

Graphics Request



Project Agency/Program Requested Proof Date Completion Date

Primary Contact Phone Email

Existing Content New Content Examples/Source Material NYS Branding Please set up a meeting
Please include in attachments

Project Objectives/Description/Content

Target Audience Call to Action

[Need help? Click here to email the graphics team and someone will assist you.](#)

DIGITAL ASSETS

Facebook	Timeline Image 1200x630	Cover Photo 1200x675 <small>(Mobile Safe Area 1200x457)</small>	Event Image 1920x1080 <small>(Mobile Safe Area 1920x1005)</small>	16:9 Ad	1.91:1 Ad				
Twitter	In-stream Photo 1200x675	Header Photo 1500x500	1:1 Ad	1.91:1 Ad					
Instagram	In-stream Photo 1080x1080	Ad 1:1	Ad 1.91:1	Story Photo 1080x1920					
OGS	Searchlight 520x350	Monitor Slide 1920x1080	Web Hero 1280x512	Web Card 400x225					
Web ads	160x600	300x250	300x50	300x600	320x480	320x50	728x90	810x600	970x90
Other	<small>separate multiple by comma</small>								
Other	<small>separate multiple by comma</small>								

PRINT ASSETS

Posters	Bus Loop 38x38 <small>Reserved for Special Events</small>	36x48	24x36	24x24	18x24	11x17	Other
Brochure	3-panel 8.5x11	4-panel 8.5x14	Other				
Flyers	8.5x11	5.5x8.5 (2-up)	4.25x5.5 (4-up)	Palm Card 8.5x3.67	Other		
Booklet	8.5x11 folded & stapled	11x17 folded & stapled	Other				
Print Ads	Color	Size(s)					
	B&W	Size(s)	<small>separate multiple by comma</small>				
Conference & Event	Booth/Exhibit System	Table Cloth/Runner	Banner	Pop-up Banner	Display Panels	Tchotchkes	
	Podium Sign	Other with size	<small>separate multiple by comma</small>				
Other	<small>separate multiple by comma</small>						

