



SAM Asset Spec Sheet

A SAM is comprised of various image, links, and text. Fields are required or optional (R/O) and can be used or not in the final SAM to be delivered and is noted as such.

Field	R/O	Type	Specs
Overlay Label	R	Text	What will be seen by the viewer on the viewer with the thumbnail. Best if kept under 20 characters.
Overlay Thumbnail	R	Image	<ul style="list-style-type: none"> • PNG, JPEG/JPG, GIF, and Animated GIF. • 300p High, 300p Wide. • Can also be a URL link to an image file where URL ends in .png, .gif, .jpg, or .jpeg <ul style="list-style-type: none"> ○ JPG resolution 72p/inch
Logo	O	Image	PNG, JPEG, GIF, Animated GIF. 80-100p High, 500p Wide Can also be a URL link to an image file.
Tagline	O	Text	Markdown up to 20 characters
Action Button	O	Text + URL	<ul style="list-style-type: none"> • Button Text: up to 20 characters • URL of destination page when clicked. • Button and text color can each be described in HEX or RGB values
Brand Image	O	Image	<ul style="list-style-type: none"> • PNG, JPEG/JPG, GIF, and Animated GIF. • Any aspect ratio but width should be no more than 800p • Can also be a URL link to an image file where URL ends in .png, .gif, .jpg, or .jpeg <ul style="list-style-type: none"> ○ JPG resolution 72p/inch
Map	O	Address	Text entry of Street, City, State. Country, Zip
Video	O	ID (text)	Vimeo or YouTube video ID
Description	O	Text	Markdown. While not limited to number of words, the SAM window will scroll to accommodate, keeping it succinct will be a better user experience once in the SAM.