



Assets Specifications Guide



FOOD



HARDWARE



LIQUOR



TOOLS

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Introduction

This guide provides the required dimensions, file specifications and submission requirements for all LocalEyes assets.

Please refer to the relevant section for each asset type. Each section outlines requirements and best practices to ensure artwork is supplied correctly and ready for production.

Download & use: the supplied templates when creating artwork, as they include the correct dimensions, safe zones and layout requirements to help ensure your assets are execution ready.



DOWNLOAD TEMPLATES HERE



Asset Specifications Guide



Once artwork is complete: please upload final art files through the creative upload portal which can be accessed at **localeyesretailmedia.com.au** or you can upload files using the link below.



CLICK HERE TO UPLOAD

Issues Uploading: If there is not a space to upload your file or you are having issues, please contact us at: **campaigns@localeyesretailmedia.com.au** and you can send a copy of both the packaged working files (.INDD, .IDML, .AI or .PSD) and a high-resolution export (JPEG or PNG), as specified for each asset.

Approvals: Final assets will be sent for approval prior to live date.

Digital Screens

Artwork Requirements

Dimensions: 1080px(w) X 1920px(h)

Static Artwork: PNG/JPG (High Resolution)

Motion Artwork: MP4

Maximum File Size: 20MB (Motion Pref)

Video Duration: 7 Seconds

Minimum font size: 20px for clear legibility.

Files To Submit

Final Artwork: High-resolution .JPEG, .PNG or .MP4

AVAILABLE AT

LOGO
HERE

If your artwork is appearing in a retailer where your product is not sold, please use the correct 'Available At' Tag and retailer logo. Refer to page 25 for usage guidelines and templates.

Artwork Area
1080(W) X 1920(H)px



Landing Pages

Artwork Requirements

Desktop Landing Page: 2400px(W), No Height Limit

Mobile Landing Page: 900px(W) X 1130px(H)

Maximum File Size: Ideally under 2MB and no more than 5MB per asset

Files To Submit

Final Artwork: High-Resolution .JPEG, .PNG or .MP4 Files (where applicable) outline all fonts.

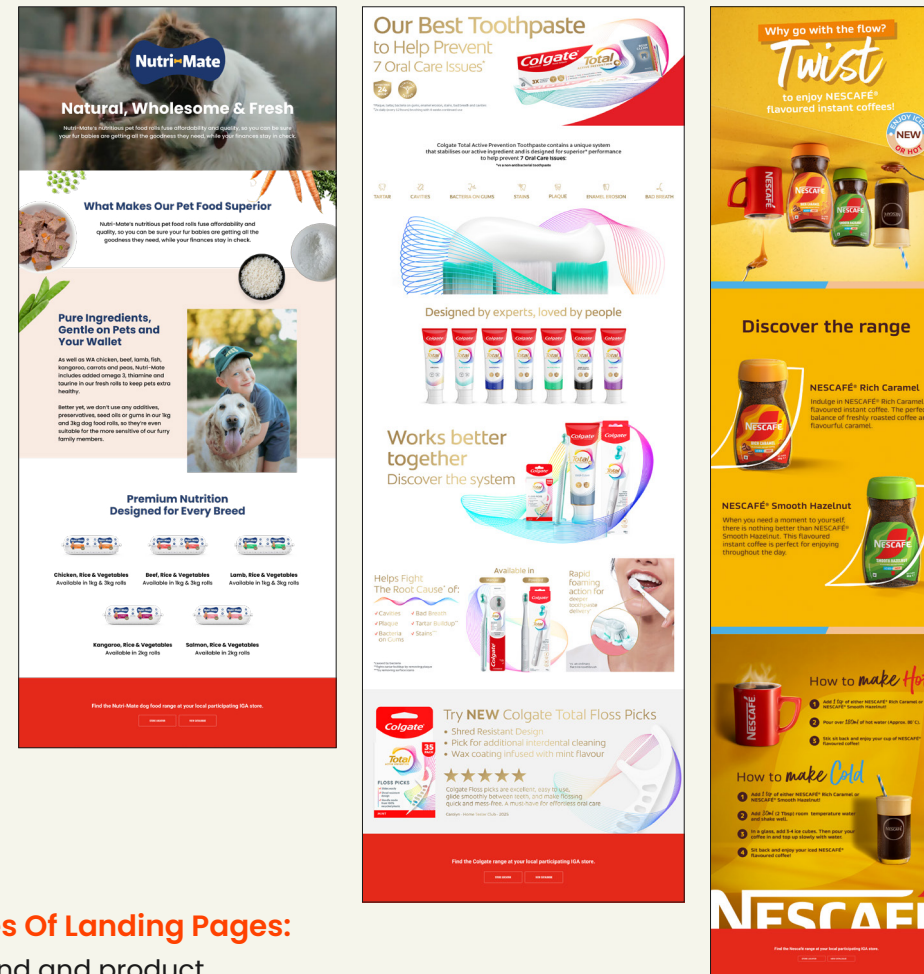
Mock up: Please provide a mock-up in Illustrator, InDesign, Photoshop, Word or PDF showing the proposed landing page appearance, including image placement, layout and copy provided as free text in Word where possible.

Video assets (if applicable):
Preferred: YouTube or Vimeo link.

Please supply artwork elements as separate files where possible (e.g. product images, logos and copy) so the LocalEyes Digital Team can build and optimise the landing page in Figma.



Example Best Practice – Desktop Landing Page:



Types Of Landing Pages:

1. Brand and product
2. Competition
3. Recipes (Reference Page 23)

Landing Page Best Practices

1. Header & Brand Logo

Introduce the brand and establish trust.

2. Hero Banner

Capture attention with a compelling headline and imagery.

3. Introduction/Key Message

Communicate the product's value proposition clearly.

4. Benefits & Features

Highlight the key benefits using concise copy and visuals.

5. Supporting Content

Provide additional product information, comparisons, or educational content.

6. Footer

Include secondary links, legal information, or a final CTA.

Header & Brand Logo

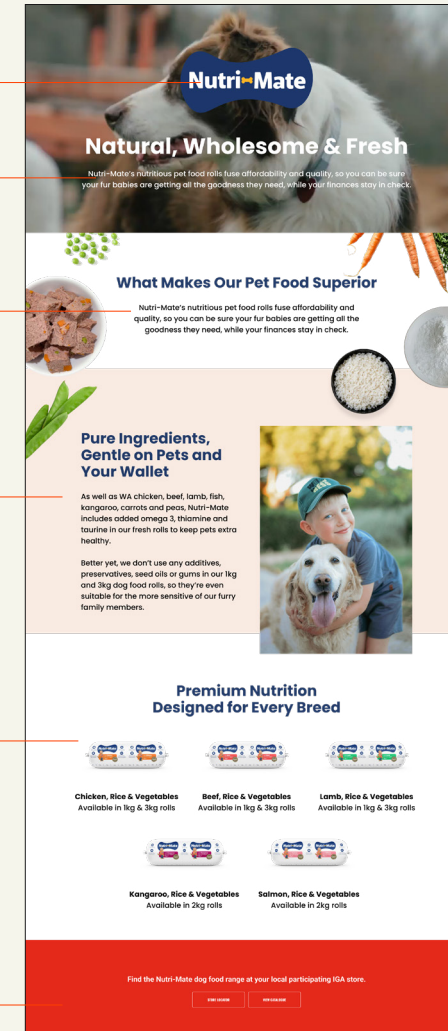
Hero Banner

Introduction/Key Message

Benefits & Features

Supporting Content

Footer



Targeted Event Email

A Targeted Event eDM is an email sent to a selected customer audience. This asset is only required when your booking includes a shared eDM as part of a multi-supplier event package

Hero Image: Module A

Artwork Requirements

Dimensions: 560px(w) x 300px(h)

Image Link URL: If image is clickable.

Body Copy: 250–750 character

CTA copy: Maximum 10 characters

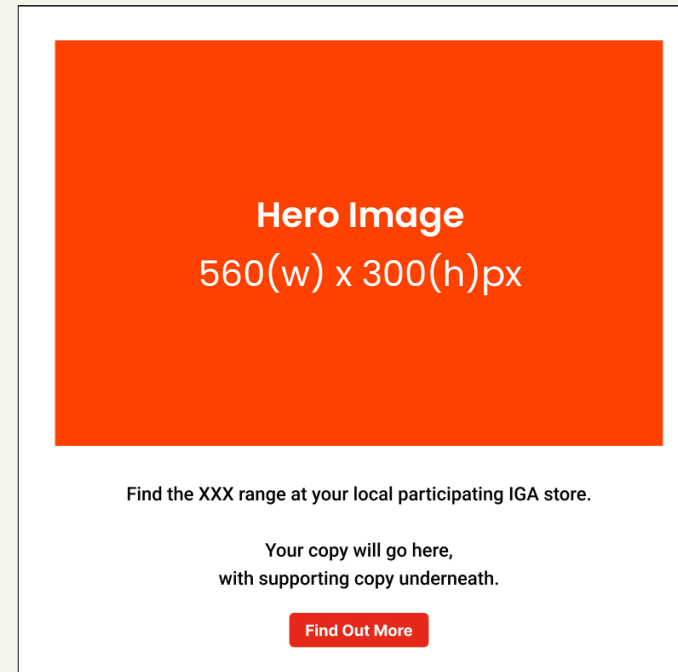
CTA destination: URL

File size: 5–20MB

Minimum font size: 20px for clear legibility.

Files To Submit

Final Artwork: High-resolution JPEG



T&Cs or disclaimers must be provided as separate copy for inclusion in the email footer.



Solus eDM

This is a visual of the email showing a mock-up of all the modules included in the template. Depending on the booking, a combination of modules may be chosen/not chosen for each campaign.

Solus edm's will always include a **header and footer**. The other modules (**Hero Image, Module A, B, and C**) are optional depending on the assets the Ad Buyer provides.

Files To Submit For All

Final Artwork: High-resolution JPEG

File Size: Minimum 5–20MB

T&Cs or disclaimers must be provided as separate copy for inclusion in the email footer.

Artwork Requirements

Hero Image:

Dimensions: 600px(w) x 400px(h)

Image Link URL: If image is clickable

Body Copy: 250–750 characters

Minimum Font Size: 20px for clear legibility

Final Artwork: High-resolution JPEG (5–20MB)

Module A Image:

Dimensions: 560px(w) x 300px(h)

Image Link URL: If image is clickable

Body Copy: 250–750 characters

CTA Copy: Maximum 10 characters

Minimum Font Size: 20px for clear legibility

CTA Destination: URL

Final Artwork: High-resolution JPEG (5–20MB)

Module B Image:

Dimensions: 560px(w) x 300px(h)

Image Link URL: If image is clickable

CTA Copy: Maximum 10 characters

Minimum Font Size: 20px for clear legibility

CTA Destination: URL

Final Artwork: High-resolution JPEG (5–20MB)

Module C Image:

Dimensions: 280px(w) x 150px(h) *(This will be a pair)*

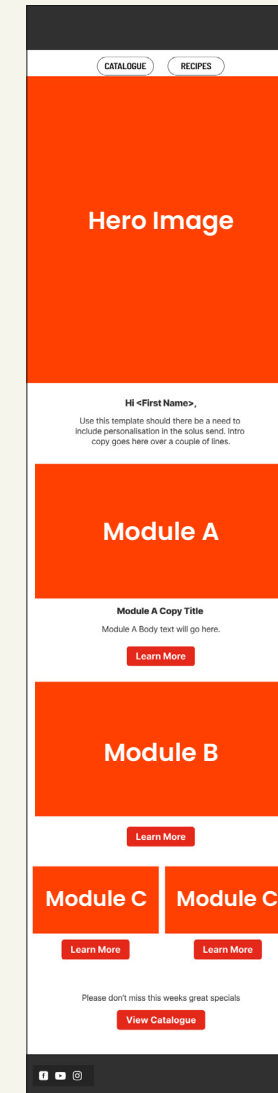
Image Link URL: If image is clickable

CTA Copy: Maximum 10 characters

Minimum Font Size: 16px for clear legibility

CTA Destination: URL

Final Artwork: High-resolution JPEG (5–20MB)



Multi Ad Buyer – IGA What's New eDM

Module A: Full Length Premium 1

Artwork Requirements

Dimensions: 560px (w) x 300px (h)

Image Link URL: If image is clickable

Body Copy: 250–750 characters

CTA Copy: Maximum 10 characters

Minimum Font Size: 20px for clear legibility

CTA Destination: URL

Files to Submit: High-resolution JPEG (5–20MB)

Module A: Full Length Premium 1

Artwork Requirements

Dimensions: 560px (w) x 300px (h)

Image Link URL: If image is clickable

Body Copy: 250–750 characters

CTA Copy: Maximum 10 characters

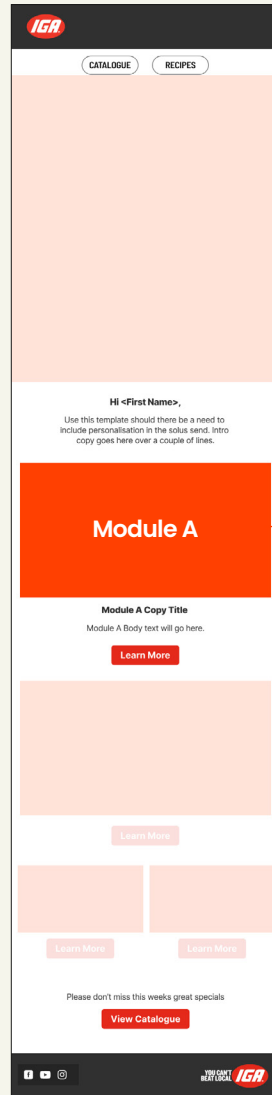
Minimum Font Size: 20px for clear legibility

CTA Destination: URL

Files to Submit: High-resolution JPEG (5–20MB)



Asset Specifications Guide



**Module A
Image Size**
560(w) x 300(h)px

Module A Copy Title
Module A Body text will go here.

Learn More

T&Cs or disclaimers must be provided as
separate copy for inclusion in the email footer.



Multi Ad Buyer – IGA What's New eDM

Module B: Full Length Premium 1

Artwork Requirements

Dimensions: 560px (w) x 300px (h)

Image Link URL: If image is clickable

CTA Copy: Maximum 10 characters

CTA Destination: URL

Minimum Font Size: 20px for clear legibility

Files to Submit: High-resolution JPEG (5–20MB)

Module B: Full Length Premium 1

Artwork Requirements

Dimensions: 560px (w) x 300px (h)

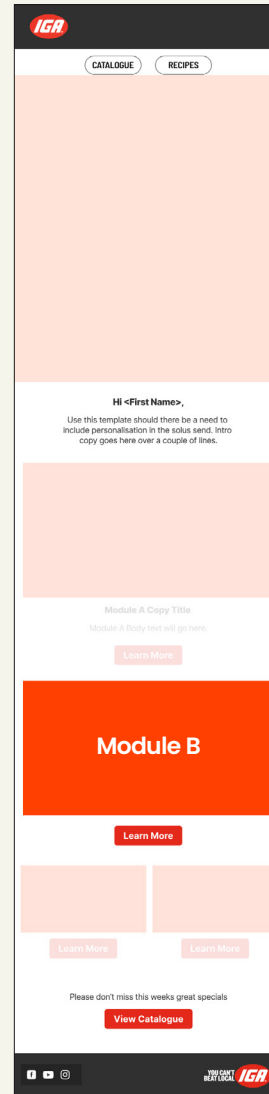
Image Link URL: If image is clickable

CTA Copy: Maximum 10 characters

CTA Destination: URL

Minimum Font Size: 20px for clear legibility

Files to Submit: High-resolution JPEG (5–20MB)



**Module B
Image Size
560(w) x 300(h)px**

Learn More

T&Cs or disclaimers must be provided as separate copy for inclusion in the email footer.



Multi Ad Buyer – IGA What's New eDM

Module C:

Artwork Requirements

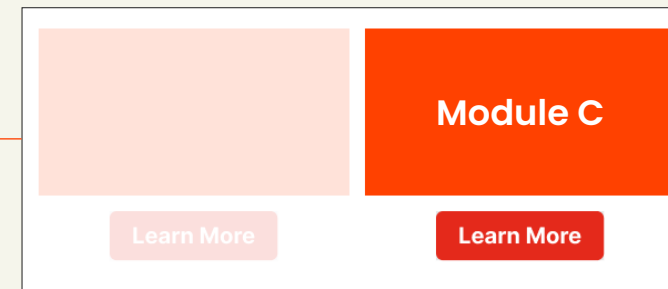
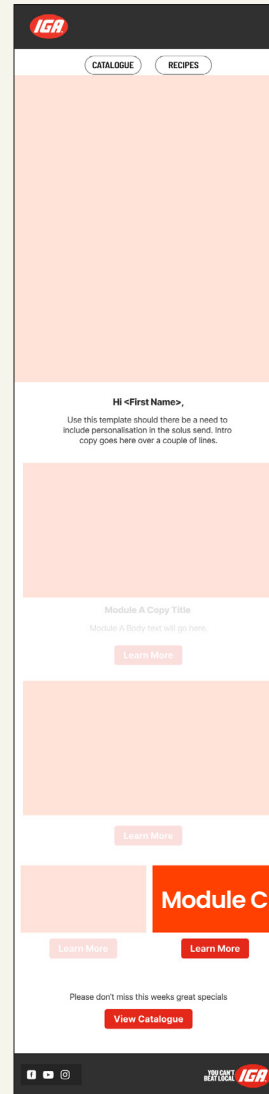
Dimensions: 280px (w) x 150px (h)

Minimum Font Size: 16px for clear legibility

Files to Submit: High-resolution JPEG (5–20MB)

ARTWORK & LEGIBILITY:

Keep artwork simple and avoid excessive detail or lengthy copy. Due to the small size of Module C, fine details and small text may not be legible at final size.



T&Cs or disclaimers must be provided as separate copy for inclusion in the email footer.



Homepage Banner

Desktop Banner

Artwork Requirements

Dimensions: 1200px (w) x 480px (h)

Clear Space: 90px from the base (Grey area shown)

File Size: Max 5MB per asset (2MB preferred).

Minimum font size: 24px for clear legibility.

Mobile Banner

Artwork Requirements

Dimensions: 375px (w) x 470px (h)

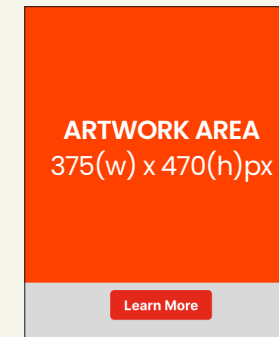
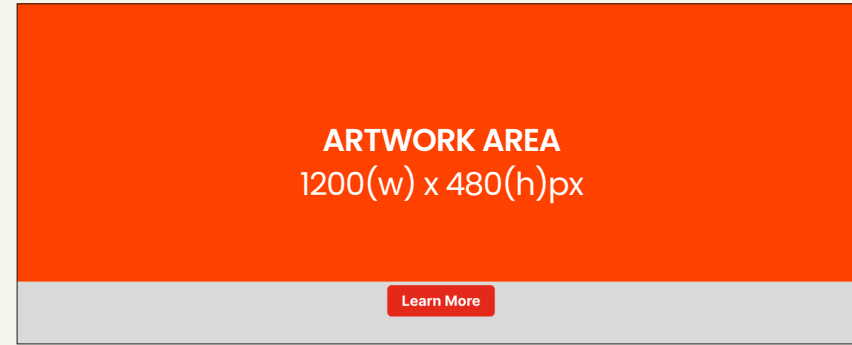
Clear Space: 80px from the base (Grey area shown)

File Size: Max 5MB per asset (2MB preferred).

Minimum font size: 16px for clear legibility.

Files To Submit

Final Artwork: High-resolution .JPEG, .PNG



IGA Rewards Banner

Artwork Requirements

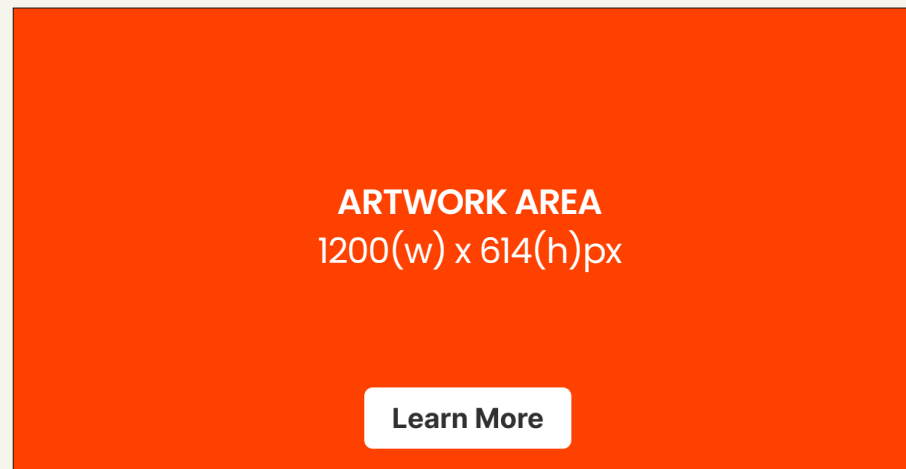
Dimensions: 1200px (w) x 614px (h)

File Size: Max 5MB per asset (2MB preferred).

Minimum font size: 20px for clear legibility.

Files To Submit

Final Artwork: High-resolution JPEG, PNG



T&Cs or disclaimers must be provided as separate copy for inclusion in the email footer.



IGA Rewards Solus

Artwork Requirements

Dimensions: 1200px (w) x 614px (h)

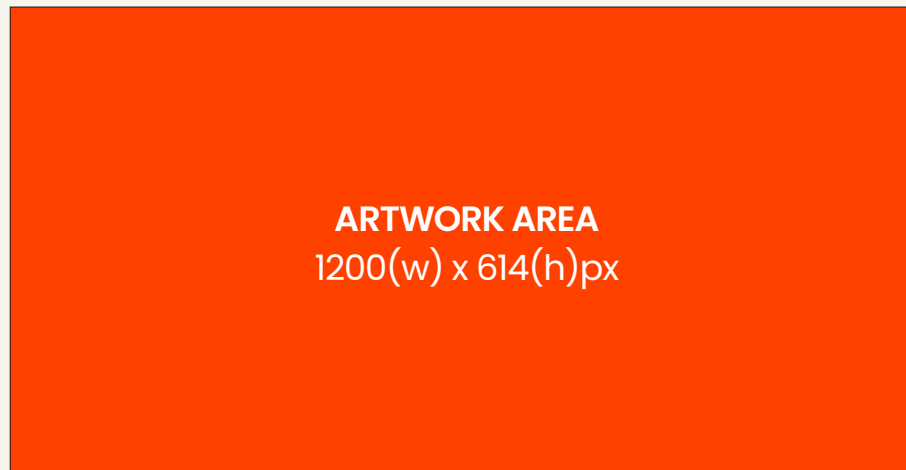
Copy: 250 to 750 characters

File Size: Max 5MB per asset (2MB preferred).

Minimum font size: 20px for clear legibility.

Files To Submit

Final Artwork: High-resolution .JPEG, .PNG, or .MP4 files (where applicable)



T&Cs or disclaimers must be provided as separate copy for inclusion in the email footer.



Digital Catalogue

Artwork Requirements

Dimensions: 655px (w) x 1000px (h)

Clear Space: 130px from the base (Grey area shown)

Minimum font size: 20px for clear legibility.

File Size: Max 5MB per asset (2MB preferred).

Files To Submit

Final Artwork: High-resolution .JPEG, .PNG, .GIF or .MP4 files (where applicable)

AVAILABLE AT



If your artwork is appearing in a retailer where your product is not sold, please use the correct '**Available At**' Tag and retailer logo. Refer to page 25 for usage guidelines and templates.



Digital Catalogue

Artwork Requirements

Dimensions: 194mm (w) x 267mm (h)

Minimum font size: 14px for clear legibility.

File Size: Max 5MB per asset (2MB preferred).

Files To Submit

Final Artwork: High-resolution .JPEG, .PNG, .GIF or .MP4 files (where applicable)

AVAILABLE AT **MITRE 10**

If your artwork is appearing in a retailer where your product is not sold, please use the correct 'Available At' Tag and retailer logo.
Refer to page 25 for usage guidelines and templates.

Artwork Area
194(w) x 267(h)px



Digital Flyer

Artwork Requirements

Dimensions: 152.4mm (w) x 203.2mm (h)

Minimum font size: 14px for clear legibility.

File Size: Max 5MB per asset (2MB preferred).

Files To Submit

Final Artwork: High-resolution PDF or JPEG

AVAILABLE AT



Cellarbrations

If your artwork is appearing in a retailer where your product is not sold, please use the correct '**Available At**' Tag and retailer logo. **Refer to page 25 for usage guidelines and templates.**

Artwork Area

152.4(w) x 203.2(h)px



Digital Catalogue

Artwork Requirements

Dimensions: 794px (w) x 1123px (h)

Minimum font size: 20px for clear legibility.

File Size: Max 5MB per asset (2MB preferred).

Files To Submit

Final Artwork: High-resolution .JPEG, .PNG

AVAILABLE AT 

If your artwork is appearing in a retailer where your product is not sold, please use the correct '**Available At**' Tag and retailer logo. **Refer to page 25 for usage guidelines and templates.**

Artwork Area
794(w) x 1123(h)px



Facebook & Instagram

Artwork Requirements

DIMENSIONS: (1:91:1 ratio) 1200px (w) x 628px (h)
(Supply all three sizes)
(1:1 ratio) 1080px (w) x 1080px (h)
(9:16 ratio) 1080px (w) x 1920px (h)

COPY: **Primary text:** 50–150 characters
Headline: 27 characters

File Size: Max 5MB per asset (2MB preferred).

Minimum font size: 20px for clear legibility.

Files To Submit

FINAL ARTWORK: High-resolution .JPEG, .PNG, or .MP4 files



AVAILABLE AT

LOGO
HERE

If your artwork is appearing in a retailer where your product is not sold, please use the correct 'Available At' Tag and retailer logo. Refer to page 25 for usage guidelines and templates.

Artwork Area
1200(w) x 628(h)px

Landscape:
1:91:1 ratio

Artwork Area
1080(w) x 1080(h)px

Square
1:1 ratio

Artwork Area
1080(w) x 1920(h)px

Portrait/Reels & Stories
9:16 ratio



Meta – Carousel Ad

Carousel ads allow a combination of static images, video, and animated assets to showcase multiple products or messages within a single ad unit.

Artwork Requirements

Dimensions (1:1 Ratio): 1080px (w) x 1080px (h)

Maximum Tiles: Up to 10 Tiles

Recommended Tiles: 8 Tiles
(When using opening & closing tiles)

Product Images & Pricing: Provide approved product pricing, top 3 hero product codes, descriptions and GTIN.

File Size: Max 5MB per asset (2MB preferred).

Minimum font size: 20px for clear legibility.

Files To Submit

Final Artwork: High-resolution .JPEG, .PNG or .MP4 files



AVAILABLE AT

LOGO
HERE

If your artwork is appearing in a retailer where your product is not sold, please use the correct 'Available At' Tag and retailer logo. Refer to page 25 for usage guidelines and templates.

Artwork Area
1080(w) x 1080(h)px

1:1 ratio

THIS OPTION ONLY AVAILABLE FOR:
Multi-supplier Campaigns on the advice of the Campaign's team.



Meta – Instant Experience

Instant Experience and Collection formats create a full-screen mobile experience. All designs must be created specifically for mobile viewing.

Artwork Requirements

Opening Tile Dimensions:

- (1:1 ratio)** 1080px (w) x 1080px (h)
- (4:5 ratio)** 1080px (w) x 1350px (h)
- (1:91:1 ratio)** 1200px (w) x 628px (h)

Carousel Elements:
(If Applicable)

(1:1 ratio) 1080px (w) x 1080px (h)

Product imagery and pricing (where approved) must be included.

Please advice: The top 3 hero product codes, descriptions and GTIN.

Single Image/ Video:

(4:5 ratio) 1080px (w) x 1350px (h)

File Size: Ideally under 2MB and no more than 5MB per asset. Video Maximum 4GB.

Files To Submit

Final Artwork: High-resolution .JPEG, .PNG or .MP4 files



Asset Specifications Guide

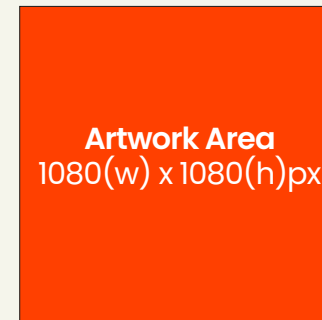
AVAILABLE AT

LOGO
HERE

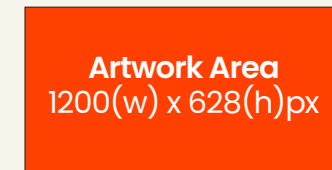
If your artwork is appearing in a retailer where your product is not sold, please use the correct 'Available At' Tag and retailer logo. Refer to page 25 for usage guidelines and templates.



Portrait/Reels & Stories
9:16 ratio



Square
1:1 ratio



Landscape:
1:91:1 ratio

THIS OPTION ONLY AVAILABLE FOR:

Multi-supplier Campaigns on the advice of the Campaign's team.



Shared Landing Page Assets

Artwork Requirements

Mobile Banner: 375px(w) x 470px(h)
(Please allow space for the CTA button.)

Homepage Banner: 800px(w) x 320px(h)
(Please allow space for the CTA button.)

File Size: Max 5MB per asset (2MB preferred)

Minimum font size: 20px for clear legibility

Files To Submit

Brand Logo: High-resolution logo file (preferably vector format: .AI, .EPS, .SVG or high-resolution .PNG)

Product Images & Information: 1-3 high resolution product images, the top 3 hero product codes, descriptions and GTIN

Working Files: Packaged high-resolution files

CTA Button: The LocalEyes Digital Team will add the CTA button to your artwork. As the button is always centred, please keep all product imagery and text clear of this area.



Brand Logo

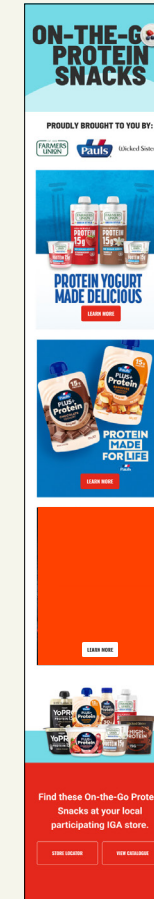
PROUDLY BROUGHT TO YOU BY:



Homepage Banner



1 to 3 Product Images



Mobile Banner



IGA Recipe

All artwork created by The LocalEyes Digital Team.
Please supply **hi-res uncropped recipe image**. Supply recipe in Word.doc format. You may supply more than one image.

Artwork Requirements

Recipe Banner: 2392px(w) x 790px(h)

Mobile Banner: 555px(w) x 660px(h)

Tile: 507px(w) x 337px(h)

File Size: Max 5MB per asset (2MB preferred).

Recipe Copy: As a Word Document

Include:

1. Serving size
2. Prep time
3. Cooking time
4. Ingredients
5. Method

Files To Submit

FINAL ARTWORK: High-resolution .JPEG

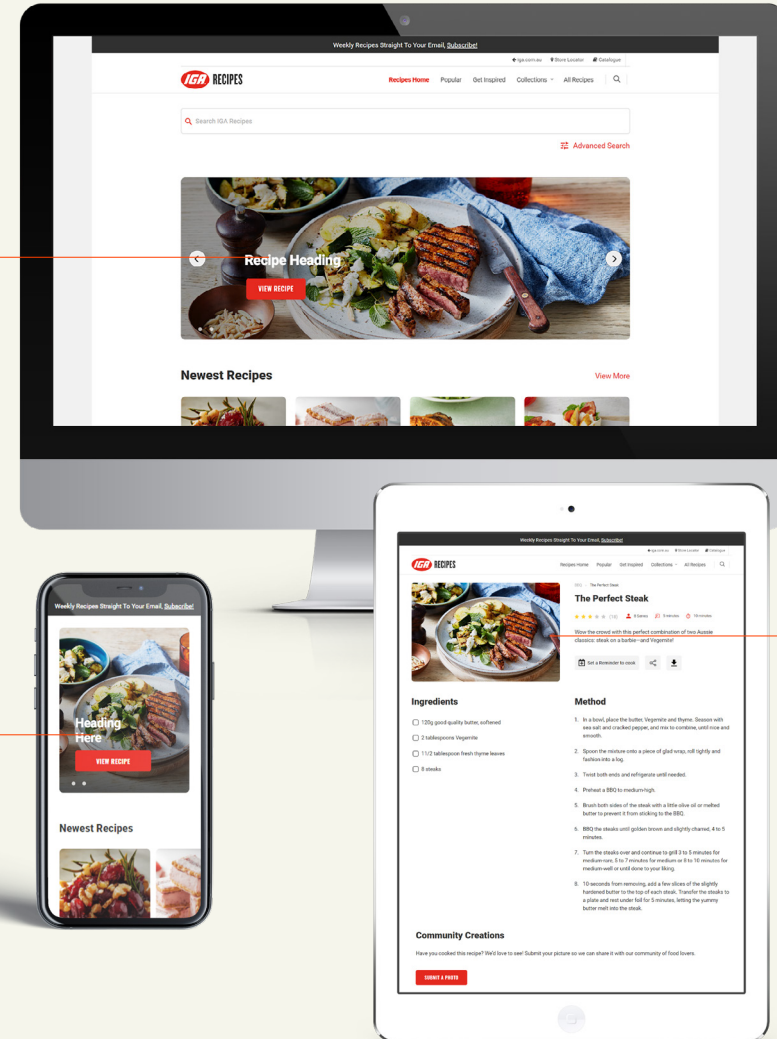


Asset Specifications Guide

Recipe Banner

Mobile Banner

Tile



Content Card

Artwork Requirements

Homepage Leaderboard: 728px(w) X 90px(h)

Homepage Billboard: 970px(w) X 250px(h)

Product Listing Page: 728px(w) X 90px(h)

Store Listing Page: 728px(w) X 90px(h)

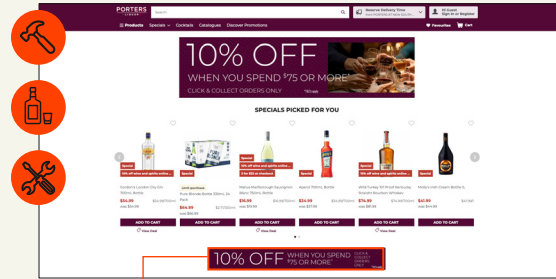
Articles: 728px(w) X 90px(h)

Files To Submit

Final Artwork: High-resolution .JPEG and URL.

CTA BUTTON:

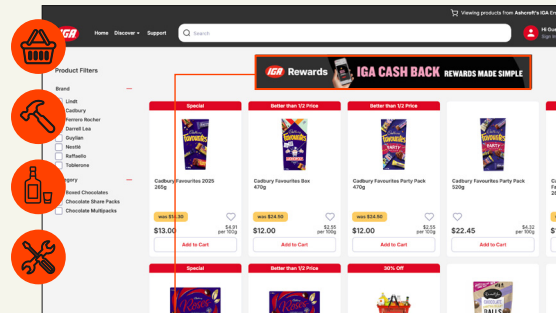
A CTA button is not required, as the entire tile is clickable. If you choose to include a CTA button in your artwork, please use one of our approved CTA buttons.



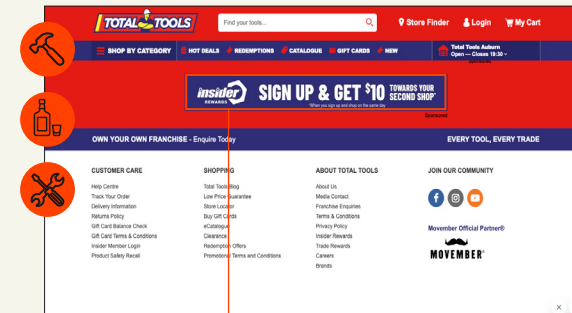
Homepage Leaderboard



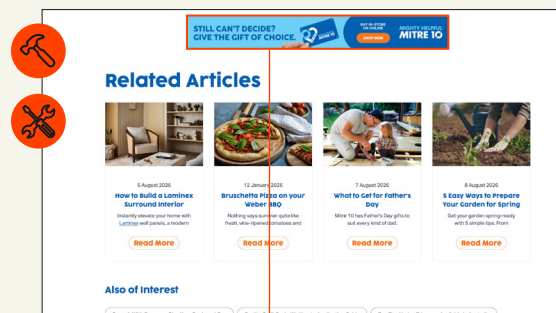
Homepage Billboard



Product Listing Page



Store Locator



Articles



Available At Tag Device

'Available At' – Tag Device

The 'Available At' tag device is used for a campaign that has assets which fall outside your primary retailer brand. For example, as shown in the image on the right, this juice brand is sold at **IGA**. If the advertisement is appearing on a screen within a Cellarbrations store, the 'Available at IGA' tag device should be used.

 [DOWNLOAD TEMPLATES HERE](#)

AVAILABLE AT 

Please **INCLUDE 'Available at'** on either the Top Right or Bottom Left of your artwork.

Digital Catalogue



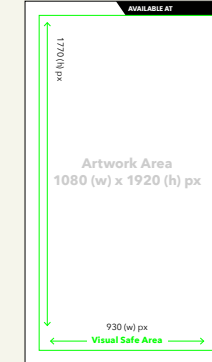
Bottom Left

OR

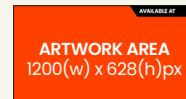


Top Right

Digital Screens



Facebook & Instagram (Meta) Assets



1:91:1 ratio



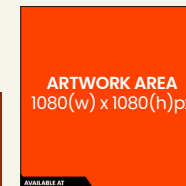
1:1 ratio



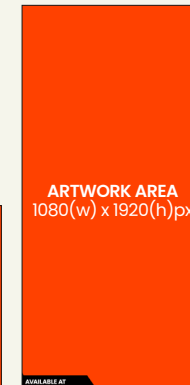
9:16 ratio



1:91:1 ratio



1:1 ratio



9:16 ratio

Bottom Left



Available At Tag Device

'Available At' – Pillar Variations

This device can be positioned at either the top or bottom of the Digital artwork.

Co-Branded Tag Device is available as:

1. Mitre 10 and Total Tools
2. Mitre 10 and Home Hardware
3. Cellarbrations and Bottle-O
4. Cellarbrations, Bottle-O and Porters
5. Cellarbrations, Bottle-O and IGA Liquor

'Available At' Tag Device

AVAILABLE AT 

AVAILABLE AT 

AVAILABLE AT 

AVAILABLE AT 

AVAILABLE AT 

Co-Branded Tag Device.

AVAILABLE AT  

AVAILABLE AT  



Creative Add-Ons

A selection of **Dinkus**, **Callout Bubbles** and **CTA Pills** can be added to your artwork by the LocalEyes Digital Team to enhance your creative.

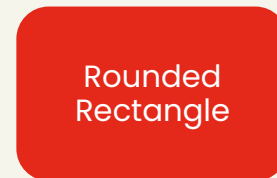
These come in varying colours and shapes – oval, pill and rounded rectangle.

Please allow space within your artwork for our team to add these elements.

Call-out Types



Shapes



Colours

