is very limited – keep disclaimer text to a minimum
- 100 px ads only have room for your offer, a small logo, and a CTA.

Digital Tax Offer Sizes:
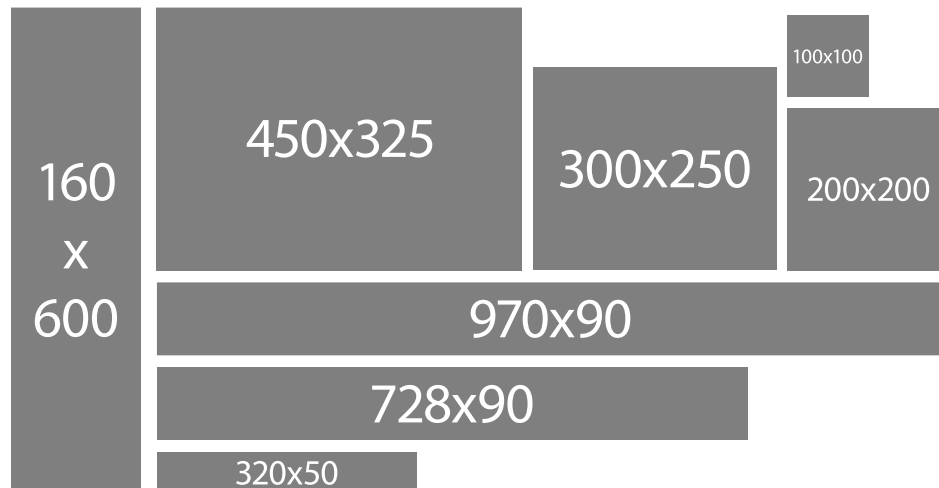
Digital tax offer placement examples

PaydayPERX Tax Inserts

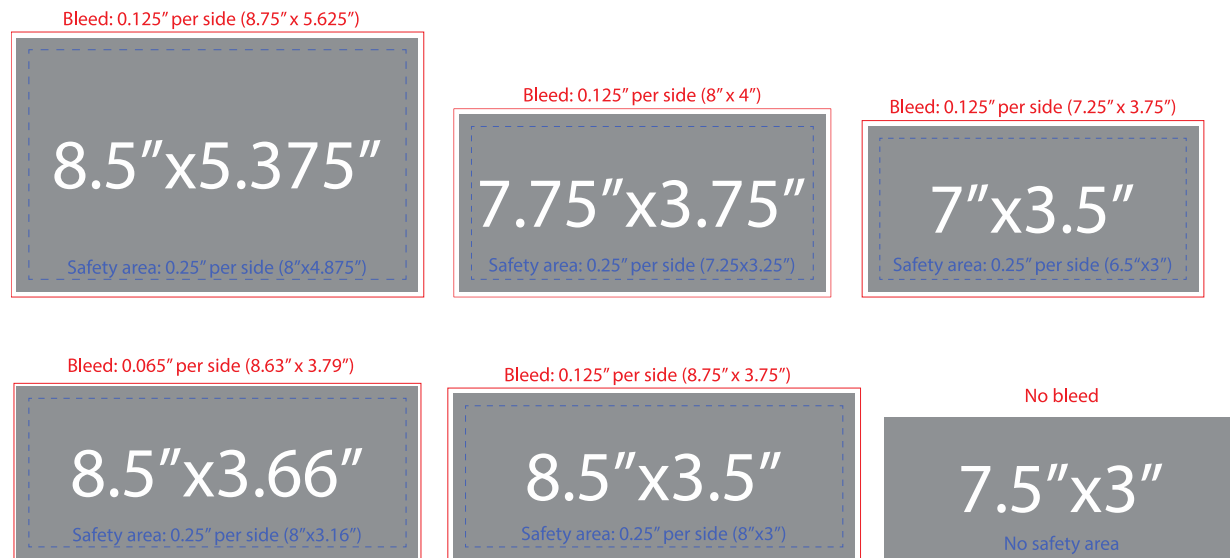**File Type:** .pdf or .ai with all images and fonts embedded
Resolution: 300 dpi
Color Profile: CMYK (full color)
Creative Notes:

- An Illustrator template is available to download at www.paydayperx.com/download
- Include your logo, headline, offer details, a QR code, landing page URL, and call to action
- Images must be at least 300 dpi and embedded using ZIP compression
- Only photographic images should use Rich Black
  - Areas of black with defined edges like text, QR Codes, and line illustrations should use 100K black to avoid ghosting
- Photographic images, blocks of color, and other elements meant to go to the edge must extend to bleed
- Text size must be at least 5 points for readability
- QR codes should be at least 0.8" x 0.8" for dynamic codes / 1.2" x 1.2" for static codes.
- Most sizes have a safety area – text, logos, QR codes, and other important elements must be inside the safety area
- Your account executive can confirm which size(s) you need to create
- Be careful when exporting the 8.5"x3.66" size because it has a smaller bleed than the other sizes, and the 7.5"x3" has no bleed

Tax Insert Offer Sizes:

Bleed: 0.125" per side (8.75" x 5.625")

8.5"x5.375"

Safety area: 0.25" per side (8"x4.875")

Bleed: 0.125" per side (8" x 4")

7.75"x3.75"

Safety area: 0.25" per side (7.25x3.25")

Bleed: 0.125" per side (7.25" x 3.75")

7"x3.5"

Safety area: 0.25" per side (6.5"x3")

Bleed: 0.065" per side (8.63" x 3.79")

8.5"x3.66"

Safety area: 0.25" per side (8"x3.16")

Bleed: 0.125" per side (8.75" x 3.75")

8.5"x3.5"

Safety area: 0.25" per side (8"x3")

No bleed

7.5"x3"

No safety area

Tax insert offer placement examples

Put your tax refund to work with Treasury bills
public.com

Yields hit a 20-year high of 5.6% in 2023[1]

✓ Higher yield than a high-yield savings account[2]
✓ No state or local taxes on the yield you generate[3]
✓ Highly liquid, access your cash anytime[4]

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