

Advertising tools

Specifications and best practices

> 2026



Banner placements



Bengal banner Homepage



Required specs

- Image 1410 x 250 px
- Text, logo and Call-to-action (Buy now, Learn more...) must be included in the image**
- One image in French and one in English
- 72 dpi resolution
- JPEG, PNG or GIF format
- Identification of redirection link (CDMV product page or PDF brochure) no external link or QR code

*CTA Buy now = CDMV product page redirection

*CTA Learn more = PDF brochure redirection

The screenshot displays the CDMV website homepage. At the top, there is a navigation bar with links for Resources, CDMV Campus, and Contact us. On the right, it shows 'Access my profile' with a user icon, 'CDMV Test STH - 75649', and 'FR'. Below this is a search bar with the placeholder text 'Search by product name, CDMV code or keywords'. To the right of the search bar are links for 'Shopping list', 'Quick order', and a shopping cart icon showing '\$51.32'. A 'CDMV CAMPUS' button is located at the bottom right of the navigation bar. The main content area features several promotional banners. The first banner is for 'DENTAL HEALTH' with the headline 'Shape makes the difference' and a sub-headline 'The only patented dental treat that safely removes hardened tartar.' It includes an image of 'YUMMY COMBS' dental treats and a 'SEE PRODUCTS' button. The second banner is a 'PROMOTION' titled 'Deals that make you smile!' showing various dental products and a 'SHOP NOW' button. Below these are two smaller banners: 'PARASITICIDES: Your one-stop shop' with a green arrow icon, and 'PROMOTION: 15% off on Farmina VetLife*' with a red percentage icon. The largest banner is titled 'Bengal Banner' and features a close-up image of a Bengal cat's face. It includes a 'View products' button. At the bottom, there is a 'NEW PRODUCTS' section with a megaphone icon, the text 'Explore the new arrivals in our catalog.', and a 'SEE ALL' button.

Search tool page banners



Required specs

Husky: 1035 x 250 px

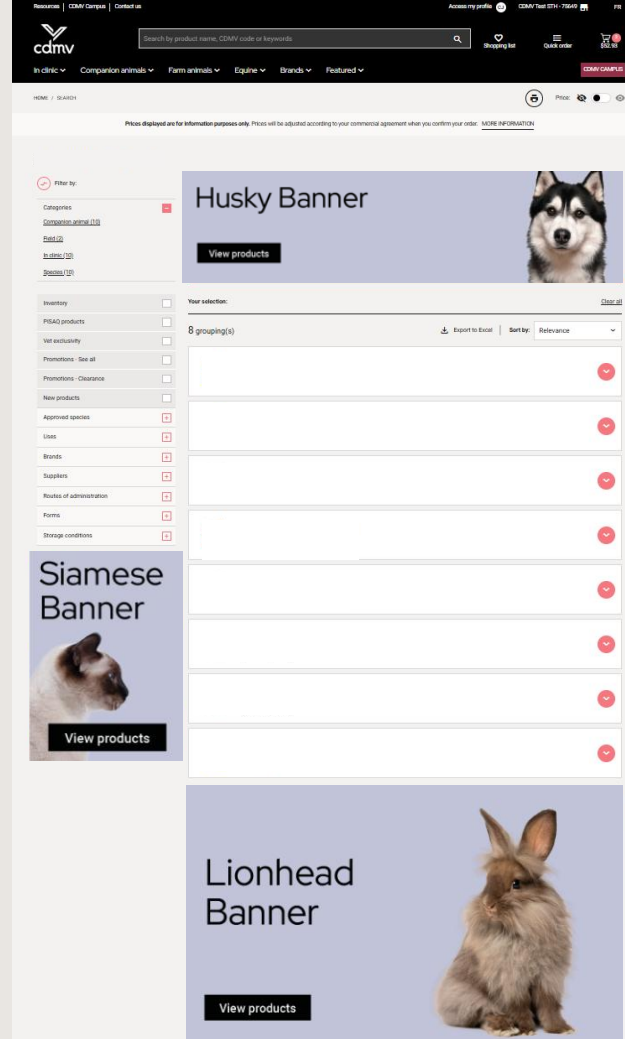
Siamese: 330 x 450 px

Lionhead: 1035 x 600 px

- Text, logo and Call-to-action (Buy now, Learn more...) must be included in the image**
- One image in French and one in English
- 72 dpi resolution
- JPEG, PNG or GIF format
- Identification of redirection link (CDMV product page or PDF brochure) no external link or QR code

*CTA Buy now = CDMV product page redirection

*CTA Learn more = PDF brochure redirection



Similar products banners



Required specs

Husky: 1035 x 250 px

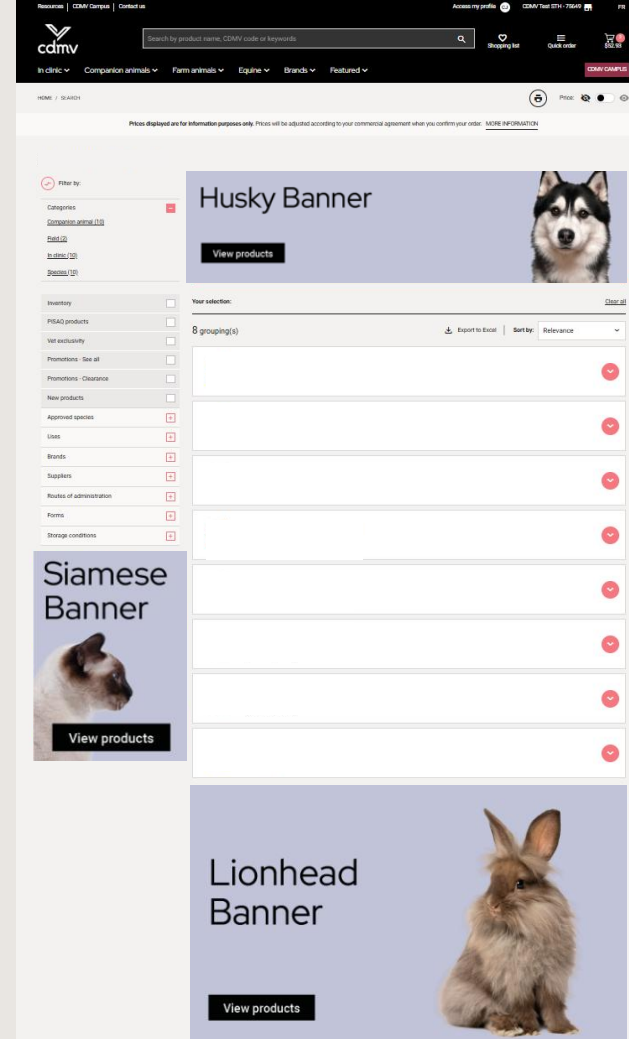
Siamese: 330 x 450 px

Lionhead: 1035 x 600 px

- Text, logo and Call-to-action (Buy now, Learn more...) must be included in the image**
- One image in French and one in English
- 72 dpi resolution
- JPEG, PNG or GIF format
- Identification of redirection link (CDMV product page or PDF brochure) no external link or QR code

*CTA Buy now = CDMV product page redirection

*CTA Learn more = PDF brochure redirection



Turtle banner Promotions



Required specs

- Image 450 x 250 px
- Text, logo and Call-to-action (Buy now, Learn more...) must be included in the image**
- One image in French and one in English
- 72 dpi resolution
- JPEG, PNG or GIF format
- Identification of redirection link (CDMV product page or PDF brochure) no external link or QR code

*CTA Buy now = CDMV product page redirection

*CTA Learn more = PDF brochure redirection

The screenshot shows the CDMV website interface. At the top, there's a header with the CDMV logo, a search bar, and navigation links: Products, Useful links, What's new, Contact us, and Livestock. The main section is titled 'Promotions'. Below this, there are three 'Turtle Banner' promotions, each featuring a turtle image and a 'View products' button. A filter sidebar on the left allows users to refine their search by various criteria like Inventory, ASAQ product, Vet exclusivity, Promotions - See all, Promotions - Clearance, Approved species, Uses, Brand, Supplier name, Active ingredients, Form, Size, Life stage, Colour, Routes of administration, and Type. The main content area displays a list of 1923 groupings of products, each with a 'View products' button and a 'Available promotion' badge. The footer contains additional navigation links for Products, Veterinary Medicine, Medical Consumables, Companion animals, Livestock, Useful links, Tutorials, Our policies, Return forms, Frequently asked questions, Support, Contact us, and Supplier portal.

Hamster banner New products



Required specs

- Image 450 x 250 px
- Text, logo and Call-to-action (Buy now, Learn more...) must be included in the image**
- One image in French and one in English
- 72 dpi resolution
- JPEG, PNG or GIF format
- Identification of redirection link (CDMV product page or PDF brochure) no external link or QR code

*CTA Buy now = CDMV product page redirection

*CTA Learn more = PDF brochure redirection

The screenshot displays the CDMV website's 'New products' page. The top navigation bar includes links for 'Resources', 'CDMV Campus', and 'Contact us'. A search bar is present, along with links for 'Access my profile', 'CDMV Test STH - 75649', and 'FR'. The main header area features a dark blue background with the text 'New products'. Below this, there are three hamster banners labeled 'LEFT', 'CENTER', and 'RIGHT', each with a 'View products' button. The left sidebar contains a 'Filter by' section with categories like 'Companion animal (88)', 'Equine (6)', 'Farm animals (31)', 'Field (41)', 'In clinic (212)', and 'Species (60)'. The main content area shows a list of products, including 'Mometamax Single for dogs', 'FiroKare chewable for dogs', 'Candle Purodora with odour eliminator - pear & juniper', and 'Candle Purodora with odour eliminator - coconut & pistachio'. The footer contains links for 'Products', 'Useful links', and 'Support'.

Category Bundle

In Clinic, Companion Animals, Farm Animals, Equine



Required specs

Bundle A (3 banners, except Equine)

- Image 450 x 250 px
- Image 1035 x 250 px
- Image 1410 x 250 px (Except Equine)

Bundle B (2 banners)

- Image 450 x 250 px
- Image 1035 x 600 px

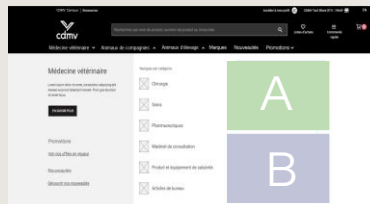
Bundle C (ragdoll banner)

- Image 330 x 450 px
- Text, logo and Call-to-action (Buy now, Learn more...) must be included in the image**
- One image in French and one in English
- 72 dpi resolution
- JPEG or GIF format
- Identification of redirection link (CDMV product page or PDF brochure) no external link or QR code

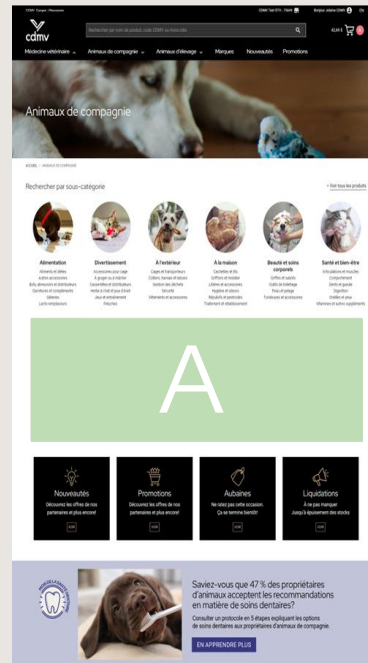
*CTA Buy now = CDMV product page redirection

*CTA Learn more = PDF brochure redirection

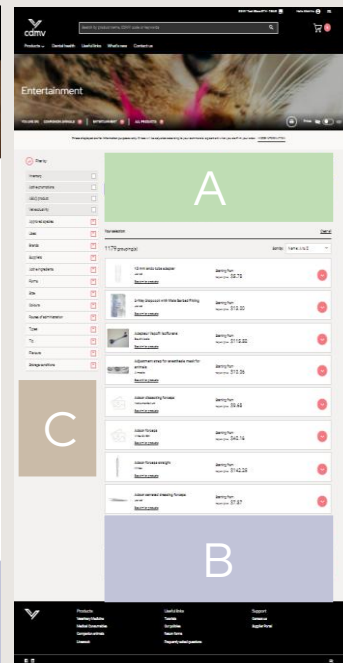
Category Mega Menu



Homepage category



Sub-Category



Cart – Checkout web banner



Required specs

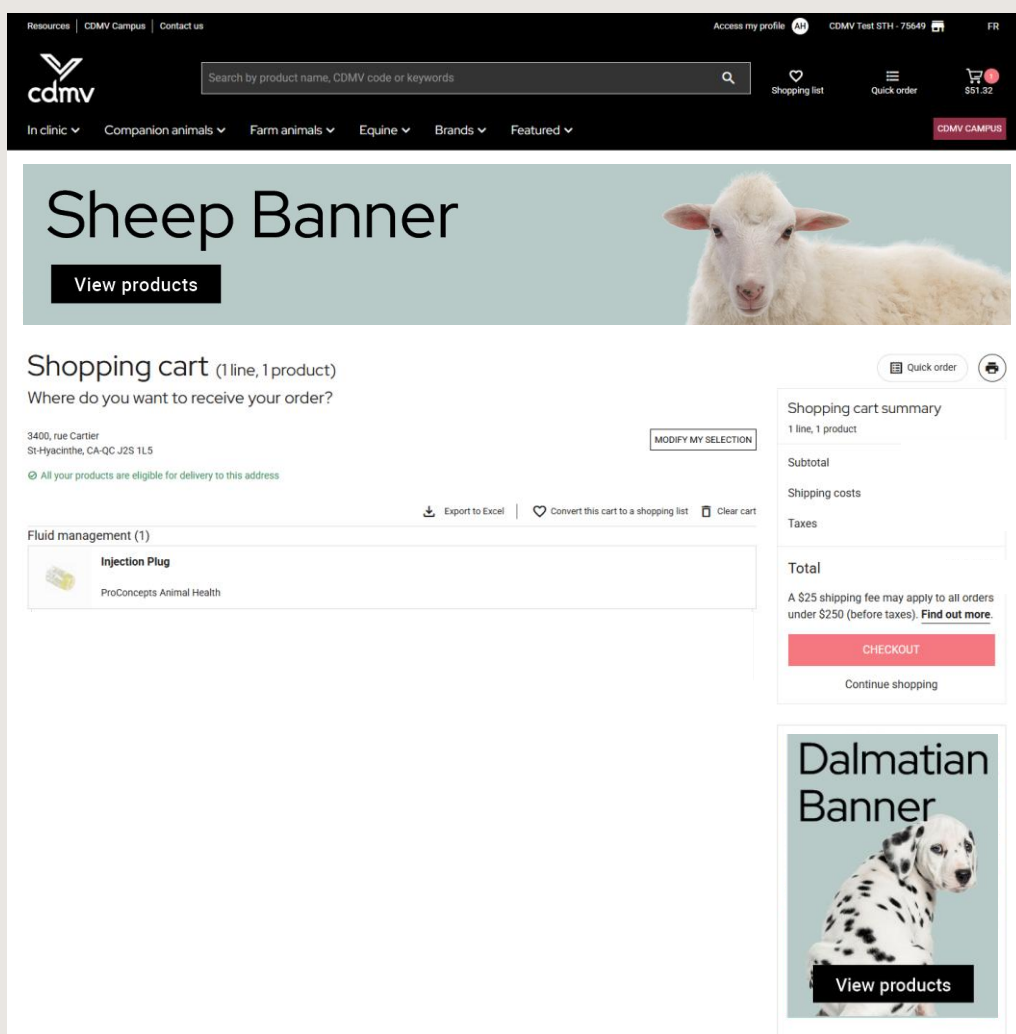
Sheep: **1410 x 200 px**

Dalmatian: **330 x 450 px**

- Text, logo and Call-to-action (Buy now, Learn more...) must be included in the image**
- One image in French and one in English
- 72 dpi resolution
- JPEG or GIF format
- Identification of redirection link (CDMV product page or PDF brochure) no external link or QR code

*CTA Buy now = CDMV product page redirection

*CTA Learn more = PDF brochure redirection



Banners

To do/to avoid

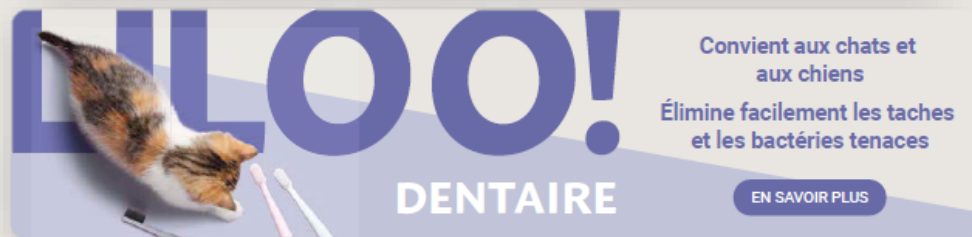
To do:

- ✓ Clear and concise message
- ✓ Readable text (min 28 pts)
- ✓ High contrast between the background and the text
- ✓ High-resolution image (72 dpi)
- ✓ Prominent logo
- ✓ Visible, high-contrast call-to-action button

To avoid:

- ✗ Long texts/paragraphs
- ✗ Low color contrast between the background and text
- ✗ Visual clutter (elements that distract from the main message)
- ✗ White background only (no outline)
- ✗ Blurry, low-resolution image
- ✗ Missing logo
- ✗ Missing or hard-to-see call-to-action button

Examples to do:





Mass mailing



Details

1. Sent on Tuesday
2. Targeted lists by language and type of practice: small or large animals.
3. Choice between two redirection links (CDMV product page or PDF brochure)
4. Advertising material mock-up sent to partner for approval.
5. Partner approval required no later than 15 days before publication.

Material to be delivered

- Subject line (Clear and impactful)
- Logo (300 x 300 px, 72 dpi – JPEG)
- Title and message body (focus on the essentials, avoid overly long texts)
- Image (600 px wide, 72 dpi – JPEG)*
- Identification of redirection button(s) (2 maximum) to PDF or CDMV website (identify CDMV product codes)

*Make sure it's readable – up to 390 px wide (mobile version)

Brief description of your brand/product. Present your competitive advantages in a simple and concise manner

If you're running a promotion, make sure to highlight it—even in the email subject line

View this email in your browser / Afficher la version française

LOGO

Give your promotion a short title

Text: short and effective. It needs to grab readers' attention quickly. Text: short and effective. It needs to grab readers' attention quickly. Text: short and effective. It needs to grab readers' attention quickly. Text: short and effective. It needs to grab readers' attention quickly.

Button (call-to-action)

Two redirection options:

- CDMV product purchasing page
- PDF brochure

EBLAST BANNER

Maximum title size – 56 pts

Minimum text size – 22 pts

View products – 22 pts

Use lifestyle images or striking images

Don't overload the email. If you have a lot of information to share, link to a PDF brochure instead.

Powered by CDMV

CDMV offers its manufacturing partners many communication channels, thus supporting them in the promotion of their product or brand. Under no circumstances does CDMV express an opinion on the content of these promotional e-mails and acts strictly as a promotional channel.

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CDMV 3490, rue Cartier Saint-Henri, QC J2S 1L5 Canada

Unsubscribe from this list

eFlyer

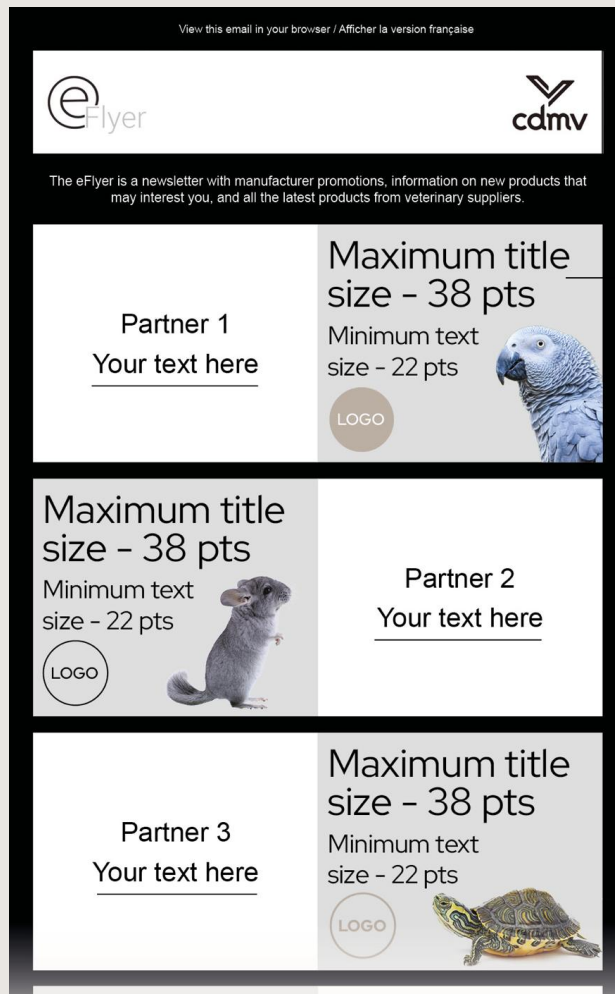
Details

1. Sent on the 1st Thursday of the month.
2. Targets all small animal practices.
3. Maximum of six partners.
4. No competing products on the same eFlyer.
5. Position on the eFlyer according to order of arrival.
6. Choice of redirection link.
7. Mock-up of advertising material sent to partner for approval.
8. Partner approval required no later than 15 days before publication.

Material to be delivered

- Image (600 (W) x 500 (H) px, 72 dpi - JPEG)*
- Image must includes logo
- Title and text (**maximum** of 20-25 words)
- Identification of a redirection link either to a PDF or to the CDMV website (identify CDMV product codes).

**Make sure it is readable up to 390px wide (mobile version)*



Image

Lifestyle type. Avoid putting too much text on the image

Texte

Between 20 and 30 words maximum. Keep it brief but effective

The eFlyer features several promotions from manufacturing partners. It is therefore essential to stand out and highlight your brand image.

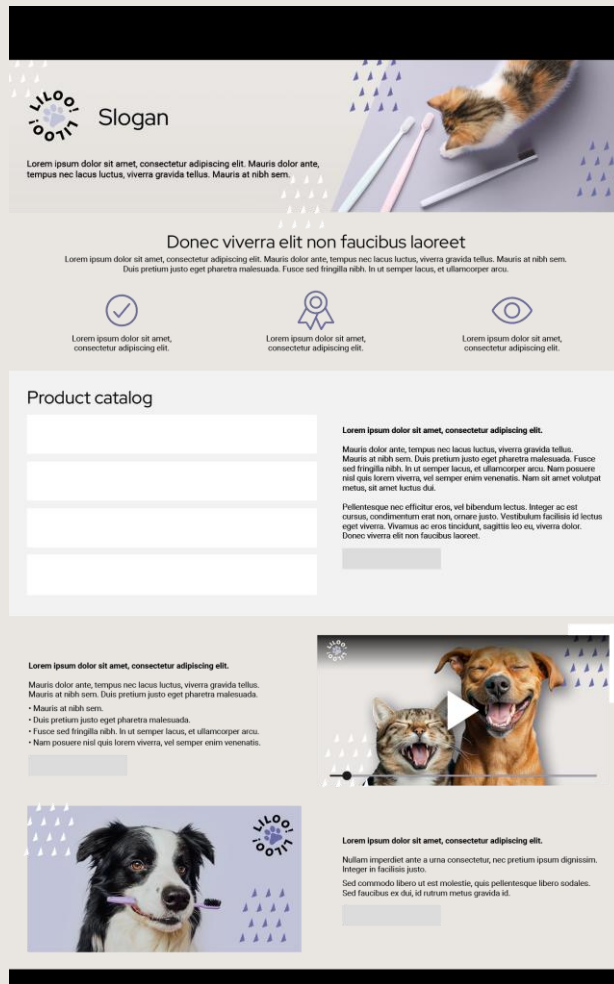


Thematic page



Thematic page

- Top banner image 3840 x 1010 px
PNG format
Your text and logo must be sent separately from the image
- Content:
Between 50 and 200 words, that showcases your products and reflects your brand identity. You can include a video or any other relevant tool related to your featured products.
- Product catalog:
How would you like to organize your products—individually or in groups?



Thank you!

