

XNOW Partnership Creative Cheat Sheet

We're very excited to have you here! Here's your guide to our creative partnership.

Step 1: Select Eligibility Groups

Segment your audiences and choose to market to one or all of the following eligibility groups:

College
Students

Teachers, Faculty
& Admin

Healthcare
Workers

Millennials
(Ages 21-38)

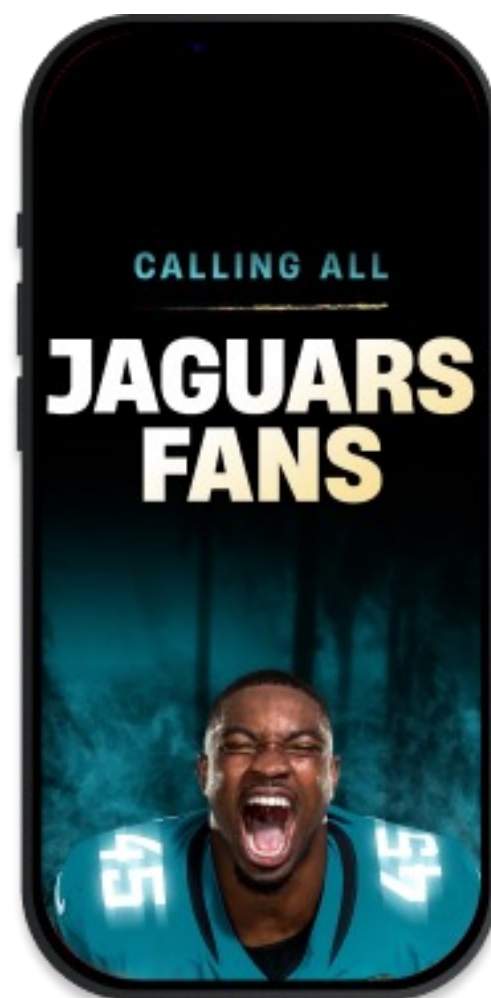
Gen-Xers
Ages (40 - 59)

Seniors
Ages (60+)

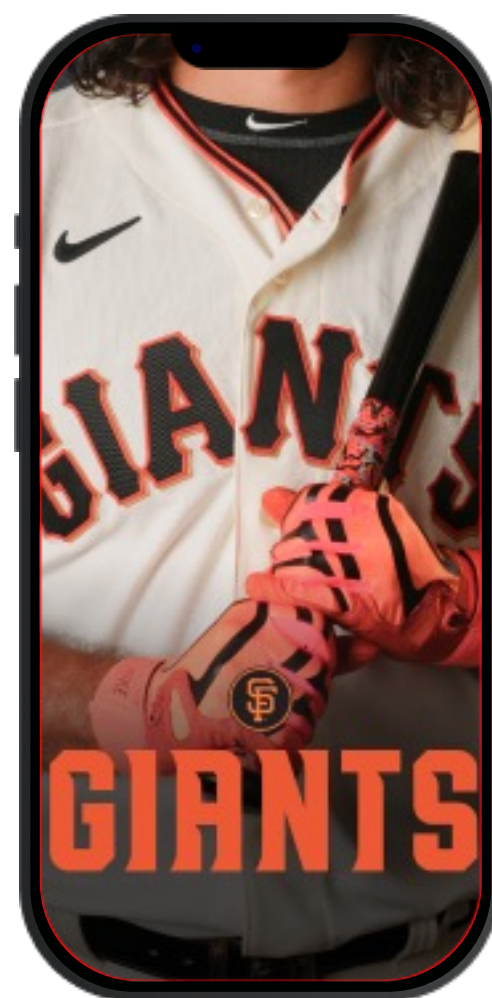
Step 2: XNow Ads – Example Designs For Reference



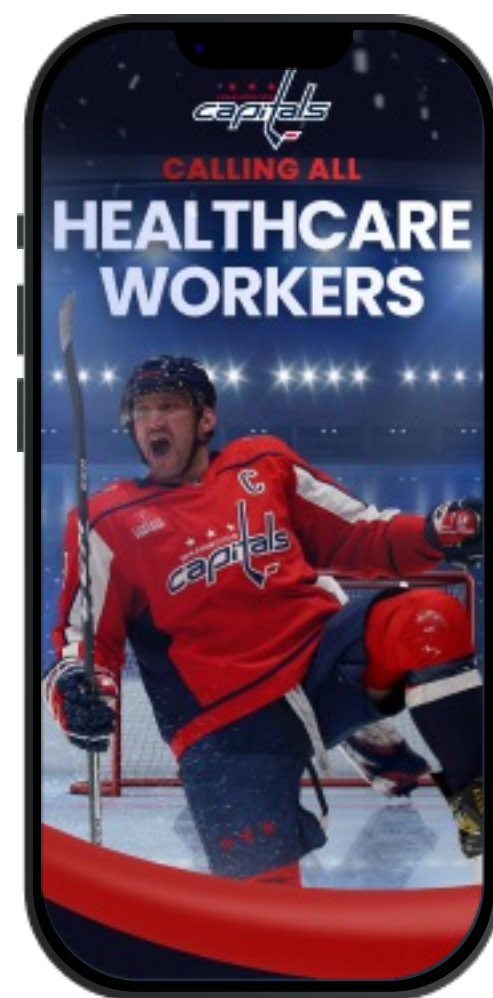
YANKEES



JAGUARS



GIANTS



CAPITALS



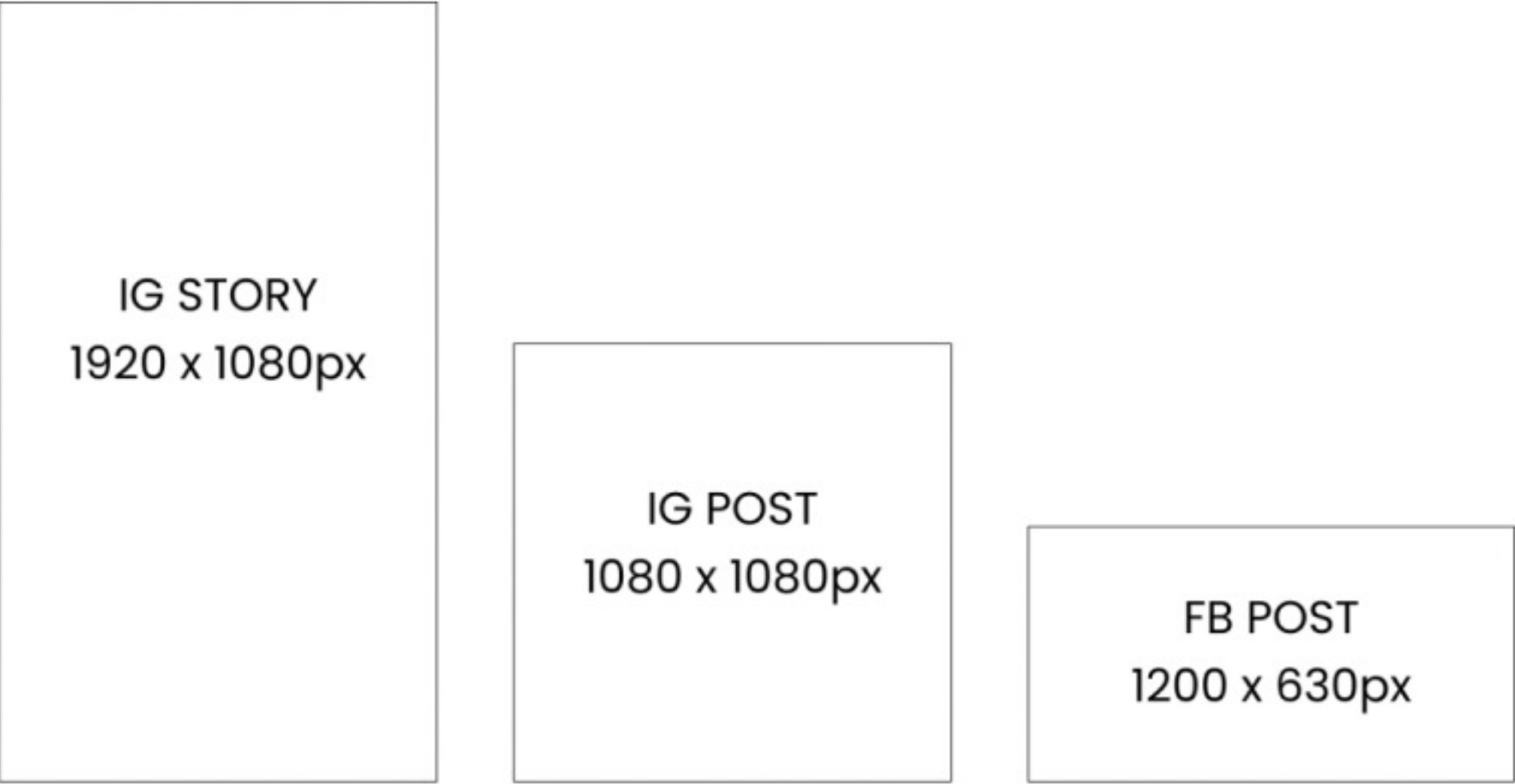
METS

Step 3: Ad Formats Needed



*Examples of each video frame for GIF creation, by Ad format

If you chose to make your own content for us to use – great!
We just request you create the following dimensions for us to leverage:



Step 4: XNow Free Custom Ad Creation

XNow is happy to create free custom Ad creative that follows our best practices to drive the strongest performance for our partnership offers. We need the below creative assets to build out our custom Ads for use across social media platforms.

Creative Assets Needed For Custom Ad Creation

- Logo(s) (Formats: PNG, Ai, SVG, EPS)
- Font(s) files
- Brand Colors (Hex Codes)
- Photos (Formats: Jpeg, PNG, PSD)
- Video Content (Ideal for heightened Ad engagement and conversion)
- Brand Style Guide (If available)
- *Optional: Additional Brand Graphics (lightning bolts, squiggles, etc.)