CREATIVE APPROVAL

Halden Coffee - Winter Roast launch

Version 2

Prepared 28 November 2026 | 4 placements

Page	Placement	Size
2	Winter roast instagram feed	1080 × 1080 px
3	Winter roast story	1080 × 1920 px
4	Winter roast link ad	1200 × 628 px
5	Winter roast mpu	300 × 250 px

Approved by _____ Date _____



Winter roast instagram feed

1080 × 1080 px

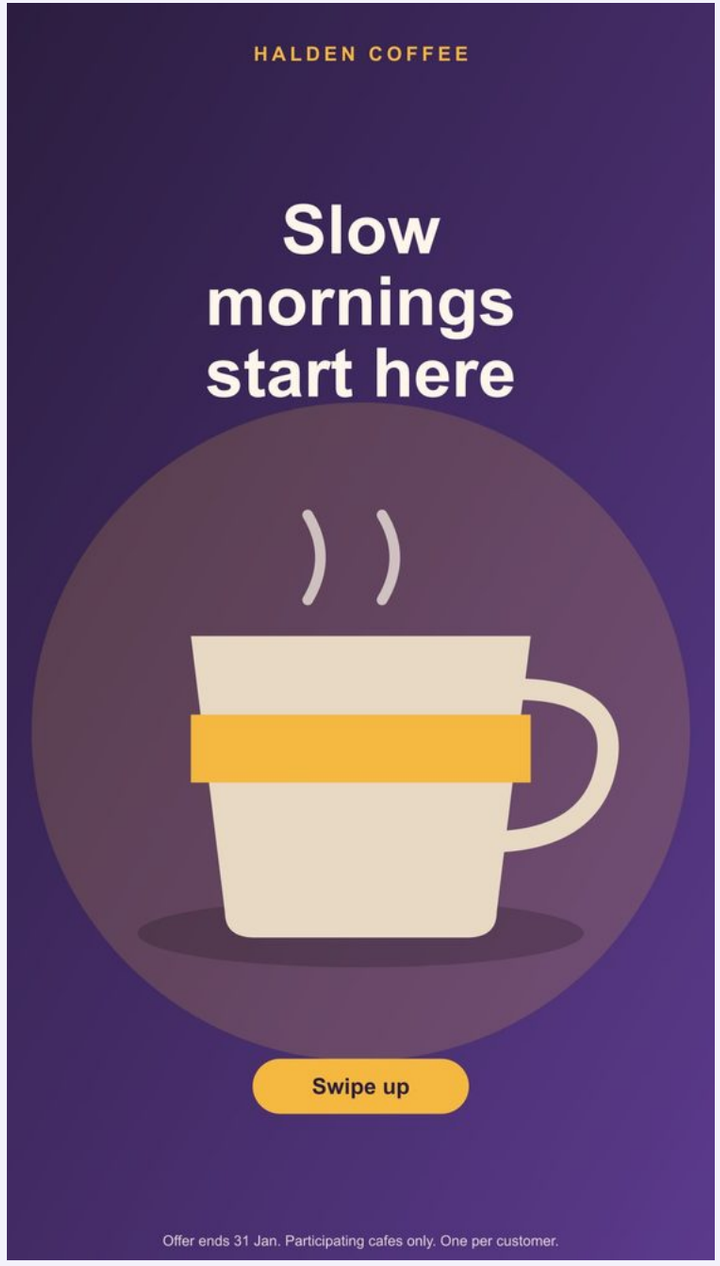
winter-roast_instagram-feed-1080x1080.jpg

NOTE

Hero for the launch week. Check that the legal line clears the bottom crop in the Instagram grid.

- [ ] Approved
- [ ] Changes needed

Initials / date _____



Winter roast story

1080 × 1920 px

winter-roast_story-1080x1920.jpg

NOTE

Keep the top 250 px and bottom 340 px clear of copy for the story UI. CTA sits at 84% height.

- [ ] Approved
- [ ] Changes needed

Initials / date _____

Winter roast link ad

1200 × 628 px

winter-roast_link-ad-1200x628.png



NOTE

Facebook and LinkedIn link ad. Headline swapped to dark on cream for the feed. Legal copy approved by Priya on 12 Nov.

- [ ] Approved
- [ ] Changes needed

Initials / date _____



Winter roast mpu

300 × 250 px

winter-roast_mpu-300x250.png

NOTE

Display MPU, 150 KB max for the ad server. Legal line is 7 px: confirm it is still legible.

☐ Approved

☐ Changes needed

Initials / date _____