



**Once You Know,  
You Newegg.**

2026 Banner Guidelines



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You Newegg.**

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# Purpose

The purpose of this document is to provide an educational resource on the technical specifications and restrictions for banner placements on Newegg's various digital properties.

This document will enable a partner brand/vendor's creative team to create their own digital assets to run across Newegg according to their own brand requirements.

# Safe Areas

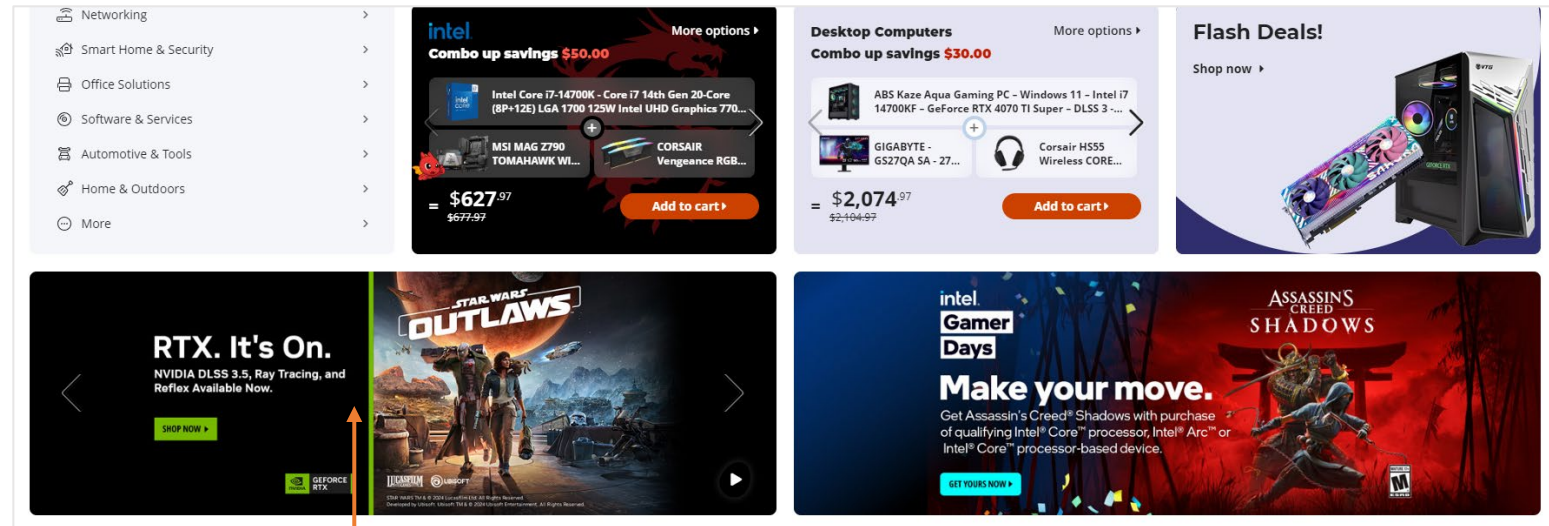
## Ensuring Important Content Is Visible Across Devices

### What is a Safe Area?

Some banner sizes include a safe area—a specific section of the image that will always be visible across various devices. This prevents text, logos, photos, and product images from being unintentionally cut off by the site's UI or different screen sizes. We provide resource templates with guidelines and marked areas for your reference.

Banners that showcase **Safe Areas** sizes include:

- 1150x320
- 1920x360
- 1920x120
- 1300x240
- 1200x1200\_PushNotification
- 940x390
- 759x300
- 759x300v2
- 640x100
- 160x360



\*Anything outside of Safe Area might be covered or cut off.

# @2x Sizing

## Different Screens with Different Pixel Density

### What is @2x Sizing?

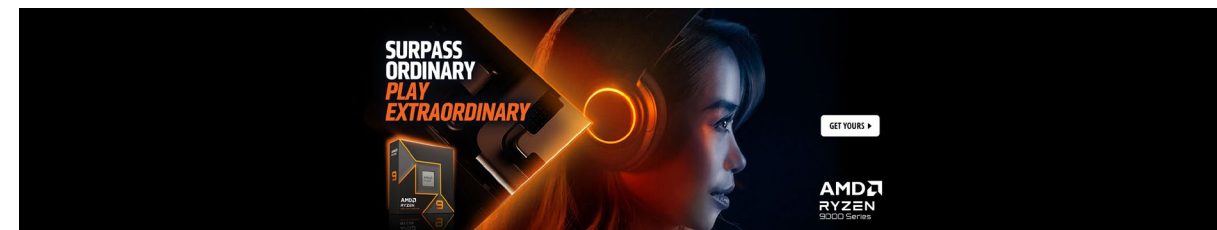
Certain banner sizes are exported at a larger size in order to properly show images on screens with more pixels than the average 72dpi.

Without @2x sizing, banners may show up with degraded visual quality and pixelation when being scaled up to fit page sizes or look very small when loading at 100% scale.

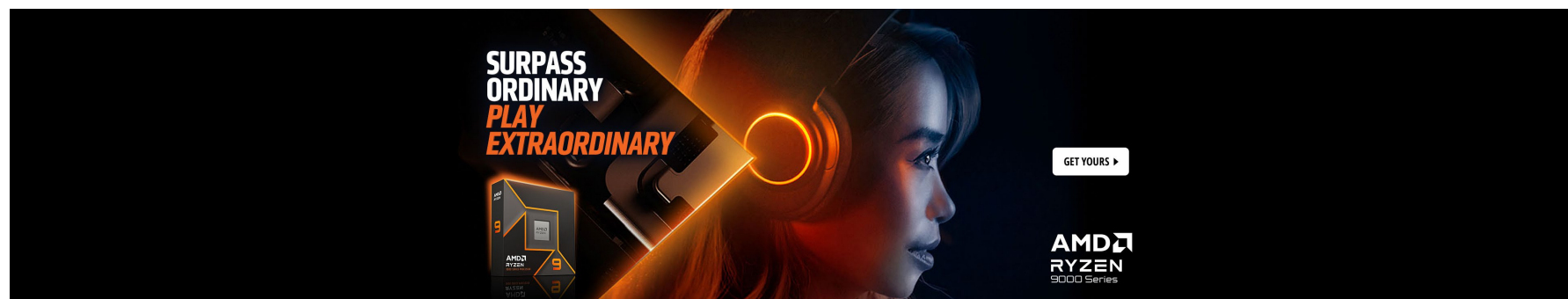
Banners that showcase @2x sizes include:

- 1150x320
- 940x390
- 1920x360
- 1920x120
- 1920x120v2
- 640x100

Both 1x and 2x banners are meant to be identical in design and layout. To ensure this, we recommend designing the banner in Photoshop at high-resolution and saving both 1x and 2x jpgs from the same file.



1920x360



1920x360@2x

# V2

## Banners Designed for Alternate Placements

### What is a V2 Banner?

Sometimes, banners with the same dimensions but different placements are requested. These will be labeled as 'v2' and often feature designs without CTAs. For example, a header image for an event or category store may not need a CTA, as the user has already reached their shopping destination. These headers span the full page, so a safe area isn't required like in standard banners.

Another case is when a banner is used in a mobile placement without a CTA. Mobile users have become accustomed to tapping on elements, so a button isn't always necessary.

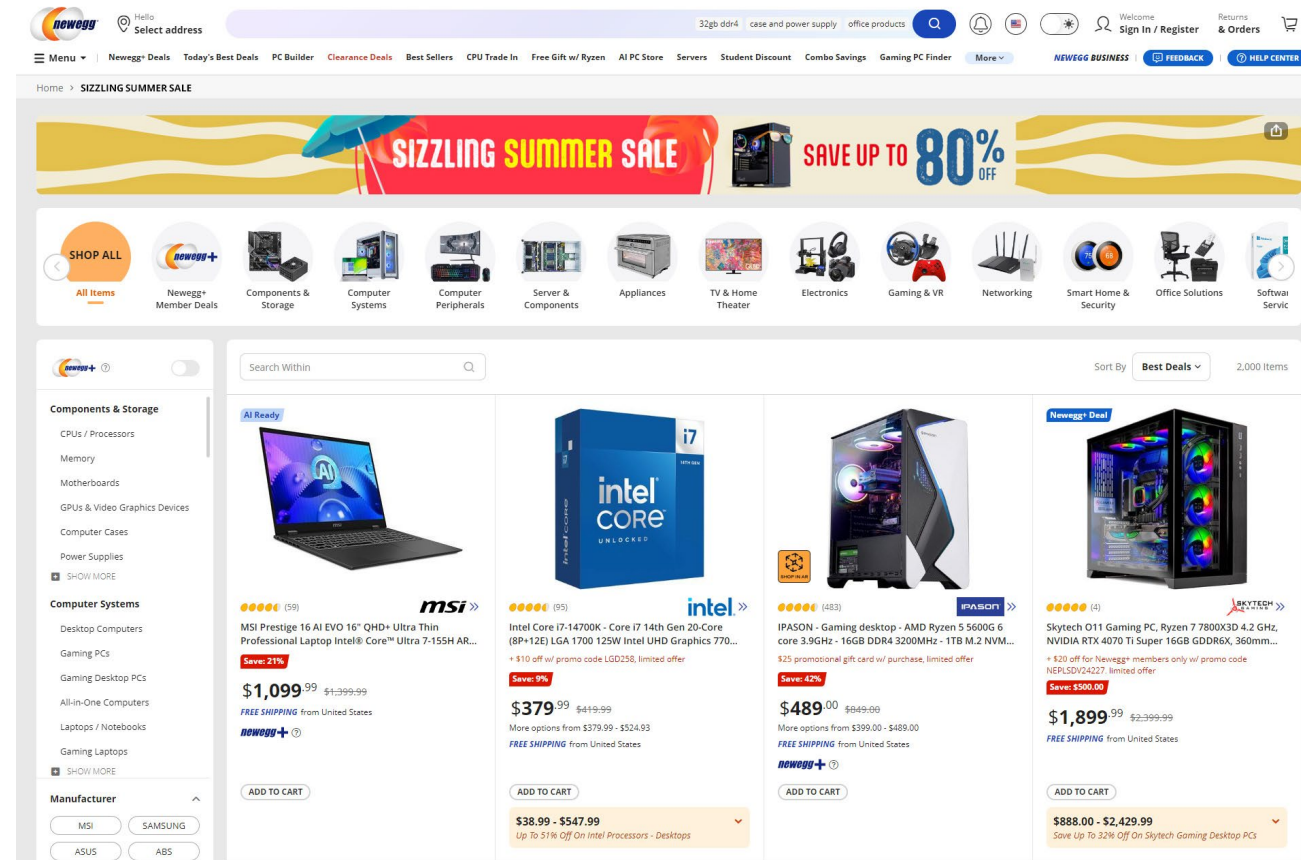
### V2 Banners sizes include:

- 1920x120
- 759x300

759x300v2



1920x120v2



# Paired Banners

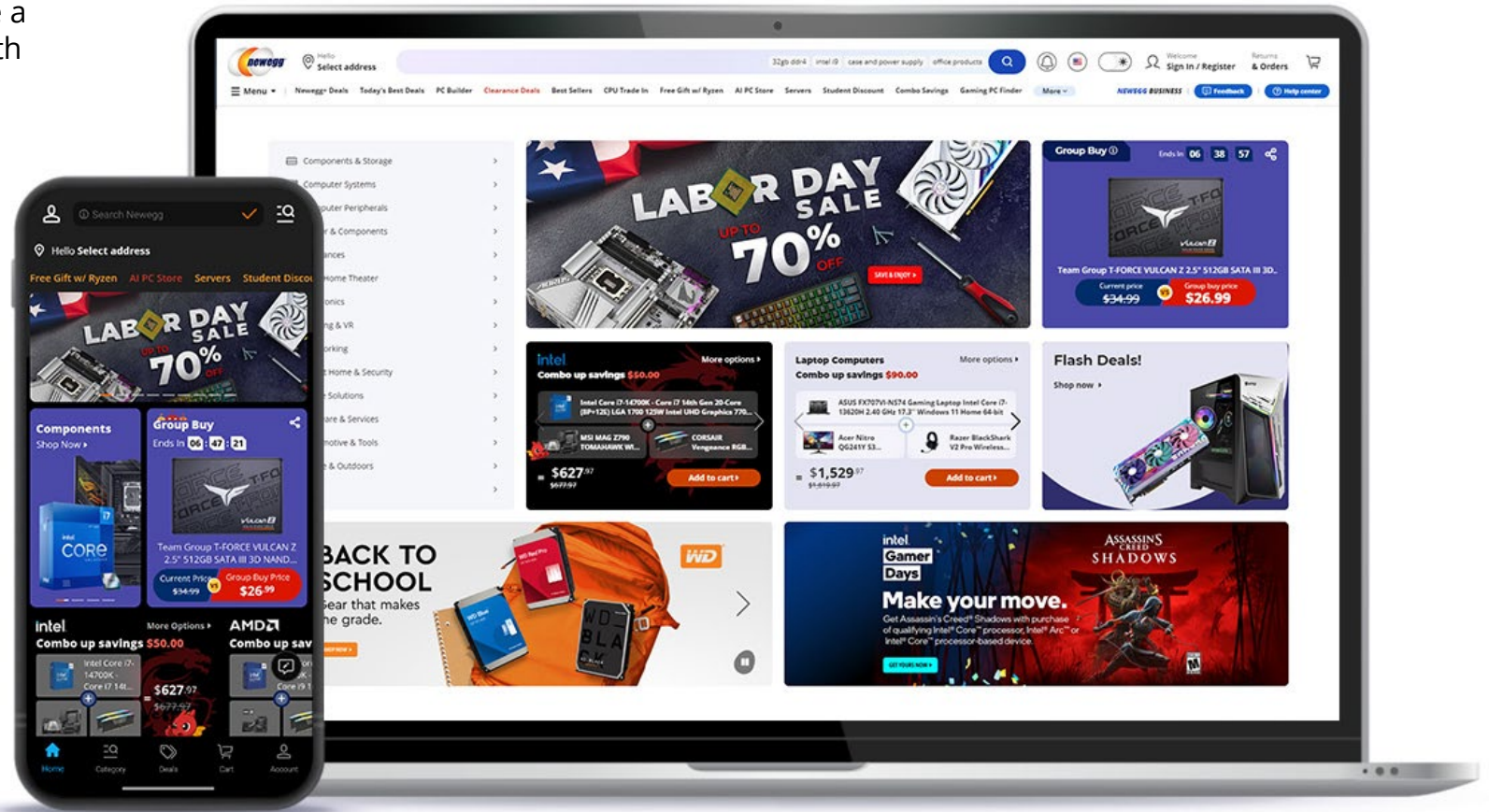
## Different Screens with Different Pixel Density

### What are Paired Banners?

The website is responsive, desktop banners often have a matching size for mobile. When designing a banner with a specific pair, you must also provide the matching banner, or nothing will show in the missing spot.

#### Banner sizes that require a specific pairing:

- 1150x320 → 759x300
- 1920x120 → 1920x360 & 640x100
- 1920x120v2 → 759x300v2
- 940x390 → 759x300



# CTA Style

## Button or Underlined

### Why are there different CTA Styles?

There are 3 styles of CTA that we recommend for use:

#### 1) Button CTA - Big

- 1) Rounded Corners: Corner Radius (30px @2x), (15px @1x)
- 2) Height: 60px (@2x), 30px (@1x)
- 3) Font: Open Sans Bold
- 4) Font Size: 28pt (@2x), 14pt (@1x)
- 5) Padding: 40px (@2x), 20px (@1x)

#### 2) Button CTA - Small

- 1) Rounded Corners: Corner Radius (24px @2x), (12px @1x)
- 2) Height: 48px (@2x), 24px (@1x)
- 3) Font: Open Sans Bold
- 4) Font Size: 24pt (@2x), 12pt (@1x)
- 5) Padding: 30px (@2x), 15px (@1x)

#### 3) Underlined CTA

- 1) Font: Open Sans Bold
- 2) Font Size: 28pt (@2x), 14pt (@1x)

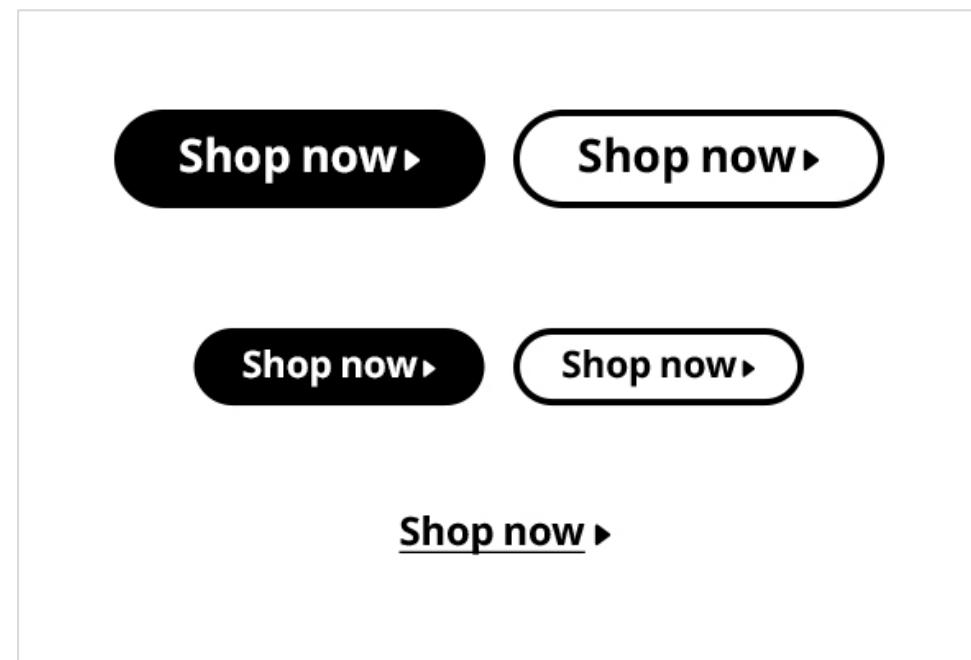
The **Button Style** is meant for larger sized banners for a stronger CTA especially with additional text & logos.

The **Underlined Style** is meant for all other banner sizes to reduce total area of CTA size for better visual design of smaller banners.

#### CTA Style For Banners:

- Button Style - Big: 1150x320, 1920x360, 1200x500, 940x390
- Button Style - Small: 160x360, 1920x120
- Underlined Style: Optional variant if concerned with space constraints

**If neither of these CTA styles is used, the CTA must still read as a clickable link or button and must be of appropriate text size and color contrast.**



# Naming Convention

## Banners Have to Be Named Specifically

**File names for banners must be their resolution and with their special designation included where applicable.**

Newegg's website is built to source these banners using a specific naming convention. These naming conventions need to be followed precisely so that our site can display the banners correctly.

**[“Length”x”Height”] [“Special Designation”] [“@2x”].jpg**

The following are other examples of banners with Special Designations.

- **“v2”**: Banners without a CTA included
  - “1920x120v2.jpg”, “759x300v2”
- **“\_PushNotification”**: For banners that require mobile push safe area and should not have a CTA
  - “1200x1200\_PushNotification”
- **“@2x”**: Banners with @2x size for larger screens
  - “1920x360@2x.jpg”, “1920x120@2x.jpg”

Name	Date modified	Type
160x360	1/30/2025 4:14 PM	JPG File
640x100	1/30/2025 4:01 PM	JPG File
640x100@2x	1/30/2025 4:01 PM	JPG File
759x300	1/30/2025 2:50 PM	JPG File
759x300v2	1/30/2025 2:50 PM	JPG File
940x390	1/30/2025 3:05 PM	JPG File
940x390@2x	1/30/2025 3:05 PM	JPG File
1080x1920	1/30/2025 3:05 PM	PNG File
1150x320	1/30/2025 2:41 PM	JPG File
1150x320@2x	1/30/2025 2:41 PM	JPG File
1200x1200_PushNotification	1/30/2025 5:08 PM	JPG File
1300x240	1/30/2025 3:13 PM	JPG File
1920x120	1/30/2025 3:21 PM	JPG File
1920x120@2x	1/30/2025 3:21 PM	JPG File
1920x120v2	1/30/2025 3:25 PM	JPG File
1920x120v2@2x	1/30/2025 3:24 PM	JPG File
1920x360	1/30/2025 2:41 PM	JPG File
1920x360@2x	1/30/2025 2:41 PM	JPG File
IG_1080x1350	1/30/2025 2:54 PM	PNG File
SM_1200x628	1/30/2025 3:00 PM	PNG File

**Typical Banner Sizes with naming conventions**

**\*All alternate banner name suffixes need to go after the original filename but before extension.**

# French Translation

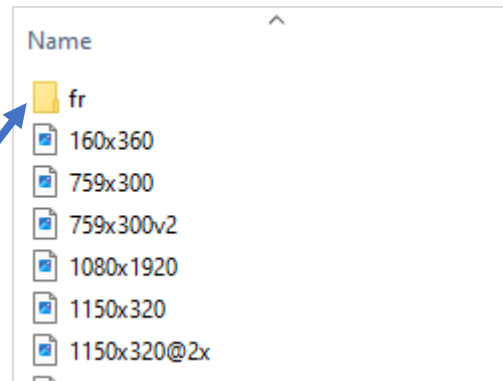
## Banners That Must Be Translated for Newegg Canada

For banner sets that are to be featured on Newegg Canada, French versions are required in order to be compliant with Canadian law. Newegg's website is built to source these banners using a specific naming convention. These naming conventions need to be followed precisely so that our site can display the banners correctly.

**Currently, only the three homepage leaderboard banners need to be supplied in French:**

- 1150x320
- 1150x320@2x
- 759x300

Please put the three banners within a folder named **"fr"**. Our site automatically replaces the English version with its French translation when the site language settings are changed.



759x300



1150x320

The background of the slide is a solid blue color with a white circuit board pattern. The pattern consists of various lines, curves, and nodes, resembling a complex network or data flow, primarily concentrated in the corners and extending towards the center.

# Asset Specs

What to Submit

# Assets

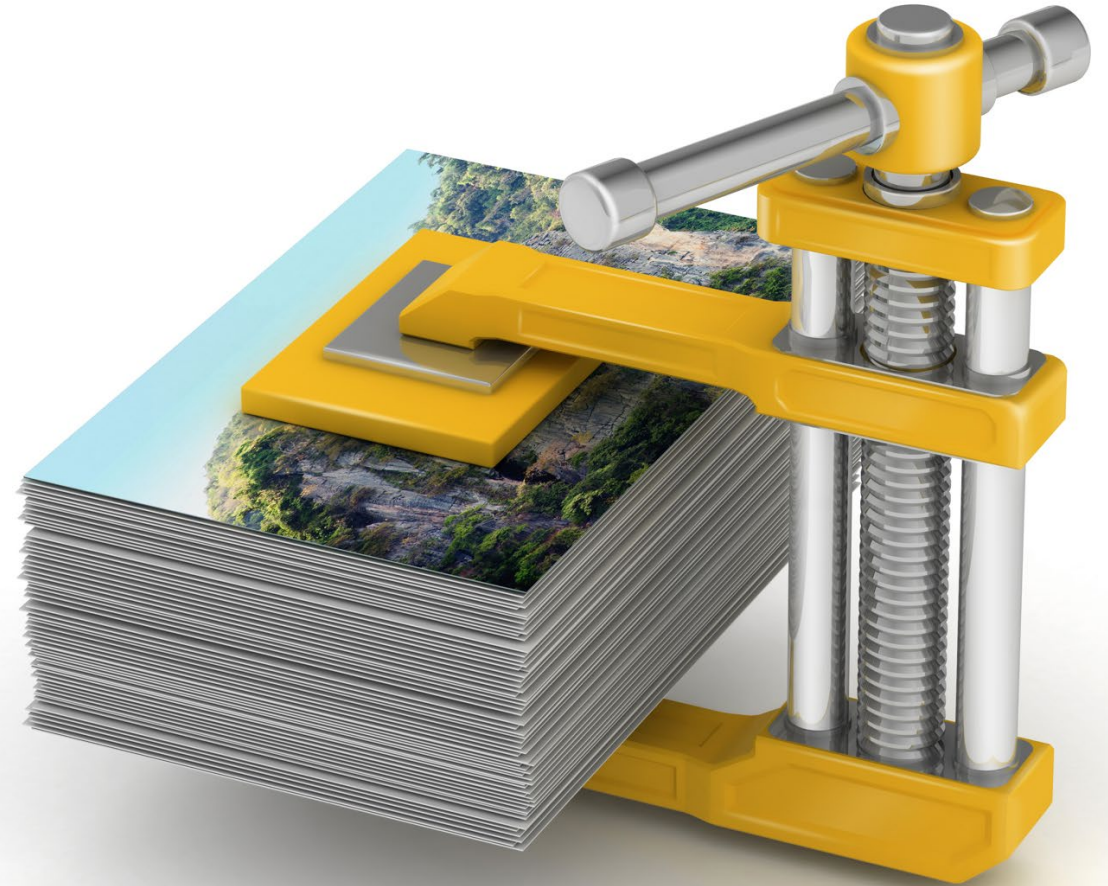
## Zip with Image Files Included

Please provide a zip file with your banner images you would like to run on Newegg's properties.

Your contact will provide it to our internal teams and reach out if they need anything else.

### **File Specs**

File Type: JPGs and PSDs



# Taglines

## Tips for Writing Promotional Copy

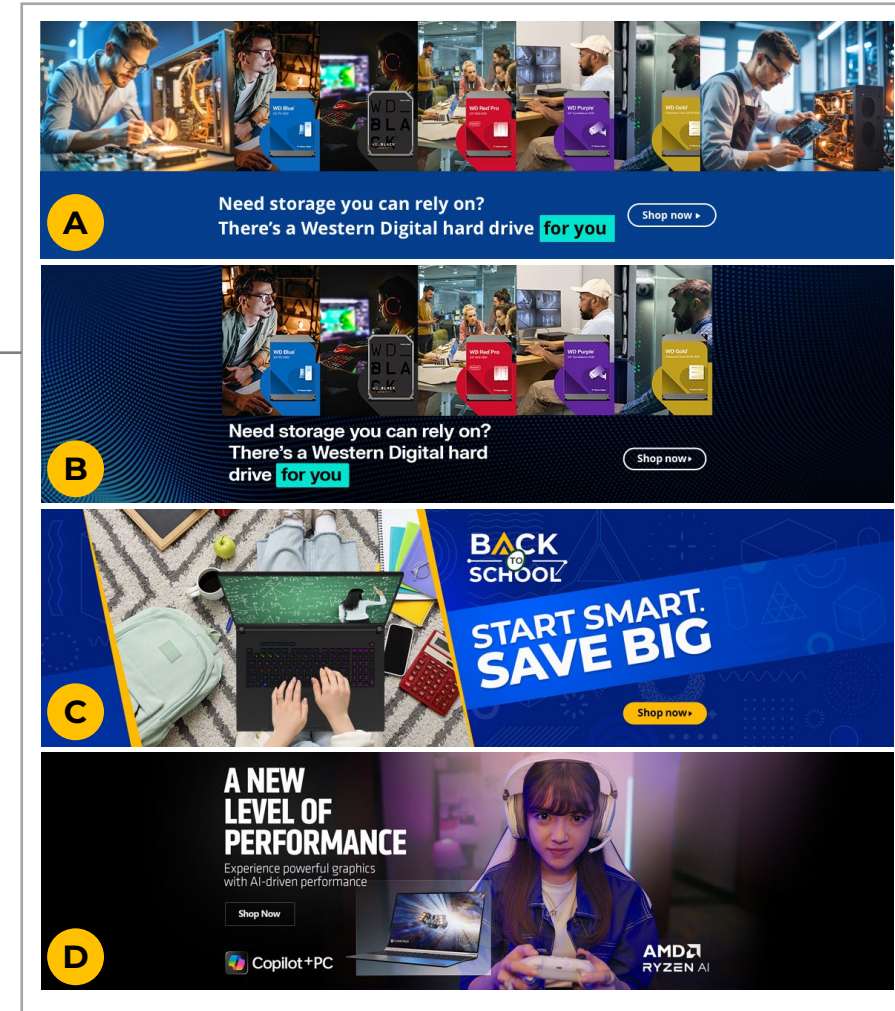
- Taglines should be clear and concise.
- Avoid unnecessary repetition.
- Avoid exclamation points.
- Avoid unnecessary disclaimers on the banner that will be present on the landing page, if any.
- The logo should be present and can have one mention of the brand name in the taglines.
- One main tagline, one call-to-action. Sub taglines can be optional.
- Both the tagline and call-to-action should make sense in relation to the promotion.
- CTAs should be limited to a max of three words. Generic CTAs like VIEW DETAILS ►, SHOP NOW ►, or LEARN MORE ► are fine, but it is encouraged to use a CTA that is more engaging about the product(s) featured.
  - For example: “FEEL THE DIFFERENCE ►” or “EXPAND YOUR HORIZONS ►”.
- CTAs should avoid specific language that’s inappropriate to the destination, for example “SIGN UP ►” for a store destination that only has items to purchase and no program to sign up for, or “ENTER NOW ►” for a destination that doesn’t have a contest or giveaway to enter.
- Avoid violent taglines. For example: “Weapon of Choice” or “Completely Deadly”.



# Best Practices

## Issues to Avoid

- No imagery that contains any of the following: products on fire, products in water, products in sand, products with broken glass, blood, sex/nudity, violence, obscenities, profanity.
- No excessive use of logos, badges, icons.
- For small banners (with a width <500px), avoid using disclaimers and consider limiting to a single tagline, or using a shortened alternate form for the taglines. These sizes are too small for disclaimer-sized fonts or excessive amounts of text to be readable.
- No white backgrounds, use an off-white, such as #f4f5f7 or darker.
- For any banner that combines lifestyle images and solid color backgrounds, please ensure one of the following is implemented:
  - Extend the sides of the lifestyle image past the safe area, so that the transition from image to background is not visible (Example A).
  - Use a patterned design or a gradient rather than a solid color background (Example B).
  - Create an intentional, designed outline bordering the image and marking the transition from image to background (Example C).
  - Use a fade effect to blur the transition from image to background (Example D).
- No backgrounds that are #121212 gray. Instead, use #0b0b0b or darker; or #333333 or lighter.
- Keep all banner resolutions at 72dpi.
- Center align the design within the safe area.
- For readability, avoid using text and background colors that lack sufficient contrast with each other to maintain WCAG compliance.
  - WCAG guidelines: <https://www.w3.org/TR/WCAG21/>
  - WCAG contrast checker: <https://webaim.org/resources/contrastchecker/>
- Items that are placed closed to each other should appear realistic in scale.



The background is a solid blue color with decorative white circuit board patterns in the corners. The top-left corner features a complex network of lines and nodes, while the bottom-right corner has a similar but more vertical pattern. The central text is positioned between these patterns.

# Banner Placements

Desktop

# 1150x320

## Homepage Leaderboard

### Specs

**Placement:** Newegg.com Homepage Leaderboard Banner

**Resolutions:** 1150x320px (@1x)

2300x640px (@2x)

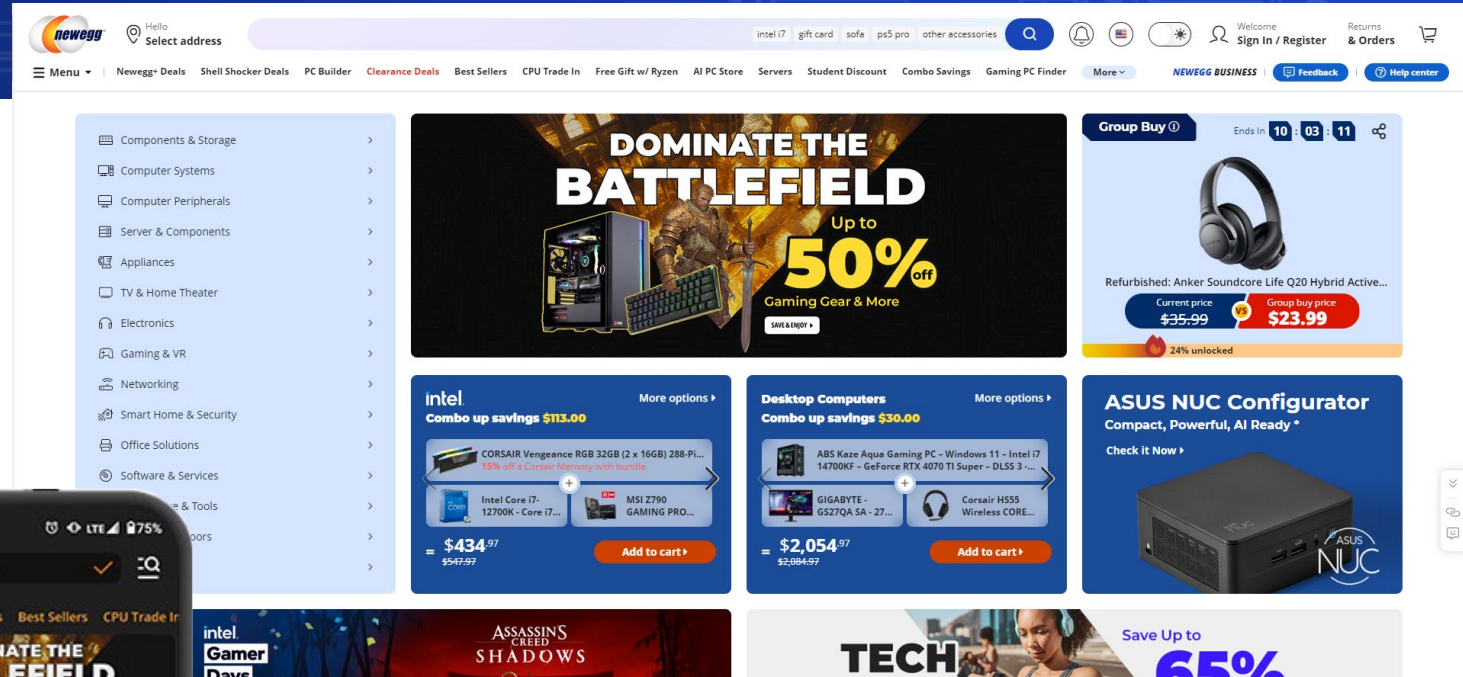
**File Names:** 1150x320.jpg

1150x320@2x.jpg

**Format:** JPG

### Notes:

- This banner has an @2x Size and Safe Area.
- This banner has a mobile pairing – 759x300.



# 1920x360

## Category Banner

### Specs

**Placement:** Newegg.com Category Page Leaderboard Banner

**Resolutions:** 1920x360px (@1x)

3840x720px (@2x)

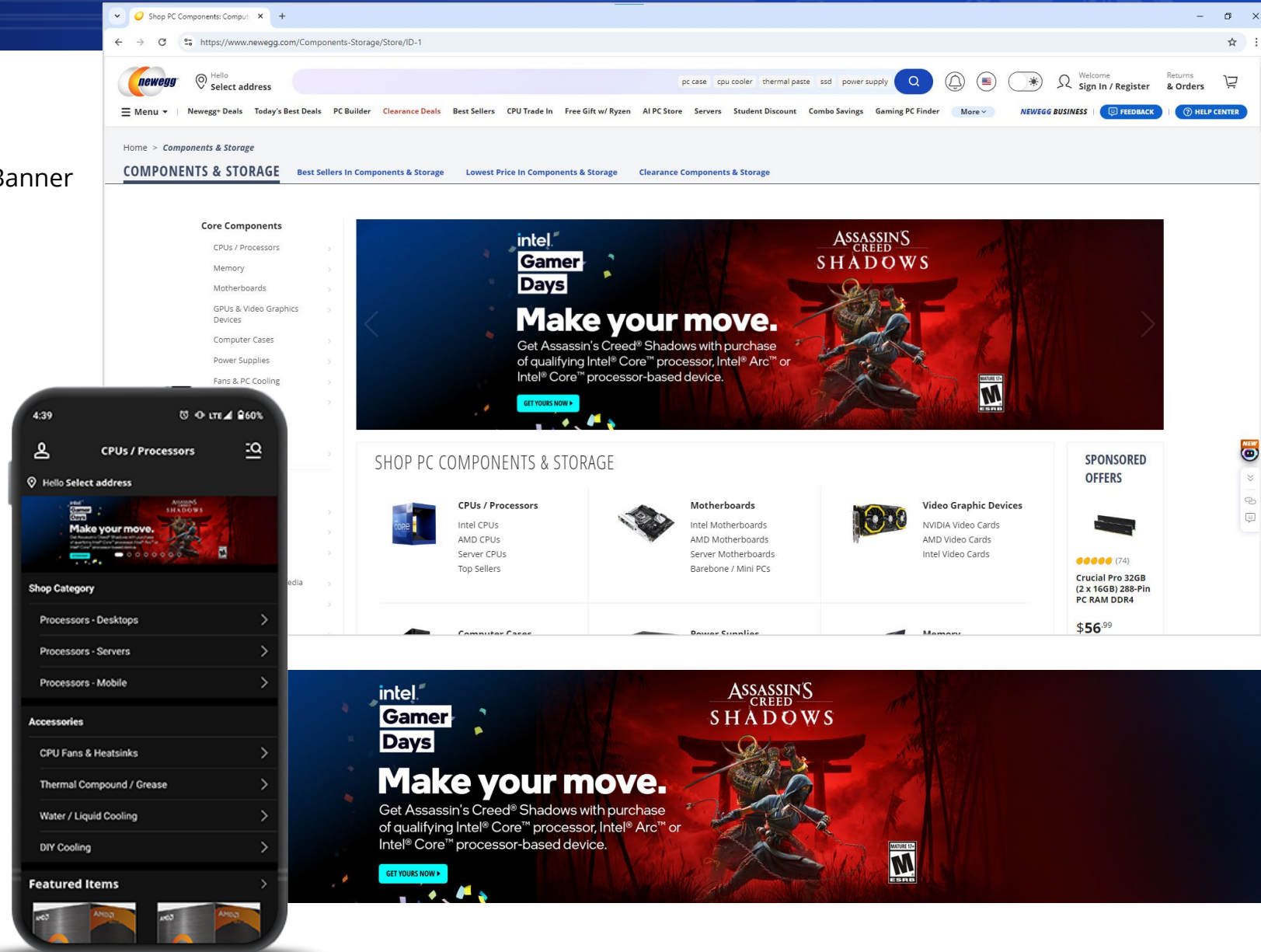
**File Names:** 1920x360.jpg

1920x360@2x.jpg

**Format:** JPG

### Notes:

- This banner has an @2x Size and Safe Area.



# 940x390

## Homepage Carousel

### Specs

**Placement:** Newegg.com Homepage Item Carousel Banner

**Resolutions:** 940x390px (@1x)

1880x780px (@2x)

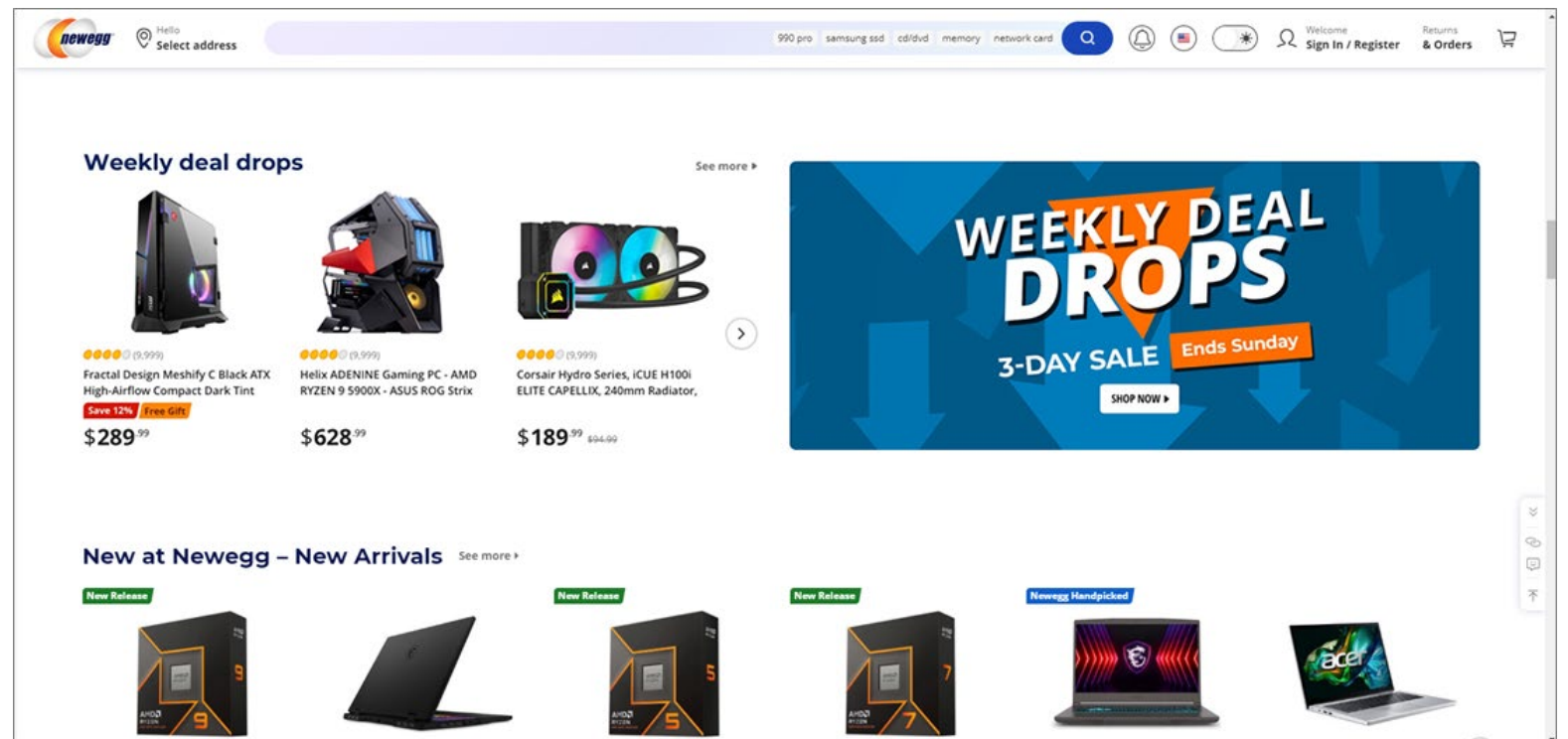
**File Names:** 940x390.jpg

940x390@2x.jpg

**Format:** JPG

### Notes:

- This banner has an @2x Size and Safe Area.
- This banner has a mobile pairing – 759x300.



# 1920x120

## Homepage Feature Banner

### Specs

**Placement:** Homepage Feature, Subcategory, or Mid-page Placement.

**Resolutions:** 1920x120px (@1x)

3840x240px (@2x)

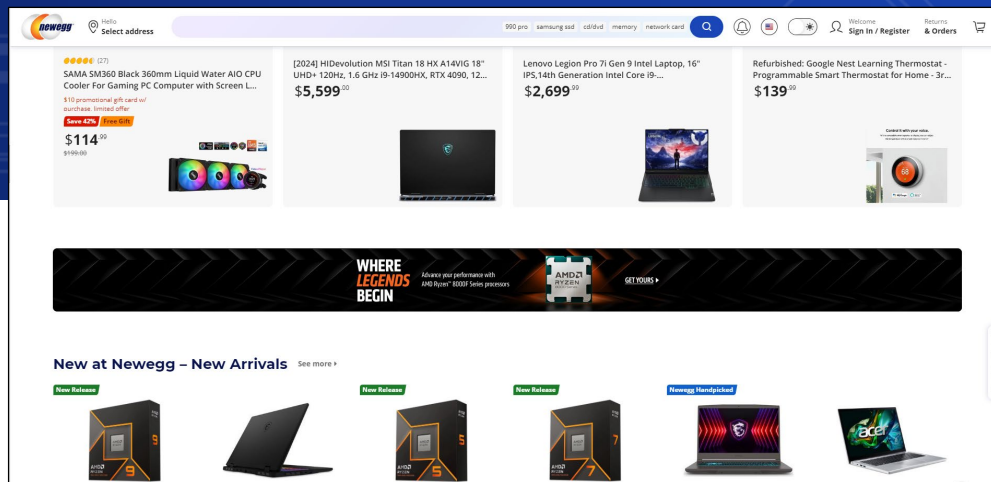
**File Names:** 1920x120.jpg

1920x120@2x.jpg

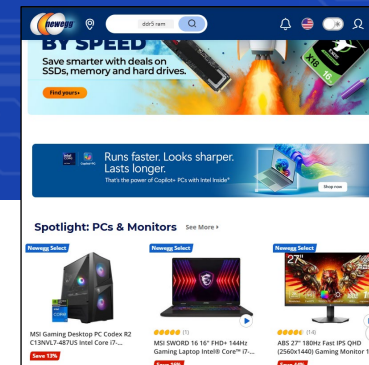
**Format:** JPG

### Notes:

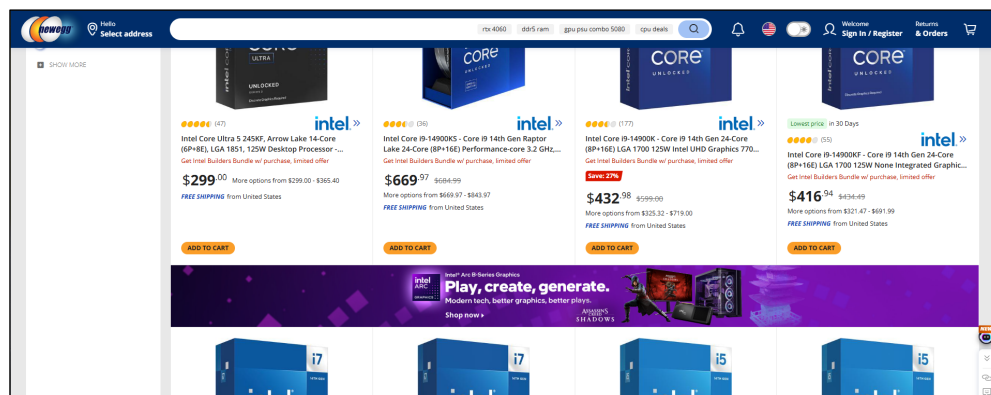
- This banner has an @2x Size and Safe Area.
- This banner has three placements but only two mobile pairings. Subcategory placements require a 1920x360. Mid-page placements require a 640x100. Homepage Feature placements do not require a mobile pairing.



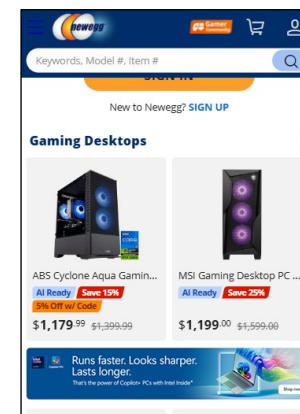
Homepage Feature (desktop view)



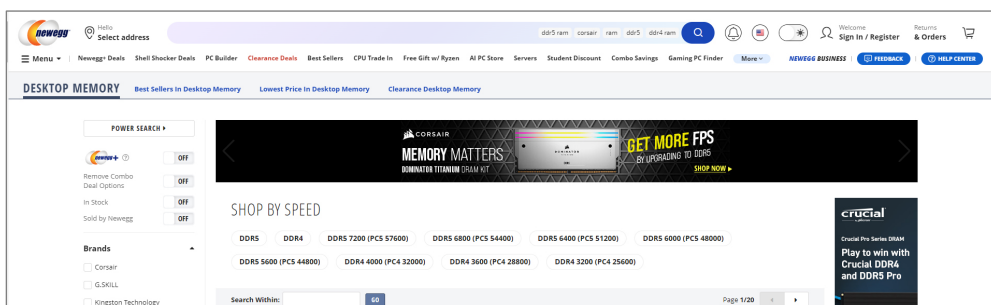
Homepage Feature Mobile (same banner cropped)



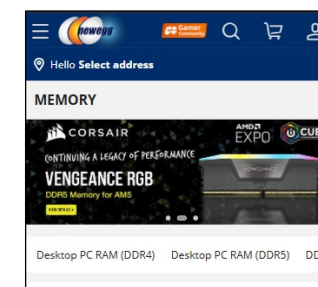
Mid-page Placement



Mid-page Placement Mobile (640x100)



Subcategory



Subcategory Mobile (1920x360)

# 1920x120v2

## Event Store Banner

### Specs

**Placement:** Event Store Header Banner or mid-page placement.

**Resolutions:** 1920x120px (@1x)

3840x240px (@2x)

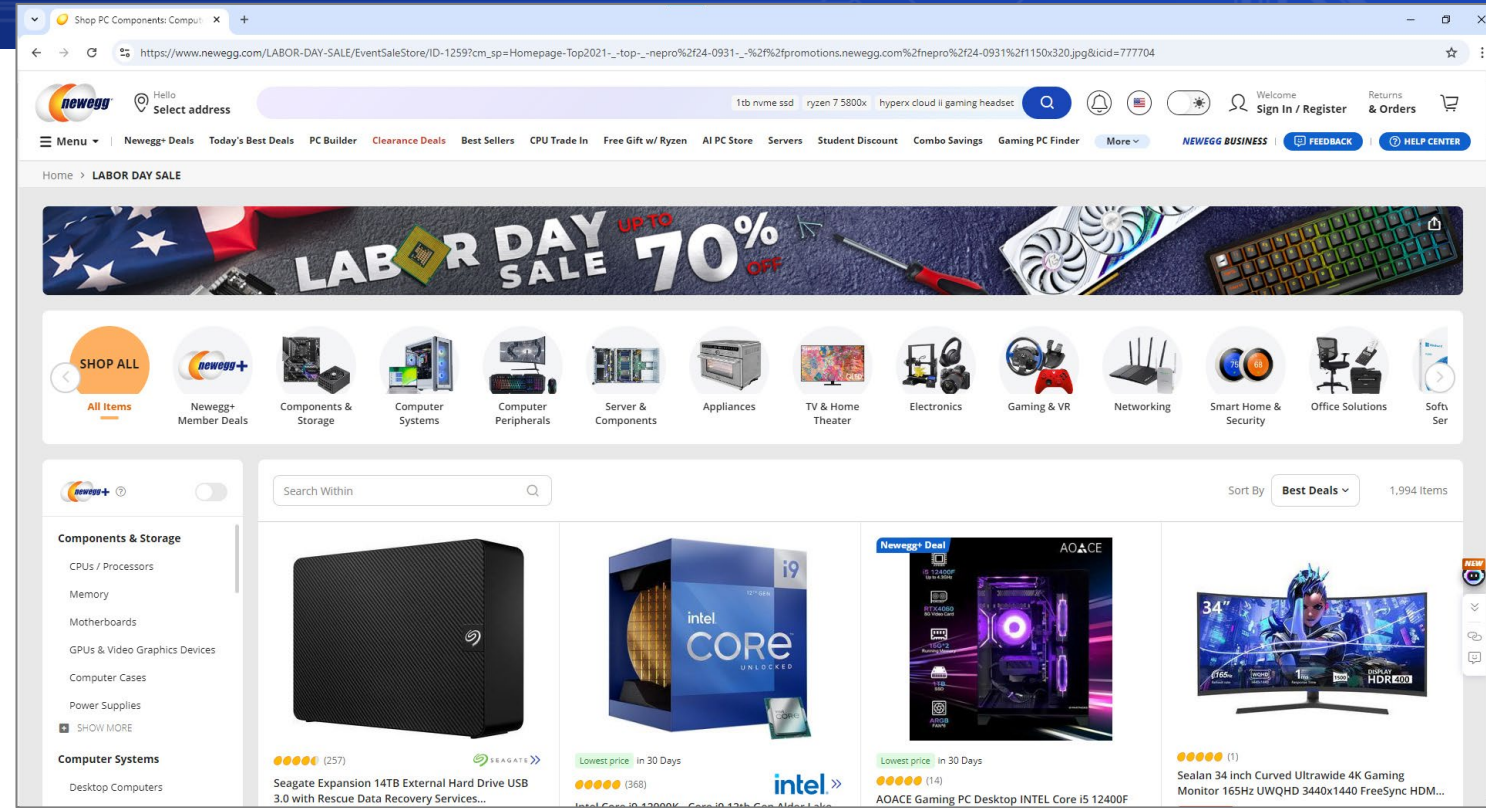
**File Names:** 1920x120v2.jpg

1920x120v2@2x.jpg

**Format:** JPG

### Notes:

- This banner has an @2x Size and but does not have a Safe Area. Its design should extend the entire banner's dimension.
- This banner has a mobile pairing – 759x300v2.



# 160x360

## Product Listing Banner

### Specs

**Placement:** Right side of product listing page.

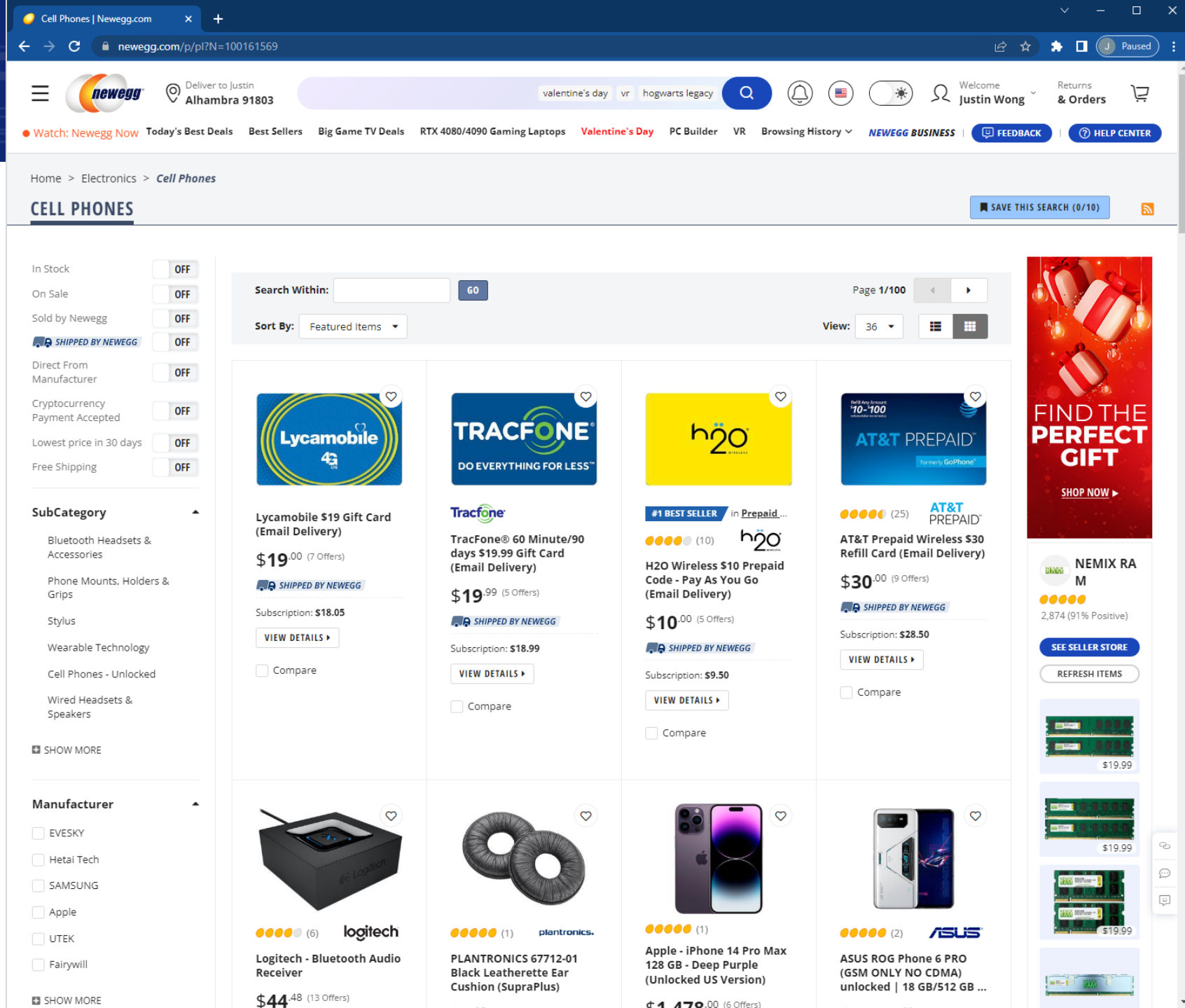
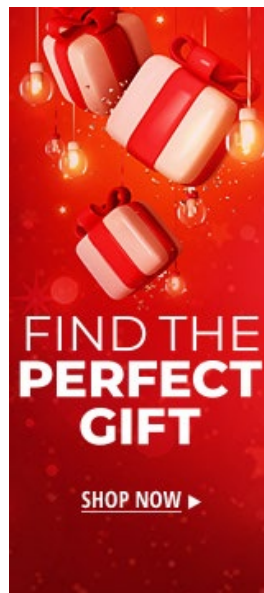
**Resolutions:** 160x360px

**File Names:** 160x360.jpg

**Format:** JPG

### Notes:

- Standard display banner size



The screenshot shows the Newegg website interface. At the top, there's a navigation bar with the Newegg logo, delivery location (Alhambra 91803), and search bar. Below the navigation bar, there are several promotional banners and a grid of product listings. The product listings are for various mobile phone accessories and services, including gift cards, prepaid cards, and earbuds. Each listing includes a product image, title, price, and a 'VIEW DETAILS' button. On the right side of the page, there's a vertical banner for 'FIND THE PERFECT GIFT' with a 'SHOP NOW' button. Below this banner, there's a section for 'NEMIX RAM' with a 'SEE SELLER STORE' button and a 'REFRESH ITEMS' button. The bottom of the page shows a list of RAM modules with their prices.

The background is a solid blue color with decorative white circuit board patterns in the corners. The top-left corner features a complex network of lines and nodes, while the bottom-right corner has a similar but more vertical pattern. The central text is positioned between these patterns.

# Banner Placements

Mobile

# 759x300

## Mobile Banner

### Specs

**Placement:** Mobile Leaderboard Banner, Event Sale Store Header

**Resolutions:** 759x300px

**File Names:** 759x300.jpg

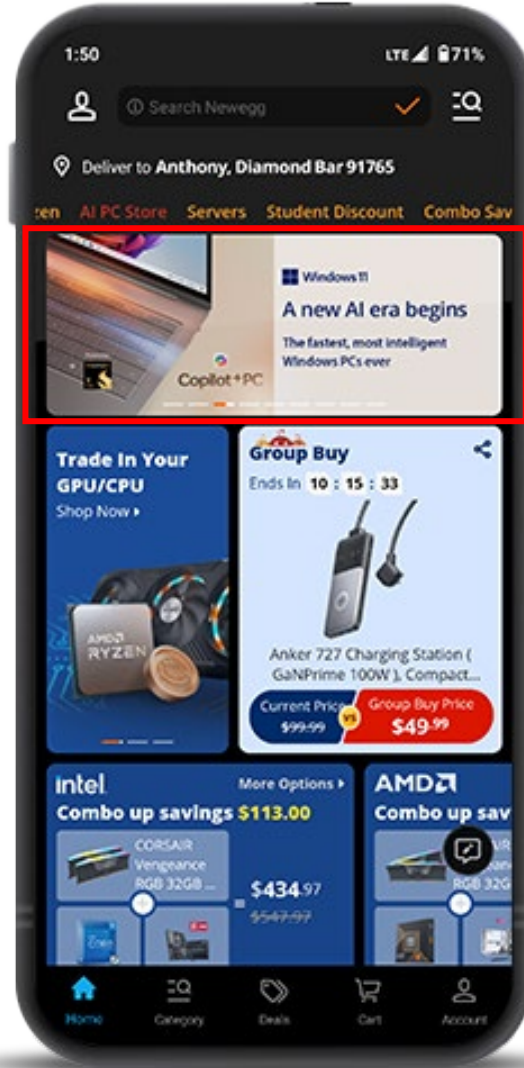
759x300v2.jpg

**Format:** JPG

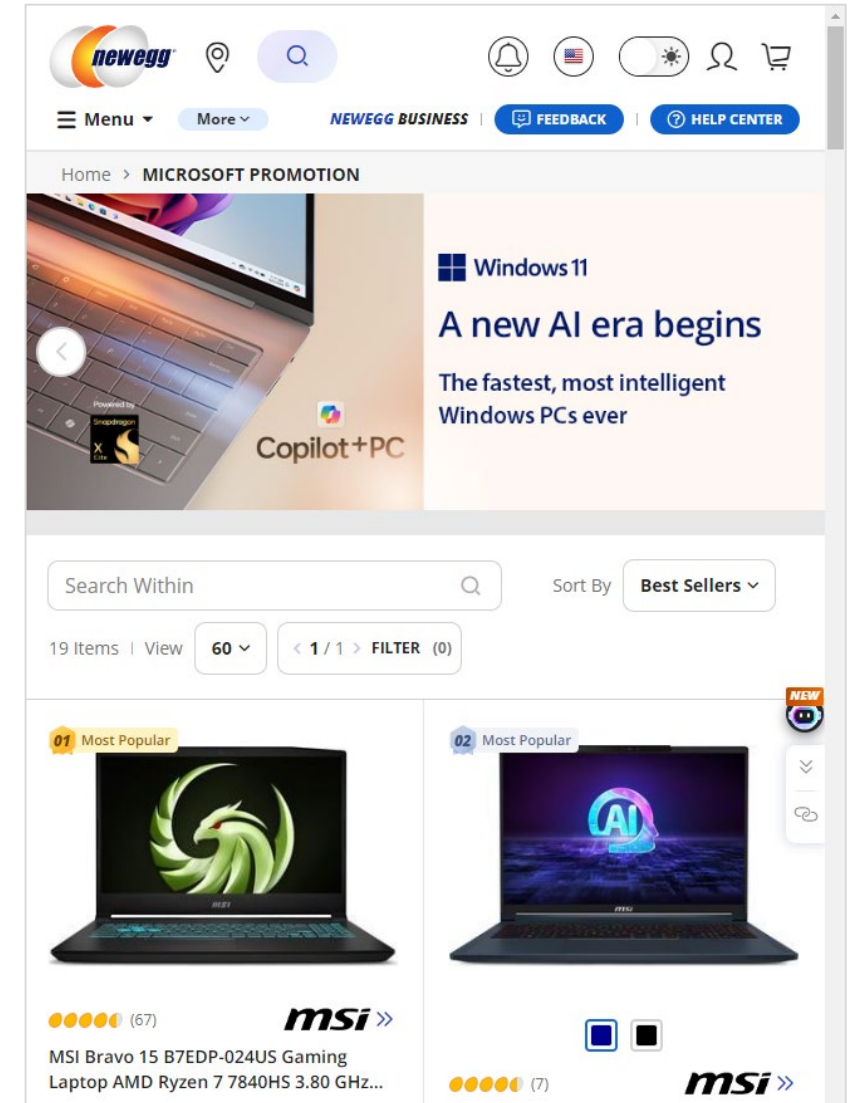
### Notes:

- This size is used for multiple paired banners.
- V2 version for this banner is exactly the same visually, but we need 2 files with different names for responsive web code.
- Text should be relatively larger for mobile screen as it will scale the image smaller.

Mobile Leaderboard Banner



### Event Sale Store Header



# 640x100

## Mobile Promo Banner

### Specs

**Placement:** Mobile Promo Banner

**Resolutions:** 640x100px (@1x)

1280x200px (@2x)

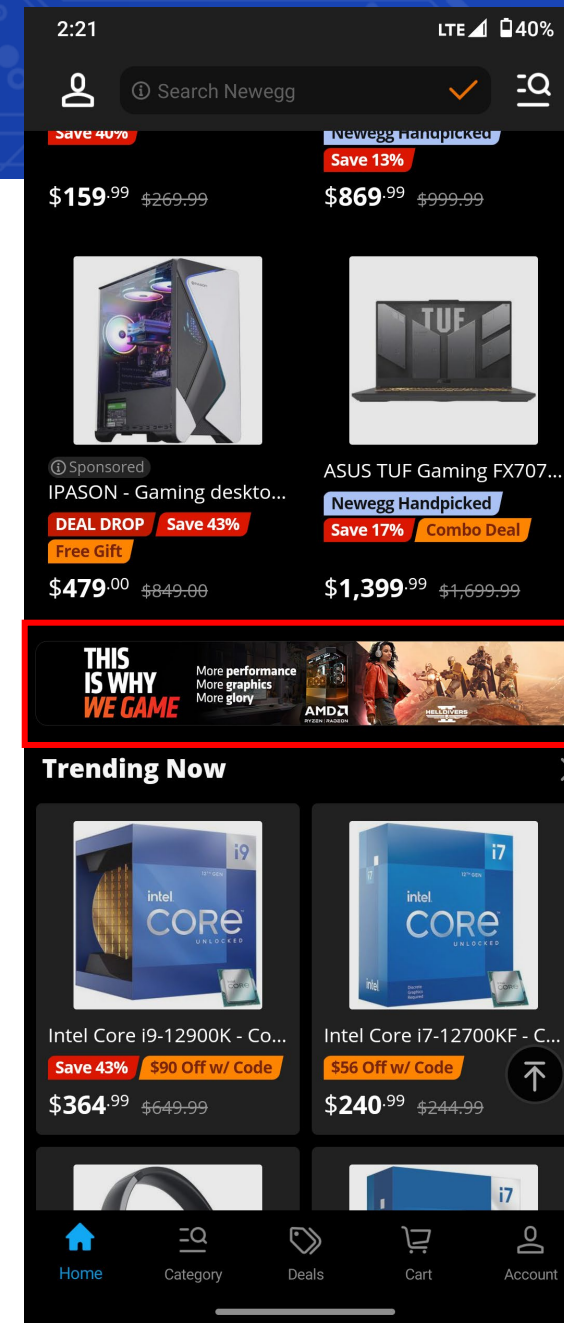
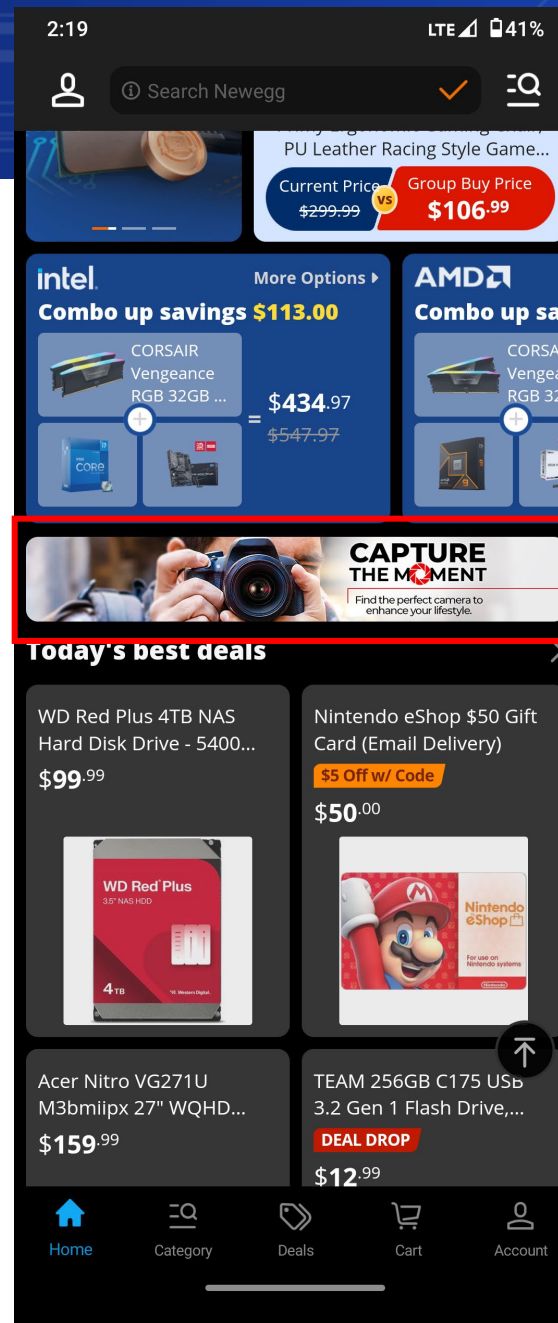
**File Names:** 640x100.jpg

640x100@2x.jpg

**Format:** JPG

### Notes:

- This banner has an @2x Size.
- This banner is used as a paired banner for the 1920x120 Homepage Feature and Mid-page placement.
- Text should be relatively larger for mobile screen as it will scale the image smaller.



# 1200x1200\_PushNotification

## Mobile Push Notification Banner

### Specs

**Placement:** Mobile Push Notification Banner

**Resolutions:** 1200x1200px

**File Names:** 1200x1200\_PushNotification.jpg

**Format:** JPG

### Notes:

- This banner has a safe area because iOS and Android phones display imagery from push notifications differently.
- Text should be relatively larger for mobile screen as it will scale the image smaller.



The background is a solid blue color with decorative white circuit board patterns in the corners. The top-left corner features a complex network of lines and nodes, while the bottom-right corner has a similar but less dense pattern. The central text is positioned between these decorative elements.

# Banner Placements

Email

# 1200x500

## Email Header Banner

### Specs

**Placement:** Header Banner for Email

**Resolutions:** 1200x500px

**File Names:** EmailHeader.jpg

**Format:** JPG

**Notes:** This banner is designed at 2x size. Though it is named 1200x500.jpg and saved at this resolution, it will be displayed at 50% scale (600x250px).

The banner can have a CTA if itself is hyperlinked with a URL destination but not necessary if it is intended to be a static image.



View this email in your browser. Ensure delivery by adding [promo@promo.newegg.com](mailto:promo@promo.newegg.com) to your Address Book.



Once You Know, You Newegg.

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Gaming Laptops

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i7-13700H - 4080 - 16GB DDR5 - 1TB ...

**\$2299.00**



MSI Raider - 17" 240 Hz IPS - i9-13980HX - 4080 -  
64GB DDR5 - 2TB SSD - W11...

**\$3599.00**

# 1300x240

## Email Footer Banner

### Specs

**Placement:** Footer Banner for Email

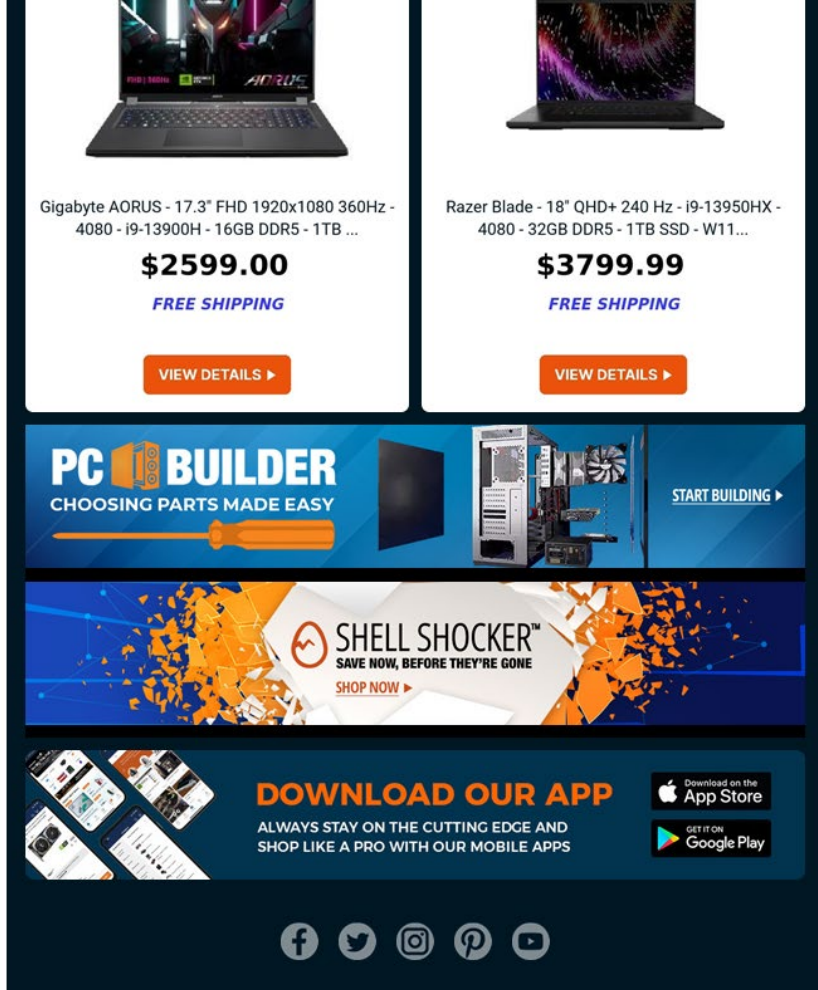
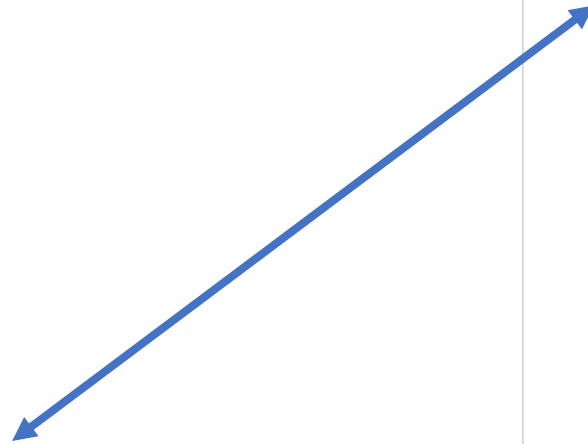
**Resolutions:** 1300x240px

**File Names:** 1300x240.jpg

**Format:** JPG

### Notes:

- This banner is designed at 2x size. Though it is named 1300x240.jpg and saved at this resolution, it will be displayed at 50% scale (650x120px).



The background is a solid blue color with decorative white circuit board patterns in the corners. The top-left corner features a complex network of lines and nodes, while the bottom-right corner has a similar but less dense pattern. The central text is positioned between these decorative elements.

# Banner Placements

Social

# IG\_1080x1350

## Instagram Post

### Specs

**Placement:** Instagram Social Post

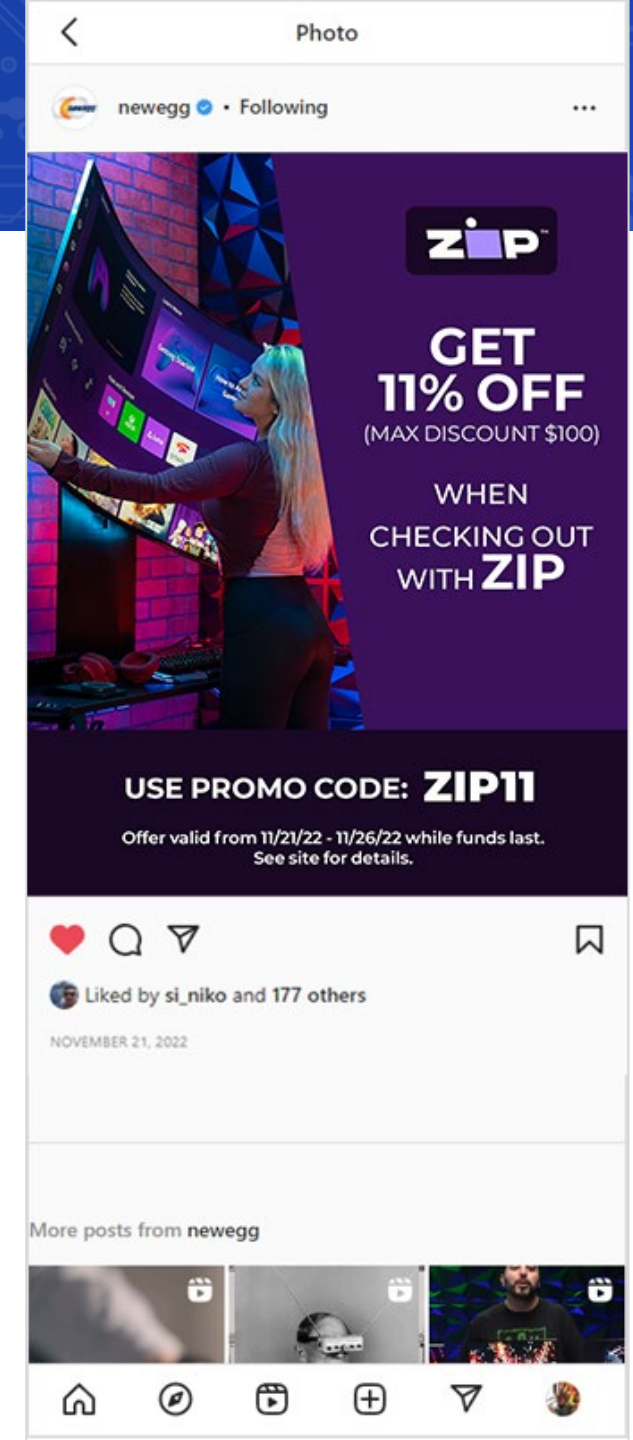
**Resolutions:** 1080x1350px

**File Names:** IG\_1080x1350.png

**Format:** PNG

### Notes:

- This banner should be designed with Mobile in mind so text, logos, etc. do not show up too small.



# 1080x1920

## Instagram Vertical Post/Story

### Specs

**Placement:** Instagram Story Post

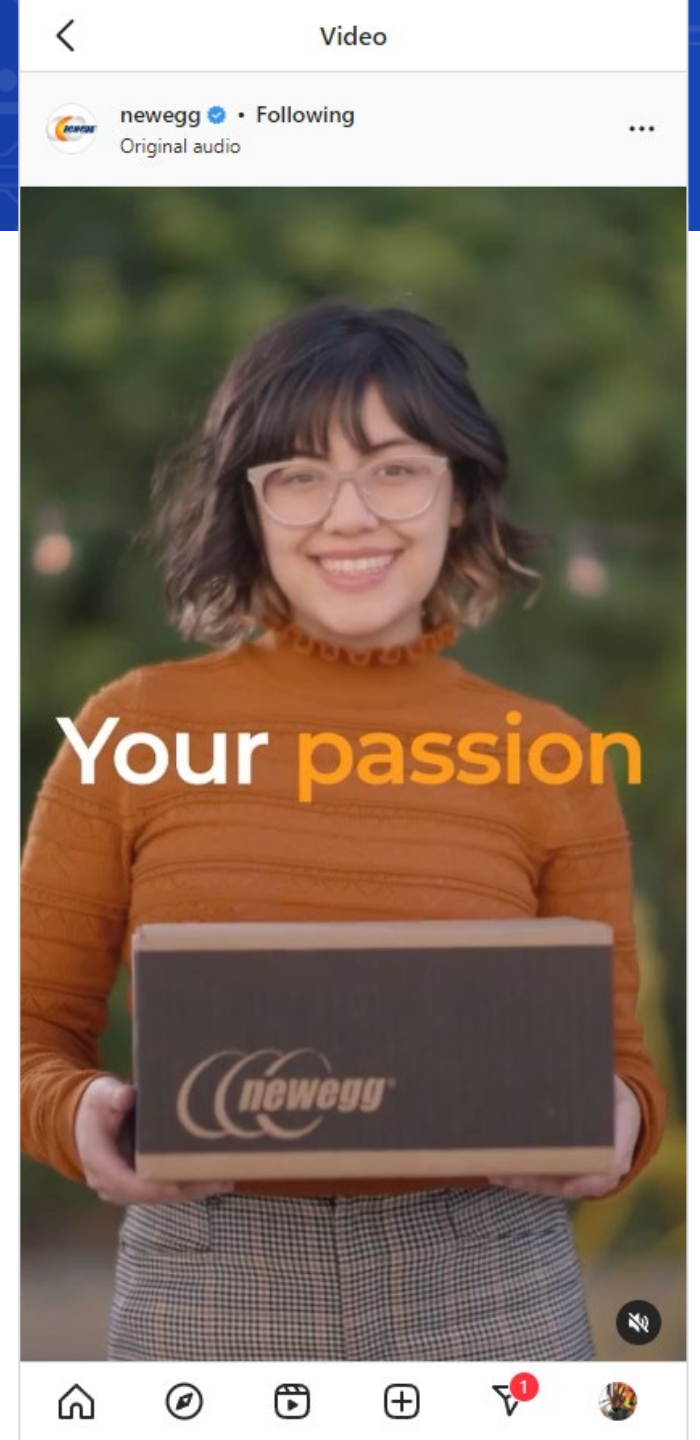
**Resolutions:** 1080x1920px

**File Names:** 1080x1920.png

**Format:** PNG

### Notes:

- This banner should be designed with Mobile in mind so text, logos, etc. do not show up too small.



# SM\_1200x628

## Twitter Post

### Specs

**Placement:** Social Post for Twitter

**Resolutions:** 1200x628px

**File Names:** SM\_1200x628.png

**Format:** PNG

### Notes:

- This banner should be designed with Mobile in mind so text, logos, etc. do not show up too small.



The background is a solid blue color with decorative white circuit board patterns in the corners. The top-left corner features a complex network of lines and nodes, while the bottom-right corner has a similar but more vertical pattern. The main text is centered in the upper half of the slide.

# Banner Placements

## Offsite Banners

# PR\_2400x1600

## Press Release Banner

### Specs

**Placement:** Press Release Image for External Sites (such as Business Wire)

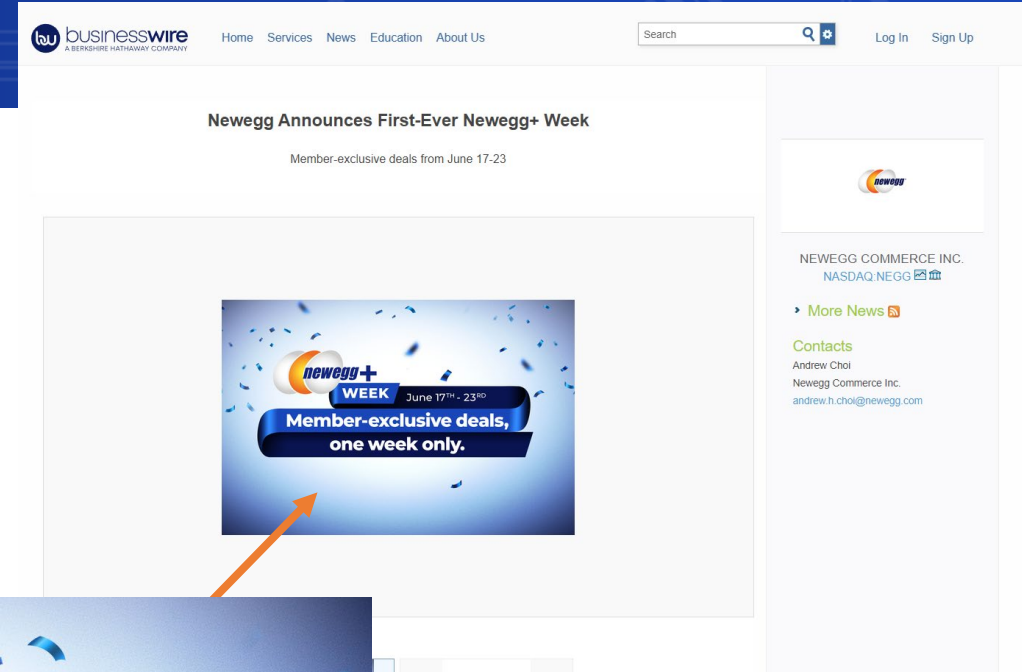
**Resolutions:** 2400x1600px

**File Names:** PR\_2400x1600.jpg

**Format:** JPG

### Notes:

- This banner should be designed as a hero image being used for business wire.
- Avoid use of text because size being displayed on page might be much smaller than default resolution.



# External Banners

## Custom External Sizes

All banners placed on an external site that will link back to Newegg.com must follow a certain format. They can be any size that the partnering site requires, but they must have a CTA unless they are for mobile placement only. In addition, they must include the Newegg logo and slogan, to be placed according to the co-branding instructions in the *Newegg Brand Style Guide*. Some of the standard external sizes requested are listed below.

### Specs

**Placements:** All banners placed offsite that link back to Newegg.com

**Resolutions:** 1200x1200px, 1200x628px, 300x250px, 728x90px

**File Names:** 1200x1200.jpg, 1200x628.jpg, 300x250.jpg, 728x90.jpg

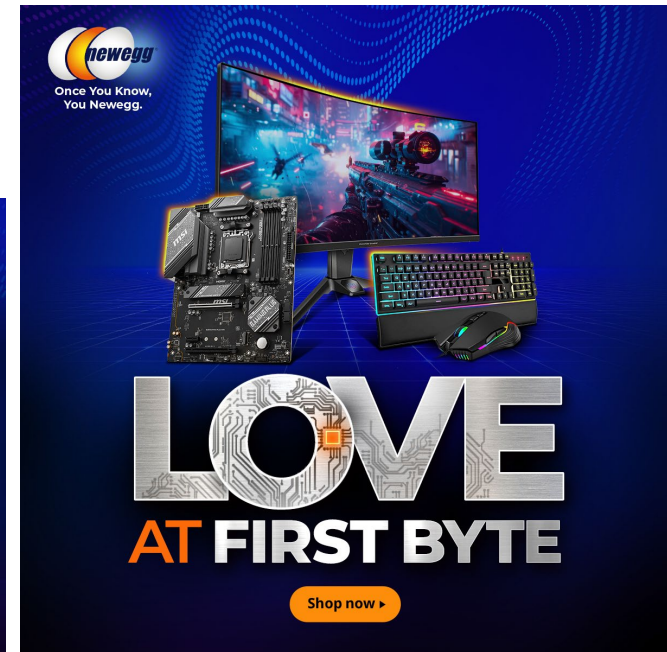
**Format:** JPG

#### Notes:

- These banners should always include a CTA to indicate that they are linking to Newegg.com unless they are for mobile placement only.
- These banners require the full color Newegg logo and the slogan "Once You Know, You Newegg." directly underneath it to be displayed on the banner. (This lockup is included in the template files.)



1200x628



1200x1200