ROYER LABS · DEALER SOCIAL KIT

Free FlexBar with every matched pair

Ready-to-post reels, banners and captions for the R-121, R-10 and R-12 matched pairs. $279 VALUE

Limited time · Through select dealers

WHAT IS IN THE KIT

- **Banners (33 files):** every pair in 11 sizes: Instagram/Facebook feed, portrait and story; link share; X header; YouTube thumbnail; and web and email banners.
- **Videos:** vertical 9:16 reels for Instagram, Facebook, TikTok and YouTube Shorts, plus 16:9 versions for YouTube and Facebook video. R-121 and R-12 are included now; the R-10 videos follow when their audio is finished.
- **Captions:** copy-and-paste captions for each platform in the captions file.

POST IT IN THREE STEPS

1. **Pick the pair you stock.** Use that pair's video and banners.
2. **Paste the caption** and fill in your store name and the link to your product page for that pair.
3. **Post it and tag @royerlabs.** Add the link sticker to Stories. Add your own UTM tags if you track traffic.

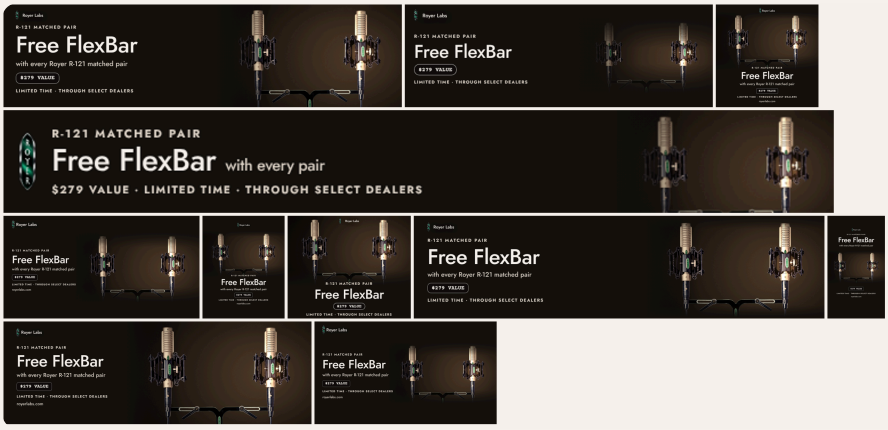
KEEP THE OFFER WORDING EXACTLY AS SUPPLIED

- "Free FlexBar with every matched pair · $279 value · Limited time · Through select dealers."
- Please do not add dates, prices or discounts to the Royer assets. Anything that shows a price must follow MAP.
- Do not crop, recolor or restyle the banners. Do not post after your own FlexBar stock or the program ends for your store.

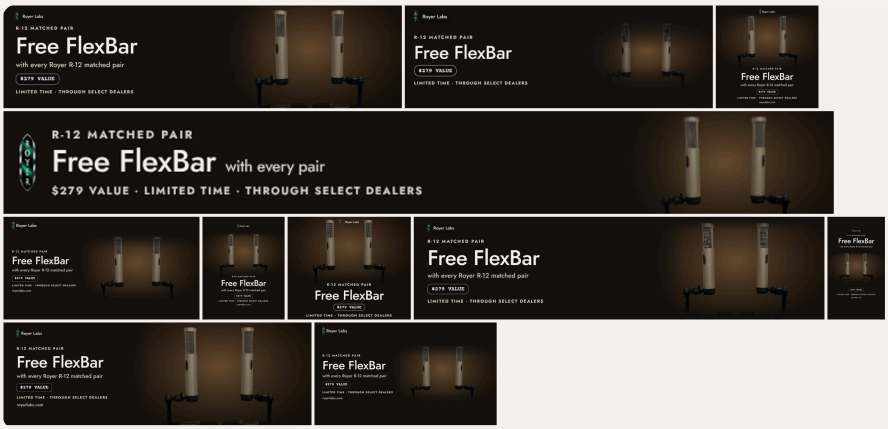
WHERE IT FITS

PLACEMENT	USE	FILE
Instagram / Facebook / TikTok / Shorts	Reels and Shorts	REEL-...-9x16.mp4
Instagram and Facebook Stories	Story banner + link sticker	...story-1080x1920.png
Instagram / Facebook feed	Square or portrait banner	...feed-1080x1080 / ...portrait-1080x1350
Facebook, LinkedIn, X link posts	Link-share banner	...link-1200x628.png
X profile header	Header banner	...x-header-1500x500.png
YouTube	Video + thumbnail	16:9 video, ...youtube-thumb-1280x720.png
Your website	Leaderboard, rectangle, billboard, strip	...728x90, 300x250, 970x250, 1200x300
Email newsletter	Header banner	...email-header-600x200.png

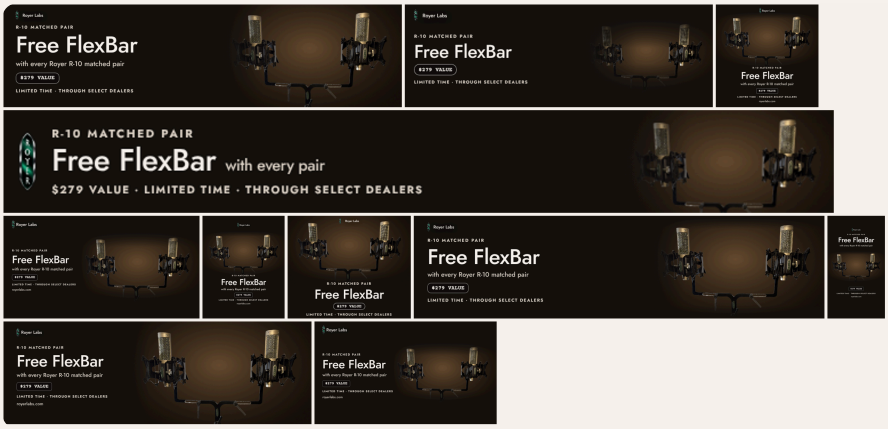
R-121 MATCHED PAIR



R-12 MATCHED PAIR



R-10 MATCHED PAIR



QUESTIONS

Contact your Royer Labs rep or Dave Hetrick, DaveHetrick@royerlabs.com. We can send the pair, size or file format you need.