



STATIC PROMOTED PIN CREATIVE SPECS

Images must be:

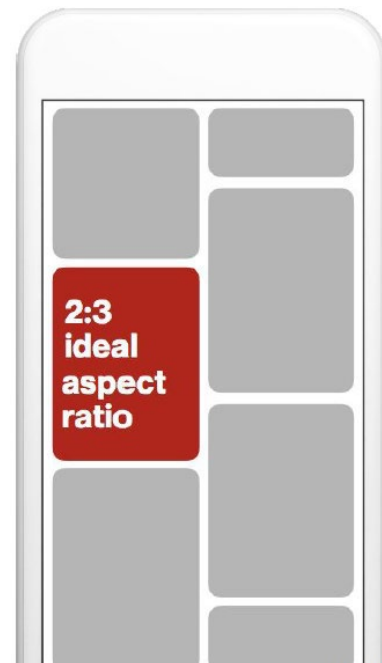
- File type: PNG or JPG
- Max file size: 10MB
- Creative versions: 2 – 3 versions
- Must provide all creative versions with individual banner logos for all targeted divisions (Kroger, Bakers, Gerbes, Dillons, City Market, King Soopers, Fred Meyer, Frys, QFC, Ralphs & Smiths)

We recommend:

- Aspect ratio should be 2:3 (e.g. 1000 pixels wide by 1500 pixels tall).
- Any pin that has a taller aspect ratio greater than 2:3 may be cut off at the bottom when shown and may be penalized in the auction.

Copy:

- Title copy can be up to 100 characters
- Description copy can be up to 500 characters
- Bolding, text formatting and line spacing is not an option
- Prioritize the first 1-2 sentences (most likely to show up in feed)
- Provide copy in a Word document (.doc or .docx)



VIDEO (STANDARD WIDTH) PROMOTED PIN CREATIVE SPECS

Video must be:

- File type: .mp4, .mov or .m4v
- Encoding: H.264 or H.265
- Max file size: Up to 2GB
- Video length: Min. 4s, Max. 60s, Best Practice – 15-30s
- Creative versions: 1-2 versions
- Aspect Ratio: Shorter than 1:2 (width:height), taller than 1.91:1. We recommend making your videos square (1:1) or vertical (2:3, 9:16)
- Must provide all creative versions with individual banner logos throughout the video for all targeted divisions (Kroger, Bakers, Gerbes, Dillons, City Market, Kings Soopers, Fred Meyer, Frys, QFC, Ralphs & Smiths)

Copy:

- Title copy can be up to 100 characters
- Description copy can be up to 500 characters
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CREATIVE BEST PRACTICES

1 Pick eye-catching imagery

Platform users prefer high-quality, vertical images with a 2:3 aspect ratio (ex: 1000 x 1500 pixels).

2 Make the brand the focal point

The focus product should be front and center. Avoid using abstract or lifestyle imagery that doesn't showcase the brand.

3 Provide high-impact experiences

Show consumers how the product fits into their individual lifestyle. Contextualize the brand based on consumer need (examples: a key differentiator, a use-case, and/or functional benefit).

4 Utilize a logo to drive association

Subtly place a logo on every Pin. Avoid the lower right corner, as Pinterest product icons occupy that area.

5 Text overlay provides a stronger story

Text overlay is the copy included on the Pin, making it stand out, providing additional context and enhancing the brand message. Keep text concise so it's easy for people to read on their phones.