



PROMO BADGE

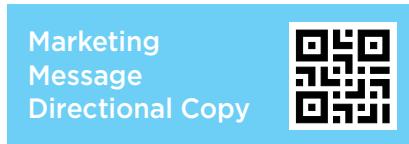
SPECIFICATIONS & GUIDELINES

- ▶ Badge must include a QR code (minimum 1/2 inch by 1/2 inch size).
- ▶ Badge must include directional copy that instructs consumers to scan the QR code such as “Scan code to save!” and this copy should be the same size as the primary marketing message.
- ▶ Scanning QR code must lead consumers to a complete mobile optimized site (from beginning of shopping experience through purchase completion).
- ▶ Scanning QR code must lead consumers directly to a purchase site relevant to the badge message.
- ▶ Consumers must be able to complete a purchase of a tangible item on the mobile optimized site. Offers to download a coupon or to purchase recurring services/subscriptions are ineligible.
- ▶ QR code should be 100% black. No rich or registration black and color QR codes not recommended.
- ▶ Please supply completed badge artwork in high resolution PDF format.

PROMO BADGE

2.125" x 0.75"

Actual size layout suggestions



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