



2026 CVS weekly ad handbook

Example of a 4-block space consisting of one offer:

What to include in your submission

- **SKUs to show.** See following page for sku specs/file handling details.
- **Optional**
 - Headlines, subhead or callout copy in Word, Acrobat pdf, or Excel file formats. All fonts will be convert to CVS font family.
 - Supporting photography such as flavor or scent cues like leaves, fruit, etc. See following page for more info.

What CVS will supply

- **Offers & sku description copy.** CVS will use system generated offers and ad block description copy.
- **Creative.** The CVS Design Team is here to help.
 - If you'd like feedback on whether or not all your content will fit in your purchased space please email Kelly.Zelen@cvshealth.com and attach a comp/mock-up of what you envision.
 - We have a library of supporting photography (flavor and scent cues). Please contact Kelly.Zelen@cvshealth.com for details.

Headline copy upper left corner: CVS bold, 12 pt, 13.5 pt leading

SKUs
to show

Offer*

Offer treatment is determined on how many offers appear within the funded space.

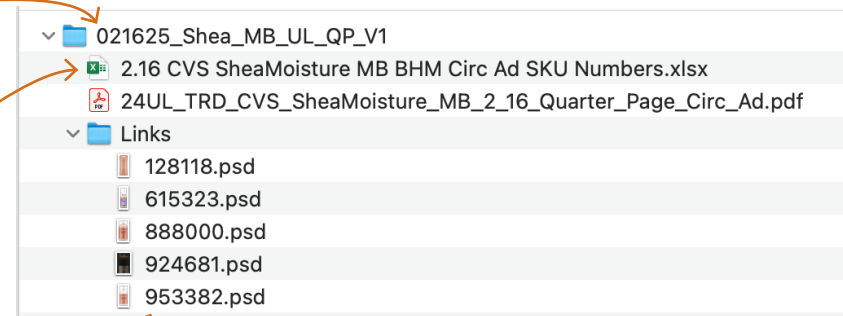
Ad block description copy placed lower left: CVS Reg, 9 pt, 10.5 pt leading. Dimension of copy box is determined on the amount of copy needed to describe the ad block. Size of space will vary.

*Offers: Dot treatment is 1.38" in diameter. Stacked offer treatment (not shown above) height ranges from 1.5" to 2.5" depending on the number of offers layers shown.

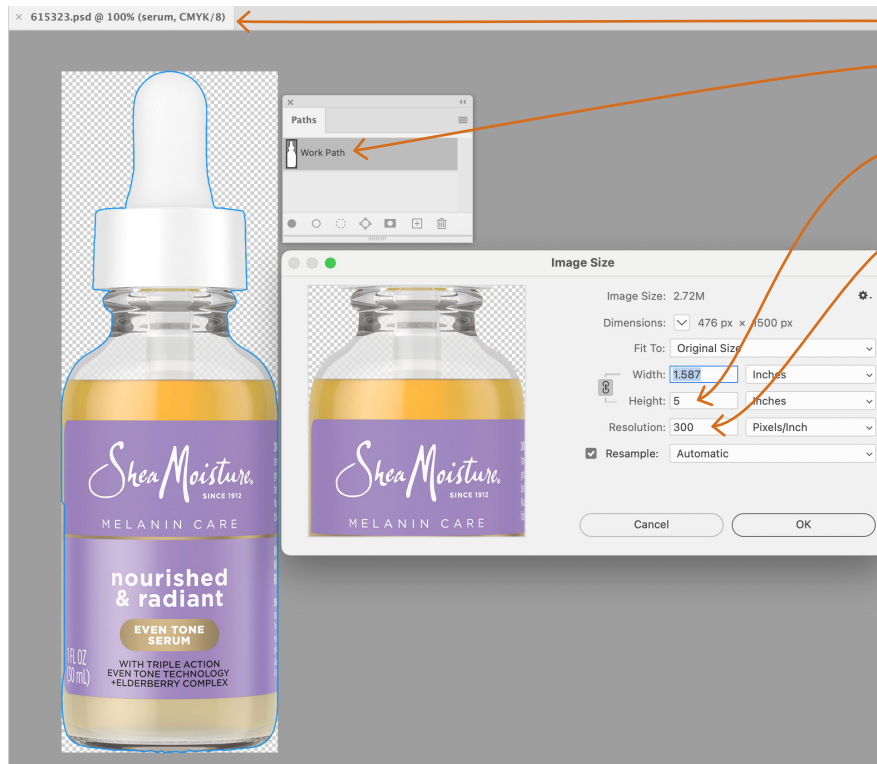
Prep your documents

- **Ad date:** Name your .ZIP file starting with ad date.
(Do not upload assets individually, please put all assets in one ZIP file.)
- **CVS SKUs:**
 - A list of skus to show must accompany your submission in an Excel file, Word doc, or a PDF.
 - All SKU files must contain the 6 digit CVS sku number.
 - All SKUs need to be separated into individual files within your .ZIP file.

Example of an upload:



Example of an image file:



- **Image specs:**
 - **CMYK**
 - All SKU images must have **Photoshop Clipping Paths**.
 - Dimensions for all images, including SKU images: **5" longest side**, NOT including background. Example image's longest side is its height.
 - **300 dpi**
 - All images must be on a **white or no** background.
 - Acceptable file formats: jpg, tiff, psd, or eps file formats.
 - All images must **NOT INCLUDE special effects** including but not limited to: reflections, drop shadows, colored backgrounds, etc.
- **Imagery of people:** The CVS Beauty/Digitally Altered marks can be found [here](#). The guidelines can be found [here](#).
- **Fonts:** DO NOT include font files. All fonts will be converted to the CVS font.
- **Multiple ad date usage:** Assets appearing in multiple ads must be submitted separately and named by each ad date.

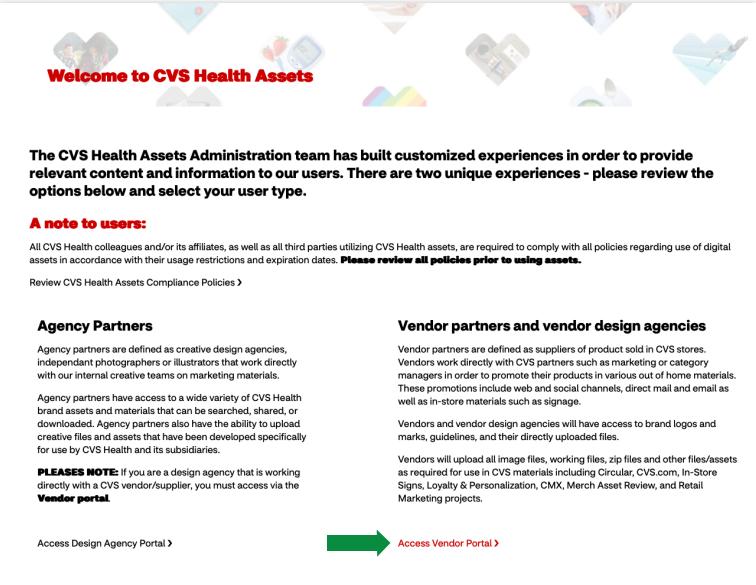
Request an account

The DAM (**D**igital **A**sset **M**anager) is a system CVS Health uses to receive assets from merchants.
If you do not have access to the DAM, please contact **CVSDAMSupport@CVSHealth.com**

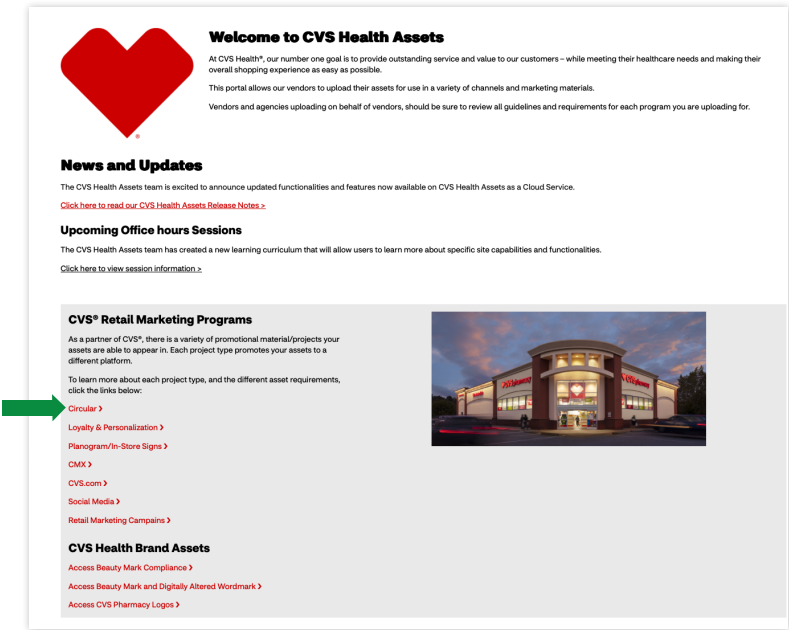
Upload your assets

Follow these steps:

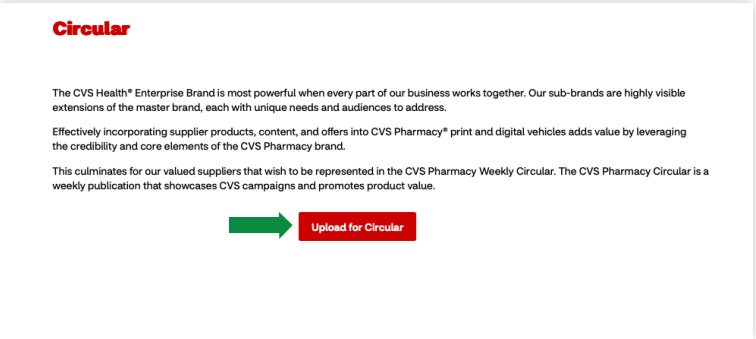
- 1. Make sure your upload includes the ad date (see page 4)
- 2. Go to **cvsassets.cvshealth.com**
- 3. Click “Access Vendor Portal>”



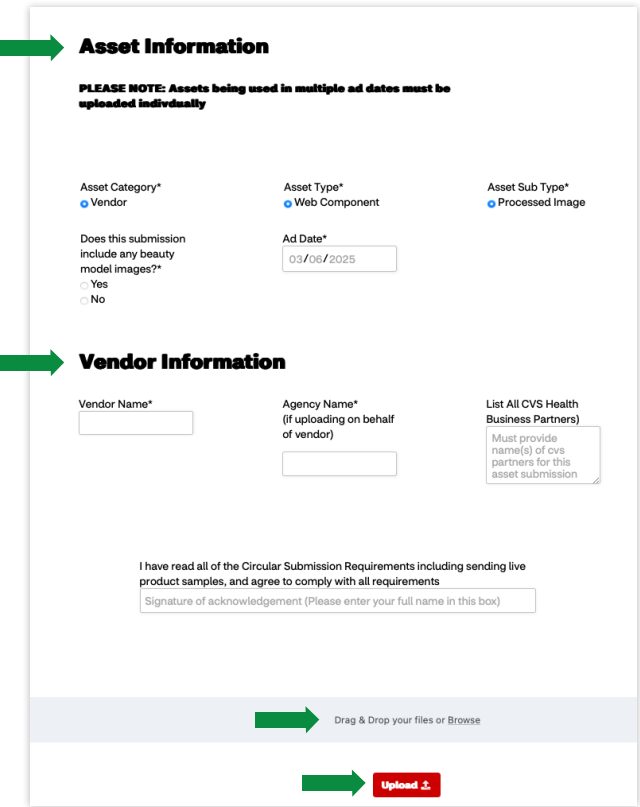
- 4. Click “Circular>”



- 5. Click “Upload for Circular”



- 6. Fill out “Asset Information” fields and “Vendor Information” fields



Submission notifications

Once you have successfully uploaded your assets you will receive a notification that your submission has either been “rejected,” or it is “in review for processing.” It may be helpful to white list **CVSDAMS2021@gmail.com** to ensure you receive the notifications.

- **“Rejected”** notifications mean assets were submitted incorrectly. Please see below for more details.
- **“In review for processing”** notifications means your assets are being downloaded and sent to different processing teams for review.

Why your submission may be rejected.

Your submission may be **rejected** for the following reasons:

- past deadline
- missing Photoshop clipping paths (see page 3)
- images missing or in wrong format (see page 3)
- missing SKU numbers (see page 3)
- ad week not included in file name (see page 3)
- you did not indicate the submission included a model
- model assets are not marked properly (see page 3)

What to do:

- In your email notification you will be instructed what needs to be fixed.
- Make the necessary changes and re-upload the **ENTIRE** .ZIP file to the DAM.
- This process will continue until the requirements are met and the submission is usable.

2026 bi-weekly ad asset submission deadlines

Due to the tight production schedules, we are NOT ABLE to extend deadlines. If a late submission is unavoidable please contact your CVS Merchandising Partner.

ad date	deadline
12/29/2026	10/07/2025
01/11/2026	10/22/2025
01/25/2026	11/05/2025
02/08/2026	11/19/2025
02/15/2026	11/26/2025
03/01/2026	12/10/2025
03/15/2026	12/23/2025
03/29/2026	01/07/2026
04/05/2026	01/21/2026
04/19/2026	01/28/2026
05/03/2026	02/11/2026
05/10/2026	02/18/2026
05/24/2026	03/04/2026
06/07/2026	03/18/2026

ad date	deadline
06/21/2026	04/01/2026
07/05/2026	04/15/2026
07/19/2026	04/29/2026
08/02/2026	05/13/2026
08/16/2026	05/27/2026
08/30/2026	06/10/2026
09/13/2026	06/24/2026
09/27/2026	07/08/2026
10/11/2026	07/22/2026
10/25/2026	08/05/2026
11/01/2026	08/12/2026
11/15/2026	08/26/2026
11/29/2026	09/09/2026
12/13/2026	09/23/2026