



# KROGER PRECISION MARKETING SPEC SHEET

VERSION 2.0 | 6.2020

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# TONE OF VOICE

Do not include copyrights or disclaimers, unless legally necessary (documentation required).

Brand and/or manufacturer logo can be featured, unless it is part of an enterprise campaign, in which case, the campaign logo will take priority.

Copy should be uplifting and upbeat, per Kroger Tone of Voice.

- > Suggestive rather than directive.
- > Avoid copy that assumes customer can be identified by: lifestyle, activities, demographics, or gender.
- > Avoid provocative statements.
- > Avoid competitive language (toward other products or retailers).
- > Do not direct customers to external websites, memberships, or rewards programs.
- > Do not include phone numbers or email addresses.
- > Avoid using phrases or taglines that may be trademarked by competing retailers (e.g. "Just for You"). See Appendix.
- > Avoid "So we've sent you these savings" or "We're sending you these savings."
- > Avoid capitalizing words with the exception of "OFF" and "NEW"
- > Avoid mentioning specific product pricing unless approved by a Category Manager

CTA must be simple and clear. See Appendix for suggested CTA wording. Include digital coupon savings in headline, where applicable.

Avoid copy that references item location within the store.

When driving media to a coupon, include a digital coupon callout in the copy (e.g. "Save \$X on Product with digital coupon") or use the "Get the Coupon" CTA. This helps prime our Customer to take the next step and load the offer to their card.

# COMPETING RETAILER LANGUAGE TO AVOID

Ahold Delhaize

- > Food Lion: MVP Customer, “Shop, Swipe, and Save”
- > Giant: BONUSCARD®
- > Hannaford: My Hannaford Rewards
- > Stop & Shop: None

Albertsons: just 4 U, Club Card, Preferred Card, Grocery Rewards

Aldi: None

Amazon: Amazon Prime, Amazon Smile

CostCo: Gold Star Member, Gold Star Executive Member

H-E-B: Points Club Rewards®

Hy-Vee: Fuel Saver + Perks, Comeback Bonus Bucks, Hy-Vee Deal\$®, Hy-Vee Aisles Online®

Meijer: mPerks®

Price Chopper: AdvantEdge Card

Publix: None

Safeway: just 4 U, Gas Rewards

Target: REDcard, Target Restock (delivery), GiftNow®, Cartwheel (app, name being retired), “Expect More. Pay Less.”

Trader Joe’s: Fearless Flyer® (circular)

Wakefern Food Corp.:

ShopRite: Price Plus® Club Card, SavingStar® (3rd party partner), Downtime Dollar\$

Price Rite: MyPriceRite

The Fresh Grocer: Price Plus® Club

WalMart: Savings Catcher®, “Save Money. Live Better.”

Sam’s Club: None

Wegmans: Shoppers Club

Whole Foods: Rewards (defunct, replaced by Amazon Prime)

WinCo: None

Winn Dixie: SE Grocers rewards card, Winn-Dixie Customer Reward Card (defunct)

# SUGGESTED CTA WORDING

## **Preferred Coupon CTA**

Get the Coupon

## **Alternatives**

Check Out Savings

Get the Savings

Get Your Coupon

Redeem Now

Redeem Savings

Save Big

Save Now

Score Your Coupon

See Coupon Savings

Start Saving

View Your Saving

## **Non-Coupon CTAs**

Check it Out

Discover More

Find Out How

Find Out More

Get More Details

Get Started

Learn More

Let's Explore

See What's New

Shop Now

Start Shopping

Take a Look

Get Recipe

# DISPLAY

## CO-BRANDED DIGITAL BANNER ADS

### SPECIFICATIONS

Dimensions: 160x600; 300x250; 300x600; 320x50; 728x90

Resolution: 72 dpi

Animated Ad Format: HTML5

Animation Run Time: 15 sec (max of 3 loops)

Static Ad Format: .jpg or .gif

File Size: < 150 kb

Includes CTA: Yes

### GUIDELINES

Must include "Banner Bar" on all ads.

Banner logos must include the following text: Available At, New At, or Exclusively At.

Must include 1 px border (#000000).

Must include click tag for functional click-thru.

Must provide static back-up images for banners/divisions.

### FILE NAME CONVENTION

KPM\_mediaLiveDate-YYMM\_MFN\_clientname\_CV{creativeVersionNumber}\_{division}\_{templateSize}.jpg

For Example:

KPM\_1908\_Kroger Private Selection\_CV1\_KRO\_300x250.jpg

### ORGANIZATION OF FINAL FILES

Zip: All Campaign Files

Folder: One folder for each creative version

Subfolders: One folder for each creative size

Within subfolders: All versions for each division banner

### ANIMATED TECHNICAL SPECS

See page 8



### BUTTON

Height: 30 px

Corner Radius: 20 px

Padding: 10 px

Kroger Version Button Color: #FFFFFF

Banner Version Button Color: #084999

Font: Gotham Rounded Bold, 12px

Case: Initial Case

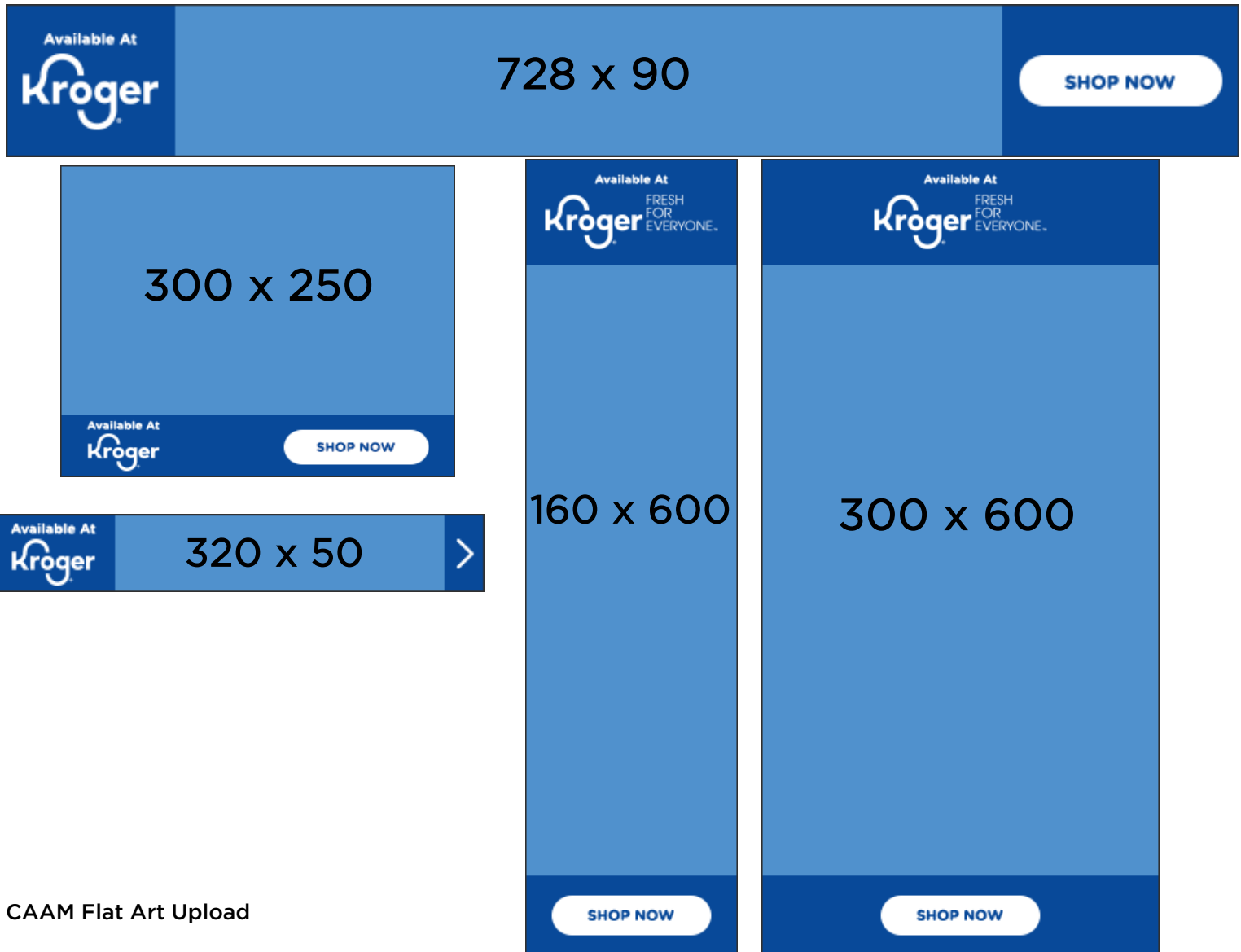
Kroger Version Font Color: #084999

Banner Version Font Color: #FFFFFF

Character Limit: 25

# DISPLAY

## CO-BRANDED BANNER BAR - USAGE & SPECS



### CAAM Flat Art Upload

All flat art files should be built at 72 DPI. Please build creative to the flat art file size specs listed below. DO NOT include the Call to Action or Banner logo -they will be provided by CAAM. While our template sizes are shown at 100% (the final banner size), the flat art file size is built at 200% to ensure high quality creative can be reviewed by 84.51°.

### KROGER MASTERBRAND TEMPLATE

Template Size	Flat Art File Size
320 x 50 px	428 x 100 px
160 x 600 px	320 x 920 px
728 x 90 px	976 x 180 px
300 x 600 px	600 x 920 px
300 x 250 px	600 x 400 px

# DISPLAY

## CO-BRANDED DIGITAL BANNER ADS – HTML 5 SPECS

Creative assets are uploaded to DoubleClick Campaign Manager in order to traffic display campaigns. This particular ad serving program has set requirements for developing HTML5 assets. Please keep the following in mind when developing creative:

- Please do not send PSD files, we are unable to use these.
- Please provide static back up assets for all banners/divisions.
  - Static back up assets must be .jpg, .jpeg, or .gif files.
  - Static back up assets must not be animated.
- HTML assets cannot use local or session storage
- Each creative HTML asset must be individually zipped and contain the following:
  - Must include a click tag for a functional click-thru
    - The URL should be <https://www.kroger.com>
    - Due to time demands, we are unable to fix incorrect clicktags. When clicktags are not formatted correctly, the creative will be sent back for revision.
  - Must be able to load into an iFrame
  - Any other assets referenced by the HTML file, including:
    - Javascript file(s)
    - Images
  - Must be under 5MB in size
- Please zip the files before sending, do not send unzipped files.
- Do not include any of the following within the zipped HTML asset:
  - Any other zipped files
  - No unreferenced files (including Thumbs.db)
  - Static files, unless specifically referenced by the HTML file

A sample HTML5 .zip file is available for download [here](#).

All files, once received, are checked using DoubleClick Campaign Manager's HTML5 Validator, available [here](#).



### **ADVERTISER NAME/LOGO**

Either the Advertiser name **OR** logo must be provided to be displayed on the ad. You do not need to provide both especially if your name is your logo.

Maximum Advertiser Name Characters: 25

Minimum Logo Size: 100x100

Maximum Logo Size: 200x200

Maximum Logo File Size: 1200kb

Logo Aspect Ratio: 1:1

Logo Color Model: RGB

### **CREATIVE IMAGE**

Advertiser must provide an image to promote their product and/or brand message.

Minimum Image Size: 1200x627

Maximum Image Size: 2000x1200

Image Format: JPEG or PNG

Maximum Image File Size: 1200kb

Image Aspect Ratio: 1:1

Image Color Model: RGB

### **TEXT**

Advertiser must provide text to accompany their creative image. Please download the Native Creative Template from our website to input your text prior to sending it to your assigned Campaign Manager. The Kroger banner name must appear in either the headline or body copy. Instead of versioning out the text for each banner, include "BANNER NAME" where you would like it to appear, and we will version it out in our system.

Headline Maximum Characters: 25

Body Text Maximum Characters: 90

Call to Action Maximum Characters: 15

# DISPLAY

## IN-IMAGE ADS

Display ad sizes (728x90 and 300x250) can be repurposed to be used in an in-image placement. Final creative submitted for the display ad campaign will be sent to be used for in-image unless custom creative development is requested and approved.

In some cases, custom in-image creative can be developed by the service provider. If custom creative development has been approved, the Advertiser is responsible for providing the following:

### Hi-Res Layered PSD Files

- Background pattern or color
- Logo
- Tagline & Font
- Call to Action
- Campaign Artwork

Any additional creative direction on the look/tone/feel of the artwork should also be provided.

# ADDITIONAL EMAIL COPY GUIDELINES

Reference Page 2 for Kroger Tone of Voice Guidelines.

Instead of mentioning a specific store in copy, use the code xBannerdisplaynamex. This will automatically populate with Kroger, Fred Meyer, QFC, etc.

Do not stylize or format text in headlines or calls to action (no bolding, italicization or underlining).

## **Email Subject Lines:**

Subject Line should call out the deal and savings amount without being deceptive (e.g. if it's a BOGO don't say "Free Product for You")

No taglines, registered trademarks or special characters allowed in the subject line.  
(Initial Case)

*Examples:* Special Savings on Pure-Squeezed Juice / Special Savings on Ethically Sourced Chocolate/  
Savings on Organic Craft Yogurt / A Special Offer on a Delicious Dinnertime Classic

## **Email Preheader Text:**

A short line of copy teasing the savings, which will appear under the subject line in most inboxes. Product names, taglines and registered trademarks are permitted. (Sentence Case)

*Examples include:* Exclusive offer for 100% orange juice. / Exclusive offer on premium chocolate. / Special savings to scoop up. / Savings on fast, flavorful rice.

# EMAIL MODULE

## IMAGE

Dimensions: 1200 x 920 (Retina)

Resolution: 72 dpi

File Format: .jpg

File Size: under 200kb

(robust photography)

## COPY

Subject Line Character Limit (Including Spaces): 20

Subject Line Copy: Initial Case

Headline Character Limit (Including Spaces): 30

Headline Copy: Initial Case

Body Character Limit: 135

Body Copy: Complete Sentences (Sentence Case)

CTA Link Character Limit: 20

CTA Copy: Lead Caps

B\_Hero\_460

**Avant Garde Demi 60pt**

body copy\_gotham rounded 32pt\_#58585b

avant garde\_demi 36pt



Last Chance! Unleash Pet Savings

Pamper your pet for less before time runs out! Save \$15 instantly when you spend \$45 on select favorites for your furry one, through November 12.

[Shop the Savings](#)

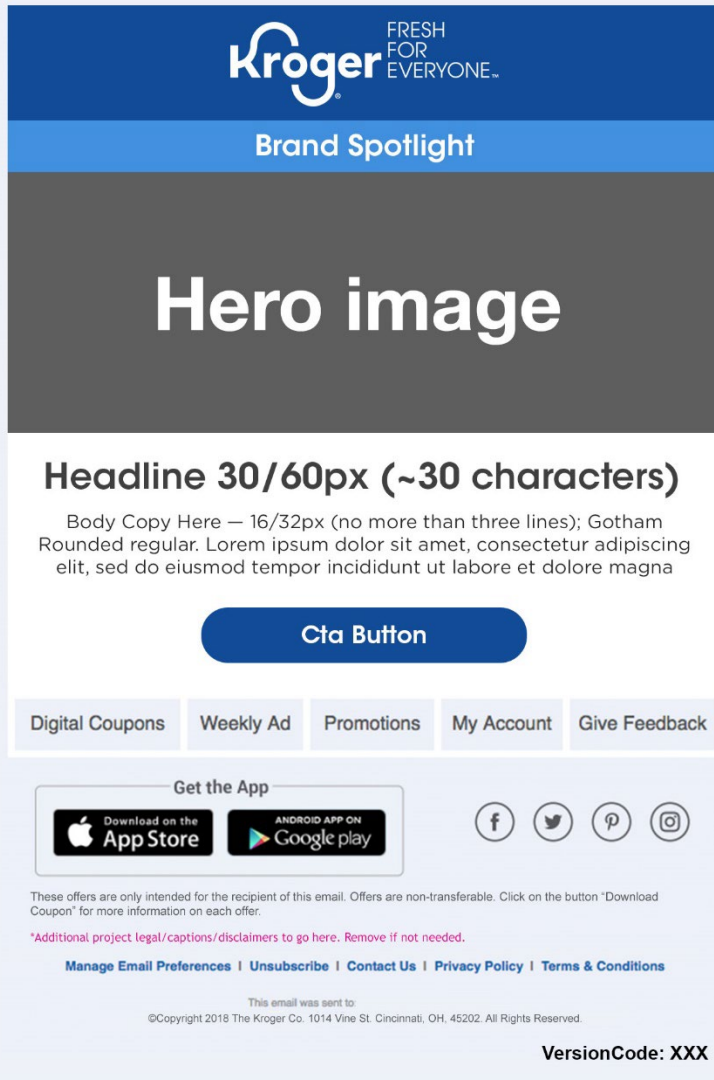
Module Example

# NO OFFER TEMPLATE

**Subject:** Subject Line Here

Preheader text goes here, sentence case.

[View in your browser](#)



## SUBJECT LINE TEXT (SL)

Character Limit (Including Spaces): 50

Copy: Initial Case

## PRE-HEADER TEXT (PHT)

Character Limit (Including Spaces): 60

Copy: Sentence Case

## HERO IMAGE

Dimensions: 1200x440 px

File Format: .jpg

File size: > 200k

## COPY

Headline Character Limit (Including Spaces): 30

Headline Copy: Initial Case

Body Character Limit (Including Spaces): 225

Body Copy: Complete Sentences (Sentence Case)

## CTA

Only use CTA if linking to a shoppable page or other destination. CTA copy can be changed.

CTA Character Limit: 20

CTA Copy: Lead Caps

# SINGLE OFFER TEMPLATE

**Subject:** Subject Line Here

Preheader text goes here, sentence case.

[View in your browser](#)



Brand Spotlight

## Hero image

### Headline 30/60px (~30 characters)

Body Copy Here — 16/32px (no more than three lines); Gotham Rounded. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Product  
Image

Save \$XX.XX on Brand  
20px; Avant Garde Demi

Offer description. Font size:16px;  
color:#404040; sentence case.

Cta Button

Digital Coupons

Weekly Ad

Promotions

My Account

Give Feedback

Get the App



These offers are only intended for the recipient of this email. Offers are non-transferable. Click on the button "Download Coupon" for more information on each offer.

\*Additional project legal/captions/disclaimers to go here. Remove if not needed.

[Manage Email Preferences](#) | [Unsubscribe](#) | [Contact Us](#) | [Privacy Policy](#) | [Terms & Conditions](#)

This email was sent to:

©Copyright 2018 The Kroger Co. 1014 Vine St. Cincinnati, OH, 45202. All Rights Reserved.

VersionCode: XXX

SUBJECT LINE TEXT (SL)

Character Limit (Including Spaces): 50

Copy: Initial Case

PRE-HEADER TEXT (PHT)

Character Limit (Including Spaces): 60

Copy: Sentence Case

HERO IMAGE

Dimensions: 1200x440 px

File Format: .jpg

File size: > 200k

COPY

Headline Character Limit (Including Spaces): 30

Headline Copy: Initial Case

Body Character Limit (Including Spaces): 225

Body Copy: Complete Sentences (Sentence Case)

OFFER PRODUCT IMAGE

Dimensions: 550x310 px

Resolution: 72 dpi

File Format: .jpg

File Size: 80kb min; 120kb max (robust photography)

OFFER COPY

Headline Character Limit (Including Spaces): 30

Headline Copy: Initial Case

Body Character Limit: 135

Body Copy: Complete Sentences (Sentence Case)

CTA Character Limit: 20

CTA Copy: Lead Caps

Standard legal is required. Please do not edit.

# MULTIPLE OFFER TEMPLATE

Subject: Subject Line Here

Preheader text goes here, sentence case. [View in your browser](#)

Kroger  
FRESH  
FOR  
EVERYONE.

Brand Spotlight

## Hero image

Headline 30/60px (~30 characters)

Body Copy Here — 16/32px (no more than three lines); Gotham Rounded Book. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna

Download Coupons

Product  
Image

Save \$XX.XX on Brand  
20px; bold

Offer description.  
Font size: 16px; color:  
#404040; font-weight:  
normal, sentence case.

Expiration date

Product  
Image

Save \$XX.XX on Brand  
20px; bold

Offer description.  
Font size: 16px; color:  
#404040; font-weight:  
normal, sentence case.

Expiration date

Product  
Image

Save \$XX.XX on Brand  
20px; bold

Offer description.  
Font size: 16px; color:  
#404040; font-weight:  
normal, sentence case.

Expiration date

Product  
Image

Save \$XX.XX on Brand  
20px; bold

Offer description.  
Font size: 16px; color:  
#404040; font-weight:  
normal, sentence case.

Expiration date

Product  
Image

Save \$XX.XX on Brand  
20px; bold

Offer description.  
Font size: 16px; color:  
#404040; font-weight:  
normal, sentence case.

Expiration date

Product  
Image

Save \$XX.XX on Brand  
20px; bold

Offer description.  
Font size: 16px; color:  
#404040; font-weight:  
normal, sentence case.

Expiration date

Product  
Image

Save \$XX.XX on Brand  
20px; bold

Offer description.  
Font size: 16px; color:  
#404040; font-weight:  
normal, sentence case.

Expiration date

Product  
Image

Save \$XX.XX on Brand  
20px; bold

Offer description.  
Font size: 16px; color:  
#404040; font-weight:  
normal, sentence case.

Expiration date

Product  
Image

Save \$XX.XX on Brand  
20px; bold

Offer description.  
Font size: 16px; color:  
#404040; font-weight:  
normal, sentence case.

Expiration date

Product  
Image

Save \$XX.XX on Brand  
20px; bold

Offer description.  
Font size: 16px; color:  
#404040; font-weight:  
normal, sentence case.

Expiration date

Download Coupons

Digital Coupons Weekly Ad Promotions My Account Give Feedback

Get the App



These offers are only intended for the recipient of this email. Offers are non-transferable. Click on the button "Download Coupons" for more information on each offer.  
\*Additional product legal notices/disclosures to go here. Reserve if not needed.

Manage Email Preferences | Unsubscribe | Contact Us | Privacy Policy | Terms & Conditions

This email was sent to:  
©Copyright 2019 The Kroger Co. 1010 West 10th Street, Cincinnati, OH 45202. All Rights Reserved.

VersionCode: XXX

SUBJECT LINE TEXT (SL)

Character Limit (Including Spaces): 50

Copy: Initial Case

PRE-HEADER TEXT (PHT)

Character Limit (Including Spaces): 60

Copy: Sentence Case

HERO IMAGE

Dimensions: 1200x440 px

File Format: .jpg

File size: > 200k

COPY

Headline Character Limit (Including Spaces): 30

Headline Copy: Initial Case

Body Character Limit (Including Spaces): 225

Body Copy: Complete Sentences (Sentence Case)

OFFER PRODUCT IMAGE

Dimensions: 260x260 px

Resolution: 72 dpi

File Format: .jpg

File Size: 80kb min; 120kb max (robust photography)

OFFER COPY

Headline Character Limit (Including Spaces): 30

Headline Copy: Initial Case

Body Character Limit: 135

Body Copy: Complete Sentences (Sentence Case)

CTA Character Limit: 20

CTA Copy: Lead Caps

Standard legal is required. Please do not edit.

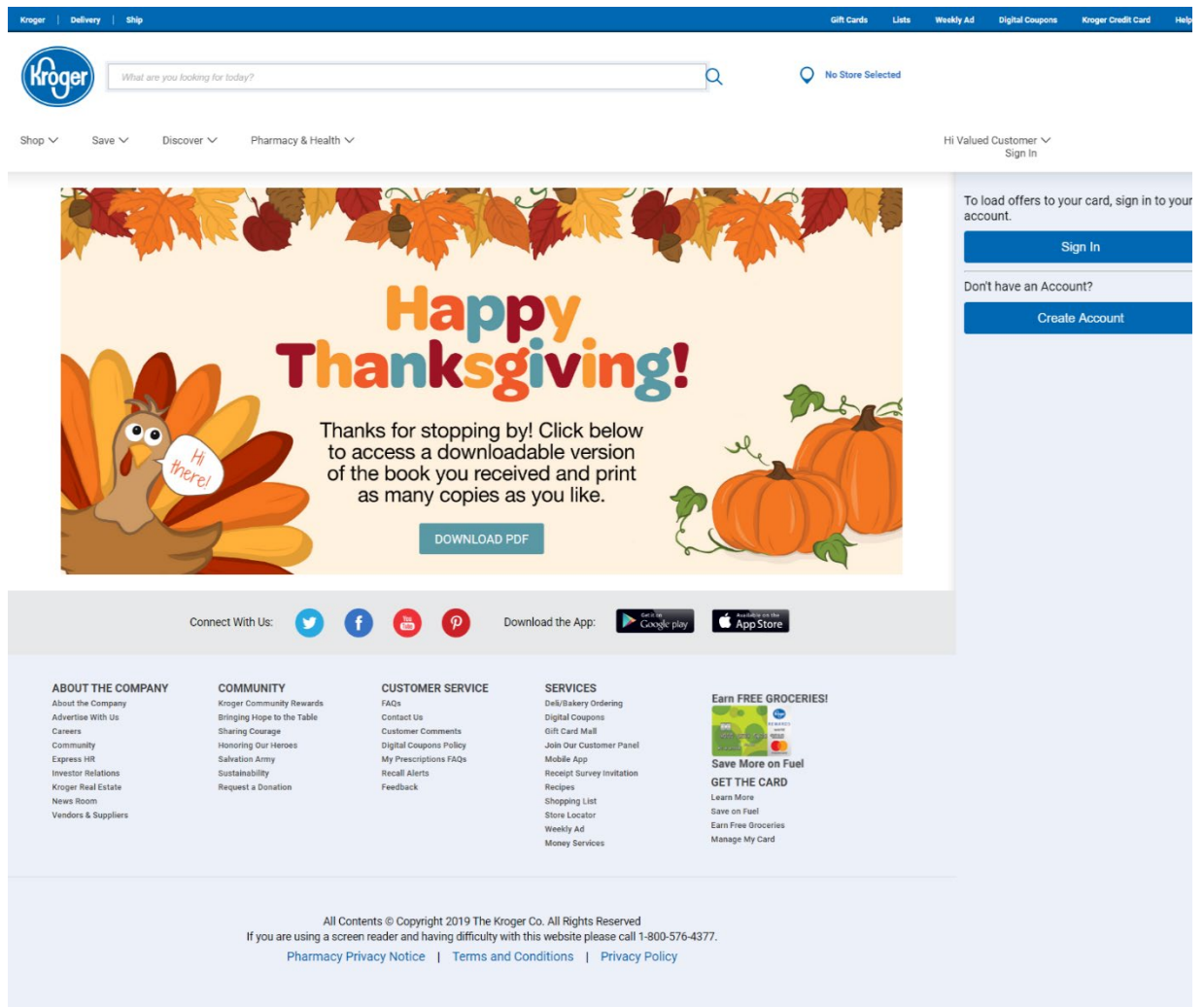
This template should be used for campaigns containing two to ten offers. Unused offer modules will collapse in final email creative.

# LANDING PAGE TEMPLATE

CONTENT ONLY

Dimensions: Variable height x 1020px wide  
File Format: .psd

Only use CTA if linking to a different page on Banner.com. Otherwise, the button can be removed.



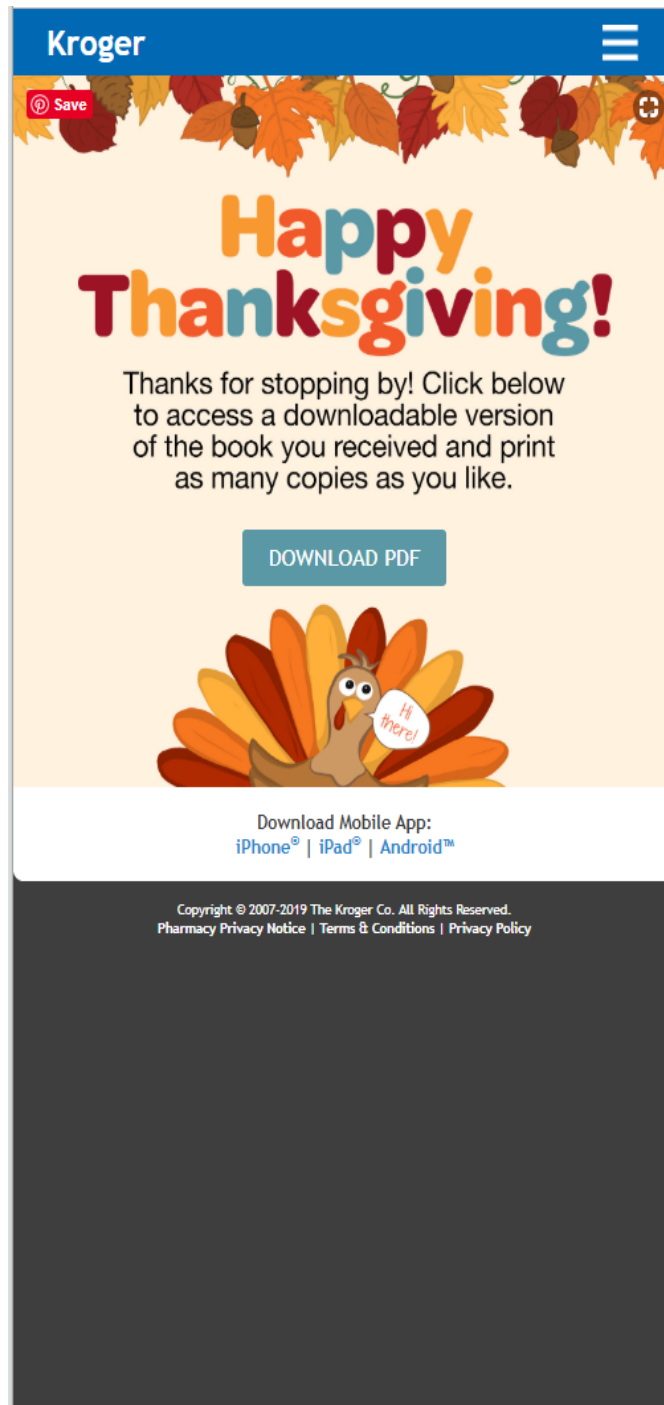


# MOBILE LANDING PAGE TEMPLATE

CONTENT ONLY

Mobile image will need to be supplied second size/crop for mobile execution.

File Format: .psd  
Dimensions: Variable height x  
767px wide (designed to 320px  
wide)




# LANDING PAGE TEMPLATE

## SINGLE OFFER

Desktop image should allow for the coupon thumb area to fall on the right hand side.

Dimensions: Variable height x 1020px wide  
File Format: .psd

Only use CTA if linking to a shoppable page. Otherwise, the button can be removed.





My Store: 5080 Delhi Pike, Cincinnati, OH | Find a Store

What are you looking for today?

My Account Sign Out

Departments Savings Order Online My Prescriptions Explore Community Shopping List

Home > Digital Coupons

FAQ | My Preferences |   

## Digital Coupons

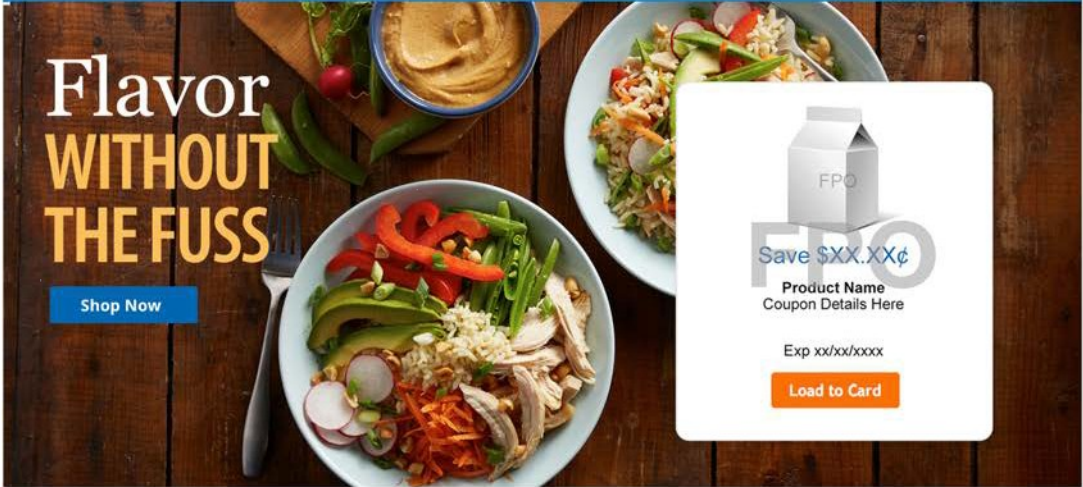
Browse All Coupons

My Coupons

Print my coupon list


✓ All Coupons (221)

All Coupons Savings Available: \$323.40



Flavor  
WITHOUT  
THE FUSS

Shop Now



Save \$XX.XX¢  
Product Name  
Coupon Details Here  
Exp xx/xx/xxxx  
Load to Card

Note: Our digital coupons appear in the digital coupons section of our website or app up to 48 hours prior to being delivered to your inbox. Therefore, you may have already loaded (or even redeemed) the coupons shown here. Any coupons that have already been redeemed are not shown here.

Must use Rewards Card or Shopper's Card to get savings. Each coupon may only be redeemed once per household. Do Not Double. Offer Valid only in the Kroger Co. Family of Stores, excluding Food 4 Less. Void if Reproduced, Transferred or where Taxed, Prohibited or Restricted by Law. Minimum spend requirement is after all discounts are applied and exclusions apply; see store for details.

Would you prefer to receive your personalized offers by mail? Call Customer Service at 1-866-221-4141 to change the way you receive qualifying offers. If you wish to create or edit your online Kroger profile, please [click here](#).

**About the Company**  
About the Company  
Advertise With Us  
Careers  
Community  
Express HR  
Investor Relations  
Kroger Real Estate  
News Room  
Vendors & Suppliers

**Community**  
Gerbes Community  
Rewards  
Bringing Hope to the Table  
Sharing Courage  
Honoring Our Heroes  
Salvation Army  
Sustainability

**Customer Service**  
FAQs  
Account Registration  
Contact Us  
Customer Comments  
Digital Coupons Policy  
My Prescriptions FAQs  
Recall Alerts  
Feedback

**Online Services**  
Deli/Bakery Ordering  
Digital Coupons  
Gift Card Mall  
Join Our Customer Panel  
Mobile App  
Monthly Newsletter  
Subscription  
Receipt Survey Invitation  
Recipes  
Request a Donation  
Shopping List  
Store Locator  
Weekly Ad

  
**Get the Card**  
Learn More  
Save on Fuel  
Earn Free Groceries  
Manage My Card

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Desktop Landing Page Version Code:UBF

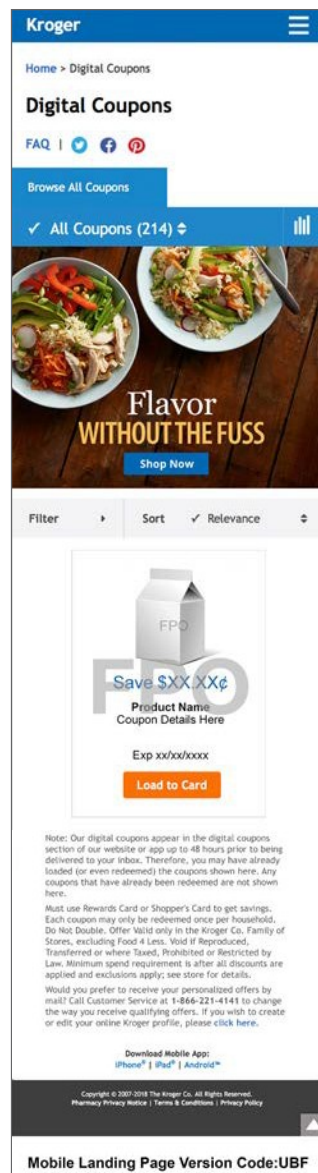
DESKTOP EXAMPLE

# MOBILE LANDING PAGE TEMPLATE

## SINGLE OFFER

Mobile image will need to be supplied  
second size/crop for mobile execution.

File Format: .psd  
Dimensions: Variable height x 767px  
wide (designed to 320px wide)



Only use CTA if linking to a  
shoppable page. Otherwise,  
the button can be removed.

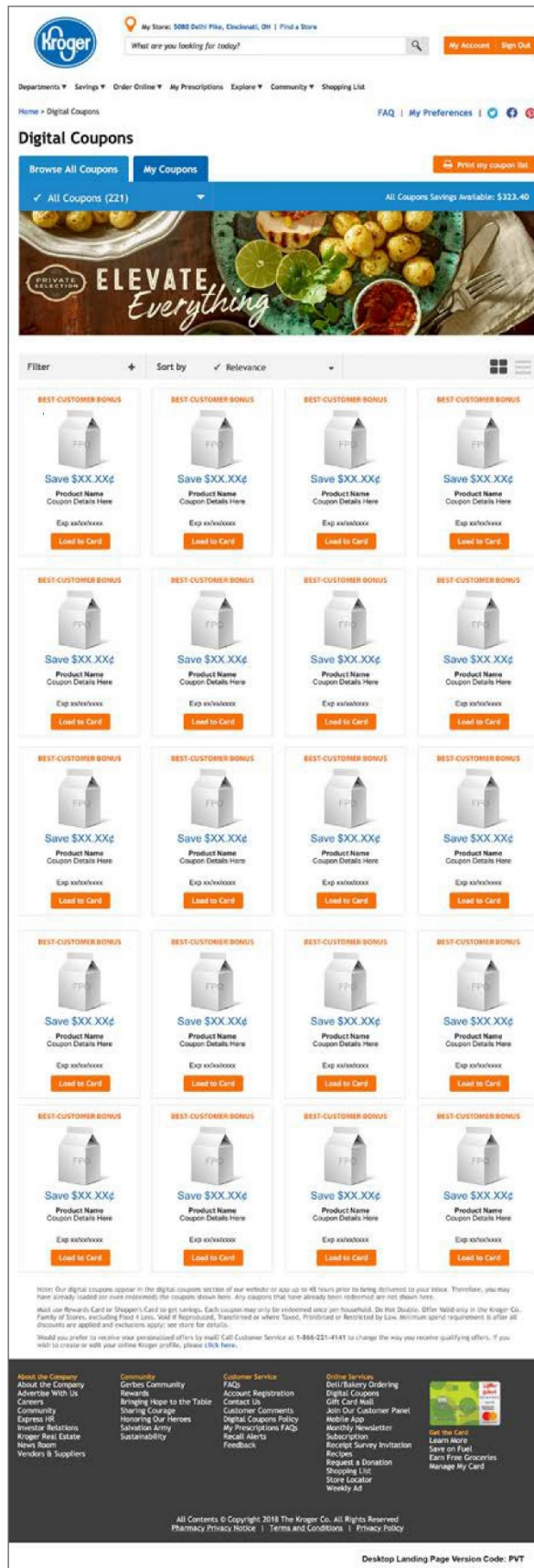
## MOBILE LANDING PAGE EXAMPLE

# LANDING PAGE TEMPLATE

## MULTIPLE OFFER

Dimensions: Variable  
height x 1020px wide  
File Format: .psd

Coupons can stay FPO.



## DESKTOP EXAMPLE; MULTIPLE OFFERS

# LANDING PAGE TEMPLATE

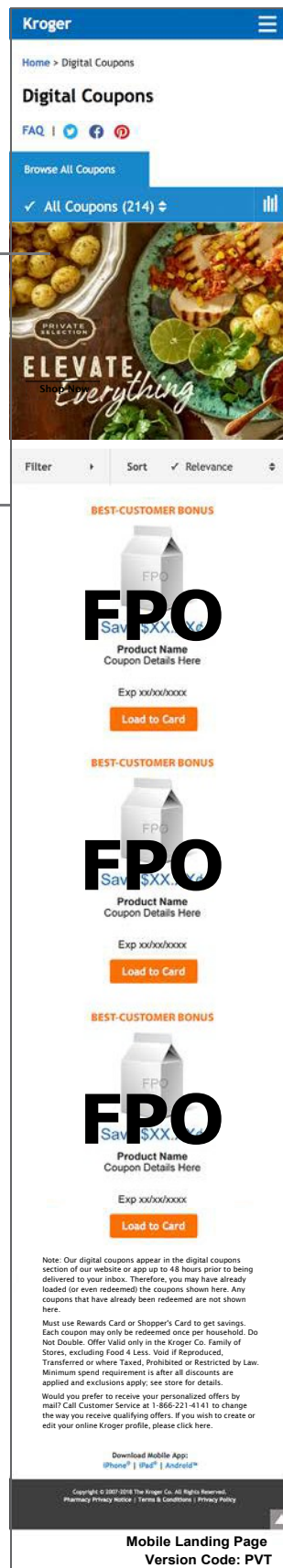
## MULTIPLE OFFER

Mobile image will need to be supplied as a second size/crop for mobile execution.

Dimensions: Variable height x 767px wide (designed to 320px wide)

File Format: .psd

The mobile template is the same regardless of the number of coupons. Multiple offers show in a single column for a mobile execution.



MOBILE EXAMPLE; MULTIPLE OFFERS



# STATIC AND TARGETED ON-SITE AD

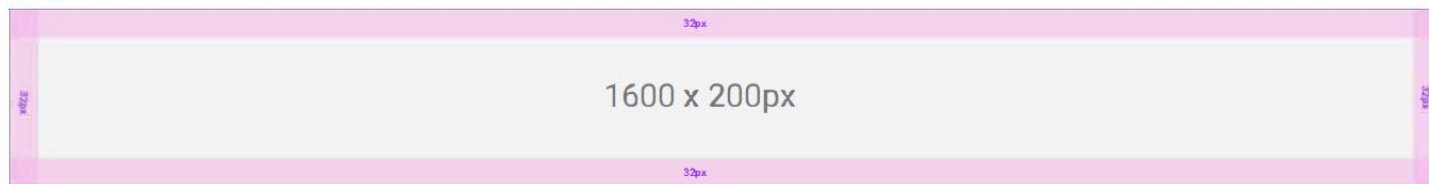
\*Please use the provided PSD templates when creating KPM assets

## Desktop

1600 x 200px

32px padding margin, Copy and CTA button need to stay within the padding

NO white backgrounds or borders



## Mobile

640 x 150px

16px padding margin, Copy and CTA button need to stay within the padding



## Sponsorship Tag

- Sponsorship tag to be applied to all KPM espots
- Tag is supplied in the PSD templates - DO NOT move/resize tag

Featured

## Button Attributes

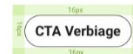
**Corner Radius**  
20px radius on all buttons

**CTA Font**  
Roboto Bold 21pt  
Color: #1d1e1f

**Button Color**  
Color fill: #ffffff  
Border: #1d1e1f 1px stroke

**Padding**  
Padding: 16px

**Spacing**  
16px on L/R of CTA verbiage

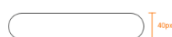


## Button Size

**Desktop Spot**  
48px Standard Button



**Mobile Spot**  
40px Height Compact Button



## CAAM Flat Art Upload

All flat art files should be built at 72 DPI. Please build creative to the flat art file size specs listed below. DO NOT include the Call to Action or Feature Tag for On-Site Ads -they will be provided by CAAM. Also please AVOID white backgrounds and the use of borders within the creative. While our template sizes are shown at 100% (the final banner size), the flat art file size is built at 200% to ensure high quality creative can be reviewed by 84.51°.

Static OSA Ad Dimensions	
Template Size	Flat Art Size
640x150px - Mobile	1280x300px
1600x200px - Desktop	3200x400px

Targeted OSA Ad Dimensions	
Template Size	Flat Art Size
640x150px - Mobile	1280x300px
1280x300px - Mobile App	
1600x200px - Desktop	3200x400px
3200x400px - Tablet App	
624x1132px - Home Screen iOS	624x1132px

## In-Store Targeted Onsite Ads

Because in-store mode can only be triggered if a shopper is in/near the store, there are specific guidelines below to ensure we are not confusing the shopper or hindering their experience.

**CREATIVE** - No Pickup/Ship/Delivery modality message; cannot call out promotion unless confirmed by Category Manager; in-store location should be broad and applicable for all divisions reached (for example: product now located in produce section vs. product now located in aisle 8)

**CLICKTHROUGH** - Clickthrough must be app friendly and therefore only product lists should be used at this time (no brand shops)

# HOME PAGE ICON AD

## IMAGE

Dimensions: 330 x 330

Resolution: 72 dpi

File Format: .psd (working files) AND .jpg or PNG

\*Include no more than three products in the image – or – single brand logo

## COPY

Headline Copy Character Limit (Including Spaces): 30

Headline Copy: Initial Case

File Format: Word Document

## Examples



10 for \$10 on School Faves!



20% OFF Home Chef with  
Card



Save on Tasty Everyday Wins

# PANDORA

## Pandora Audio and Companion Banner Ads

### AUDIO SPECIFICATIONS

Web/Mobile Audio: :15 secs or :30 secs; Max File Size: 5mb; Animated Creative Accepted: NO; File Type: .mp3

Web Audio Tile: 500x500; Max File Size: 100kb; Animated Creative Accepted: NO; File Type: .jpg (or .psd if Pandora is bannerizing art)

Web Audio Banner: 300x600 or 300x250; Max File Size: 100kb; Animated Creative Accepted: YES; File Type: Static = .jpg (or .psd if Pandora is bannerizing art) or Animated = HTML5 (non-rich media/no sound, 3x loop, 15s max time)

Mobile Audio Banner: 300x250; Max File Size: 100kb; Animated Creative Accepted: YES; File Type: Static = .jpg (or .psd if Pandora is bannerizing art) or Animated = HTML5 (non-rich media/no sound, 3x loop, 15s max time)

Web/Mobile Banner includes CTA: YES

### DISPLAY EVERYWHERE SPECIFICATIONS

Mobile/Tablet (iPhone and/or Andriod): 300x250; Max File Size: 100kb; Animated Creative Accepted: YES; File Type: Static = .jpg (or .psd if Pandora is bannerizing art) or Animated = HTML5 (non-rich media/no sound, 3x loop, 15s max time)

Web: 300x600 or 300x250; Max File Size: 100kb; Animated Creative Accepted: YES; File Type: Static = .jpg (or .psd if Pandora is bannerizing art) or Animated = HTML5 (non-rich media/no sound, 3x loop, 15s max time)

### VIDEO EVERYWHERE SPECIFICATIONS

Mobile: 480x270 (min) 1280x720 (max); Max File Size: 50mb; Max Video Length: 15 sec; Max Video Frame Rate: 24fps; Format: .mp4

Web: 854x480 or 640x480; Max File Size: 50mb; Max Video Length: 15 sec; Max Video Frame Rate: 24fps; Format: Uncompressed .mov, .avi, .mp1, .mp4

Optional Companion Banner: 300x250; File Type: .jpg, .png, .gif (or .psd if Pandora is bannerizing); Max File Size: 100kb

### GUIDELINES

Audio creative must mention ability to purchase advertised item/brand at applicable Kroger banners

For example: Find at your local Kroger store or Purchase at your local Fry's store

Must include "Banner Bar" on all ads.

Banner logos must include the following text: Available At, New At, or Exclusively At.

Must include 1 px border (#000000).

Must include click tag for functional click-thru.

### FILE NAME CONVENTION

KPM\_mediaLiveDate-

YYMM\_MFN\_clientname\_CV{creativeVersionNumber}\_{division}\_{templateSize}.jpg

For Example:

KPM\_1908\_Kroger Private Selection\_CV1\_Kroger\_300x250.jpg



# PANDORA

## Pandora Audio and Companion Banner Ads

### ORGANIZATION OF FINAL FILES

Zip: All Campaign Files

Folder: One folder for each creative version

Subfolders: One folder for each creative size

Within subfolders: All versions for each division banner

### COMPANION BANNER TEMPLATE



#### BUTTON

Height: 30 px

Corner Radius: 20 px

Padding: 10 px

Kroger Version Button Color: #FFFFFF

Banner Version Button Color: #084999

Font: Gotham Rounded Bold, 12px

Case: Initial Case

Kroger Version Font Color: #084999

Banner Version Font Color: #FFFFFF

Character Limit: 25

# PINTEREST

## IMAGE

File Type: PNG or JPG

Max File Size: 32MB

Creative Versions: 2 to 3 versions preferred

\*Must provide all creative versions with individual banner logos for all targeted divisions (Kroger, Bakers, Gerbes, Dillons, City Market, Kings, Fred Meyer, Frys, QFC, Ralphs & Smiths)

\*\*Aspect Ratio: 2:3 (i.e. 1000px wide by 1500 px tall)

\*\* Any pin that has an aspect ratio greater than 2:3 may be cut off at the bottom when shown and may be penalized in the auction.

## VIDEO (Standard Width)

File Type: .mp4, .mov or .m4v

Encoding: H.264 or H.265

Max File Size: 2GB

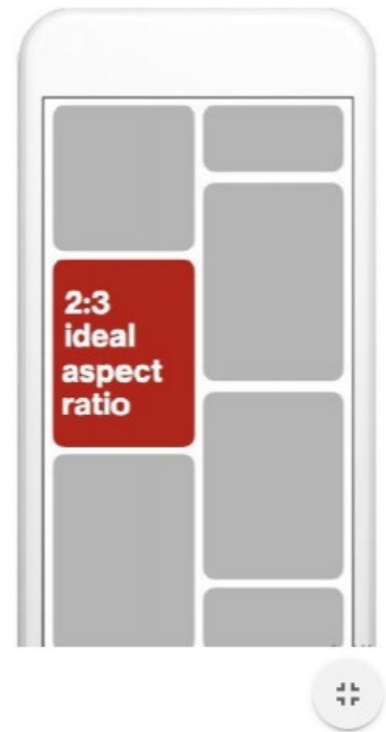
Video Length: 4 seconds to 60 seconds (recommended 6-15 seconds)

Creative Versions: 1 to 2 versions

Aspect Ratio: Shorter than 1:2 (width:height), taller than 1.91:1

Recommended Aspect Ratio: 1:1, 2:3 or 9:16

\*Must provide all creative versions with individual banner logos for all targeted divisions (Kroger, Bakers, Gerbes, Dillons, City Market, Kings, Fred Meyer, Frys, QFC, Ralphs & Smiths)



## COPY

Title Copy Max Character Count: 100

Description Copy Max Character Count: 500

File Type: DOC or DOCX

Bolding, text formatting and line spacing is not an option

Prioritize the first 1-2 sentences (most likely to show up in feed)

## CREATIVE BEST PRACTICES

1. Pick eye-catching imagery - Platform users prefer high-quality, vertical images with a 2:3 aspect ratio (ex: 1000 x 1500 pixels)
2. Make the brand the focal point - The focus product should be front and center. Avoid using abstract or lifestyle imagery that doesn't showcase the brand.
3. Provide high-impact experiences - Show consumers how the product fits into their individual lifestyle. Contextualize the brand based on consumer need (examples: a key differentiator, a use-case, and/or functional benefit).
4. Utilize a logo to drive association - Subtly place a logo on every Pin. Avoid the lower right corner, as Pinterest product icons occupy that area.
5. Text overlay provides a stronger story - Text overlay is the copy included on the Pin, making it stand out, providing additional context and enhancing the brand message. Keep text concise so it's easy for people to read on their phones.
6. Include an Actionable CTA in the Text Overlay of the Creative- Short, actionable phrases to drive engagement or conversion

# Pre-Roll Video

## VIDEO

File Type: : .avi, .mov, .mp4, .m4v, .mpeg, .mpg, .oga, .ogg, .ogv, .webm, .wmv

File Size: Video creatives hosted by Bid Manager can be up to 1 GB. Always upload a source file with the highest possible specifications you have available, so that Bid Manager can transcode the asset into as many serving files as possible. However, individual exchanges may have different maximum file sizes, so plan accordingly.

Duration: Video inventory supports a variety of durations up to 90 seconds (e.g. 15, 20, 30, 60, 90 seconds). However, **it is recommended to keep video under 30 seconds** to ensure the best completion rates and most efficient CPMs.

Aspect Ratio: Landscape/horizontal videos must have an aspect ratio of 16:9 (for example, 640 × 360) or 4:3 (for example, 640 × 480).

Clickthrough URL: Make sure the creative has a clickthrough URL specified. Note that the clickthrough URL will be opened in a new window.

## VIDEO BEST PRACTICES

File Format: .mov or .mp4

Dimensions:

- Landscape/horizontal: 1280 × 720, 1920 × 1080, or 1440 × 1080

Aspect Ratio:

- Landscape/horizontal: 16:9 or 4:3

Codec: H.264

Frame Rate: 23.98 or 29.97

Bitrate: At least 20 Mbps

Length: 15 or 30 seconds

File Size: Up to 1GB (per the DCM file size limit)

Black bars: No

Letterboxing: No

## AUDIO BEST PRACTICES

Codec: PCM (preferred) or AAC

Bitrate: At least 192 Kbps

Bit: 16 or 24 bit only

Sample Rate: 48 kHz

Audio Settings: Required

## COMPANION BANNER CREATIVE

Banner Size: 20K

File Type: JPG or HTML

Animation Time: 15 seconds

Banner Sizes: 300x250, 728x90, 300x60

Companion Banner 18-24 FPS

## VIDEO CONTENT REQUIREMENTS

Ads must be distinguishable from a publisher's content. Ads can't appear as if they are actual content or links on a publisher's site.

## Pre-Roll Video

Kroger Logos: All Video must include the Kroger Family Circle of logo's (see below). This should be placed at the end of the video. High res image is available from 84.51°. The logo lock-up should not be manipulated in any manner. Logo lockup should be visible for at minimum 2 seconds of the video.



Prohibited Content: Tobacco, weapons, nudity, defamatory/hate content, illegal activities, profanities, spyware, offers of free gifts, links to quizzes/surveys, misleading claims, references to sex or sexuality

# Facebook

## Photo Ads- Facebook/Instagram

\*If including an Instagram placement, it is highly encouraged copy and image are identical across platforms (with the exception of technical spec differences)

### Design Recommendations

- File type: jpg or png
- Image ratio: 1.91:1 to 4:5
- Recommended resolution: Upload the highest resolution image available.
- Images that consist of more than 20% text may experience reduced delivery.
- Text: 90 characters recommended (125 character limit)
- Instagram Text: Two rows of text will display

### With Link:

- Image ratio: 1.91:1 to 1:1
- Recommended resolution: at least 1080 x 1080px
- Headline: 25 characters
- Link Description: 30 characters

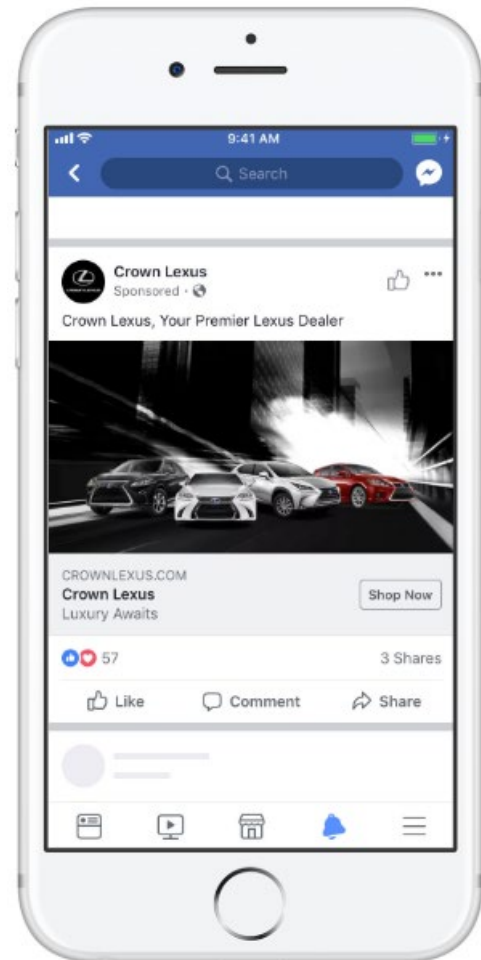
### Technical Requirements

#### Desktop

- Minimum Aspect Ratio: 400x500
- Single Image Ad: 1280x720 pixels
- Image Aspect Ratio: 191x100

#### Mobile

- Minimum Aspect Ratio: 400x500
- Single Image Ad: 1280x720 pixels
- Image Aspect Ratio: 191x100
- Instagram Max Width: 500 pixels



# Facebook

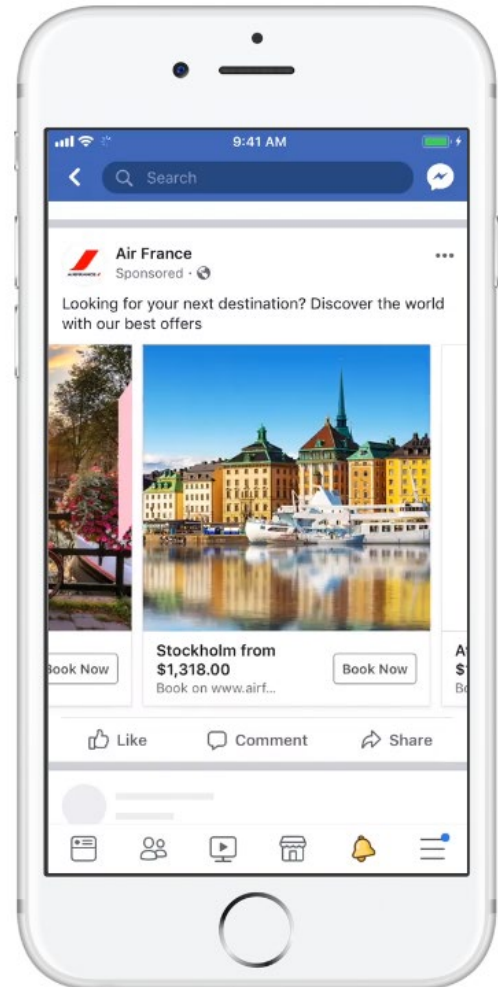
## Carousel Ads

### Design Recommendations

The carousel format allows you to showcase up to 10 images or videos within a single ad, each with its own link. With more creative space within an ad, you can highlight different products, showcase specific details about one product, service or promotion, or tell a story about your brand that develops across each carousel card.

- Minimum number of cards: 2
- Maximum number of cards: 10
- Image file type: jpg or png
- Video file type: see video section
- Video maximum file size: 4GB
- Video length: up to 240 minutes
- Video thumbnail: see video section
- Image maximum file size: 30MB
- Recommended resolution: at least 1080 x 1080px
- Recommended ratio: 1:1
- Text: 90 characters recommended (125 character limit)
- Headline: 25 characters
- Link Description: 20 characters
- Images that consist of more than 20% text may have delivery issues

Technical Requirements: Aspect Ratio Tolerance: 3%



# Facebook

## Video Ads- Facebook/Instagram

\*If including an Instagram placement, it is highly encouraged copy and image are identical across platforms (with the exception of technical spec differences)

### Design Recommendations

Upload the highest resolution source video available without letter or pillar boxing (No black bars). Most file types are supported. However, we recommend H.264 compression, square pixels, fixed frame rate, progressive scan, and stereo AAC audio compression at 128kbps+.

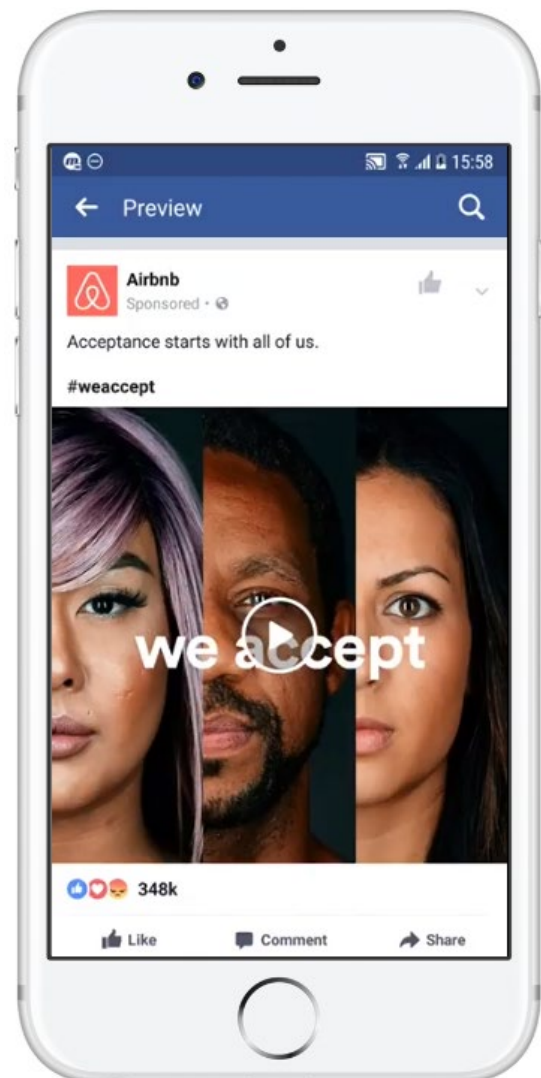
- Video Ratio: 9:16 to 16:9
- Video Thumbnail: 1200 x 675 pixels, 16:9 ratio
- Recommended Resolution: Upload the highest resolution video available that meets file size and ratio limits.
- Video File Size: 4GB Max
- Video Length Minimum: 1 second
- Video Length Maximum: 240 Minutes
- Instagram Video Length Maximum: 120 seconds
- Video Captions: Optional but recommended
- Video Sound: Optional but recommended
- Text: 90 characters recommended (125 character limit)
- Instagram Text: Two rows of text will display
- Video thumbnail images that consist of more than 20% text may experience reduced delivery.
- Vertical videos (with aspect ratio taller than 4:5) may be masked to 4:5

### With Link:

- Headline: 25 characters
- Link Description: 30 characters

### Instagram Mobile Technical Requirements:

- Maximum Video Duration: 120 seconds
- Video & Thumbnail Minimum Width: 500 pixels
- Maximum Video File Size: 30 MB
- Video Aspect Ratio
  - Minimum Aspect Ratio: 400x500
  - Maximum Aspect Ratio: 191x100
  - Aspect Ratio Tolerance: 0.01



# Targeted Digital Coupon

## CAAM Product Pack Shot Specs

Image Dimensions: 900x900px  
Minimum Image Resolution: 300 dpi  
Maximum File Size: 1mb  
File Format: JPEG

Product pack shot(s) must be in focus and on a white background. Brand logos are not permitted within the image. It is highly encouraged that no more than three pack shots are included in the image to ensure Customers can visibly see the product.

## Offer Wording

Please refer to the Digital Coupon Guidelines document on the Kroger Precision Marketing website for the most updated guidelines for offer wording.



# Push Notifications

## Power Words in Mobile Push Notification Copy

### COPY

Headline Copy Character Limit (Including Spaces): 25

Headline Copy: Title Case

Body Copy Character Limit (Including Spaces): 160

Body Copy: Sentence Case

### BEST PRACTICES

Added	Discount	Handpicked	Offer
Apply	Don't miss	Happy	Premium
Awesome	Earn	Hassle-free	Promo
Back	Ends soon	Hey	Remind
Best	Enjoy	Hurry	Reserve
Better	Exclusive	Indulge	Sale
Book Now	Explore	Latest	Save
Cashback	Grab	Limited	Soon
Celebrate	Free	Midnight	Special
Checkout	Friends	Missed	Today
Coupon Code	Get free	Next	Valid
Deal	Favorites	Now	Win

- Make it relevant - Only send messages that matter to the user. If the user has previously indicated that they prefer specific content, limit notifications that aren't related to the requested content. One way of ensuring that your users receive relevant notifications is to let them select options or filters during an onboarding flow.
- Use personalization - Personalize notifications to make them more relevant to the user. For example, in a message notification, include the sender's image and address the user directly. Personalization of the in-app content is also important and can lead to greater engagement and retention. Take into account the user's context, and offer them the opportunity to further customize content according to their interests.
- Take the time of day into account - Consider the user's time zones and resulting behavior when planning when to send notifications. Further guard against timing issues by providing one-click alternative actions, such as "read later" or "remind me in an hour". Use notifications for time-sensitive events, but always allow the user to choose when to be notified.
- Prioritize your messaging - Give urgent notifications a high priority so they stand out, but don't overdo it. Also, make use of the notification LED for higher priority notifications on devices that have one.
- Avoid notification fatigue - Be mindful of how many notifications are being sent to the user, and avoid duplicate notifications for the same type of event. Instead, consider updating a previous notification, either by changing some of its values, adding to it, or both.
- Use stack notifications - Aggregate similar messages into a summary, giving the user a stack of notifications that appear as a single card. Users can then expand the stack to view the details from each notification separately. This will help ensure they aren't overwhelmed with content and don't become inclined to turn notifications off.
- Use a distinct icon - Ensure users can quickly identify notifications from your app by adding your app's distinct icon or logo to the notification.

### THINGS TO CONSIDER WHEN DEVELOPING PUSH NOTIFICATIONS

- Determine your objectives. Notifications aren't just useful to boost short-term open rates. Also consider using them as part of a long-term user engagement and retention strategy.
- Consider whether push notifications are the best option for achieving your objectives or whether in-app messages or emails may be better channels.
- Check if you're sending the same message through multiple channels at the same time and consider whether they are all necessary.
- Segment your users into appropriate categories based on your objectives so that you can send the most relevant messages to each segment. Create segments by user persona and interest. Consider offering users the option to subscribe to segment message topics.
- Make sure you provide users with the benefit of opting in to notifications and the choice to opt out.
- Create relevant notification messages for each segment of users.