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| **# of VERSIONS** | **VERSION TYPE** | **SPECS** | **Max Weight** | **Amazon MANDATORY Guideline Requirements** |
| 2 | 1 with Amazon logo, 1 without Amazon logo | 1200x180 | 40kb | • Must include a CTA like "shop now"  • Must include your logo  • Must have 1x1 black boarder  • Additional details: <https://advertising.amazon.com/ad-specs/en/mobile-shopping> |
| 2 | 1 with Amazon logo, 1 without Amazon logo | 1456x180 | 40kb |
| 2 | 1 with Amazon logo, 1 without Amazon logo | 2048x100 | 40kb |
| 2 | 1 with Amazon logo, 1 without Amazon logo | 728x90px | 40kb |
| 2 | 1 with Amazon logo, 1 without Amazon logo | 160x600px | 40kb |
| 2 | 1 with Amazon logo, 1 without Amazon logo | 300x250px | 40kb |
| 2 | 1 with Amazon logo, 1 without Amazon logo | 300x600px | 40kb |
| 2 | 1 with Amazon logo, 1 without Amazon logo | 600x500px | 40kb |
| 2 | 1 with Amazon logo, 1 without Amazon logo | 640x100px | 20kb |
| 2 | 1 with Amazon logo, 1 without Amazon logo | 320x50px | 20kb |
| 1 | No Amazon logo | 1242x375px (960x375 safe zone) | 100kb |
| 1 | No Amazon logo | 1940x180px | 60kb |
| 1 | No Amazon logo | 600x315px (FBX) | 40kb | • FBX requires to have 20% or less of the ad containing text  • Ad Title (25 Characters MAX)  • Ad Body (90 Characters MAX)  • Do not include "shop now"  • Creative should be a background image only - copy to be provided separately |