



# KROGER PRECISION MARKETING SPEC SHEET

VERSION 3.0 | 5 . 2025

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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.

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" in creative copy (capitalized words embedded into images are permitted)
- > Avoid mentioning specific product pricing and/or location unless approved by a Category Manager
- > Include digital coupon savings in headline, where applicable.
- > 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 "Clip Coupon" CTA. This helps prime our Customer to take the next step and load the offer to their card.
- > When calling out savings within any body copy, should say "with your Card" and "with your digital coupon" so copy sounds more personal/thoughtful

See Appendix for required CTA wording.

Krojis are not permitted to be used in creative.

# 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**

Clip Coupon

## **Alternatives**

Check Out Savings

Get the Savings

Get the Coupon

Get Your Coupon

Redeem Now

Redeem Savings

Save Big

Save Now

Score Your Coupon

See Coupon Savings

Start Saving

View Your Savings

## **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(s)

# 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

Color Mode: RGB

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.

Maximum of 5 creative versions

### FILE NAME CONVENTION

KPM\_mediaLiveDate-YYMM\_KPM.clientname.productname.creativeversion\_division\_size.jpg

For Example:

KPM\_2009\_KPM.Kroger.PrivateSelection.Chips\_KRO\_300x250.jpg

\*No additional spaces or underscores should be present in filename

### ORGANIZATION OF FINAL FILES

Zip: All Campaign Files

Folder: One folder for each creative version

Subfolders: One folder for each creative division banner

Within subfolders: All sizes 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

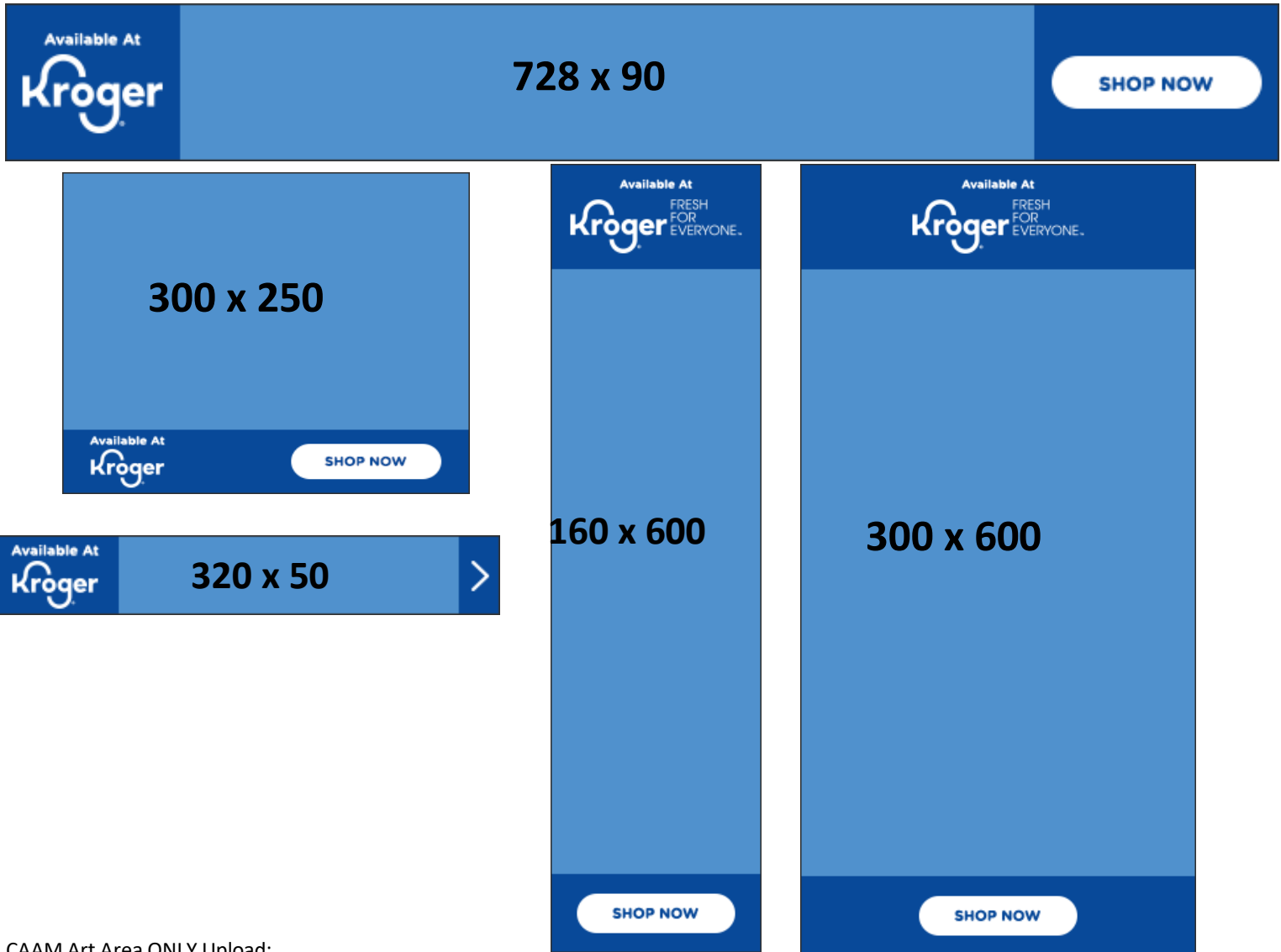
Kroger Version Font Color: #084999

Banner Version Font Color: #FFFFFF

Character Limit: 25

# DISPLAY

## CO-BRANDED BANNER BAR - USAGE & SPECS



CAAM Art Area ONLY Upload:

CAAM will add the Kroger branding and call to action for you **(most common)**

All flat art files should be built using the supplied PSD templates via the KPM website and saved as a JPEG prior to upload.

**Please note: These templates are built at 200% of the final size which is required to achieve the optimal image quality once processed through the CAAM system.**

### ART AREA ONLY template sizes

ART AREA ONLY template sizes
428 x 100 px
320 x 920 px
976 x 180 px
600 x 920 px
600 x 400 px

# DISPLAY

## CO-BRANDED BANNER BAR - USAGE & SPECS

The provided templates are built to the size of the ART AREA ONLY. Kroger branding and call to action buttons will automatically be added in the CAAM system during the final outputs.

When uploading your art into CAAM, you will drag the flat art within the corresponding template size outlined in the chart below.

CAAM Template Size	ART AREA ONLY 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

### Manual Creative Build:

You manually add the Kroger branding and call to action (**less common**)

If you prefer to build your creative and manually include the Kroger branding and call to action please use the dimensions below and send it via email instead of uploading it into CAAM.

Manual Build Final File Sizes
320 x 50 px
160 x 600 px
728 x 90 px
300 x 600 px
300 x 250 px

Template Size: Use these dimensions when you are building out the creative manually (including Kroger branding and call to action) and sending it via email instead of uploading it into CAAM (less common)

Flat Art File Size: Use these dimensions when you are submitting creative via CAAM (KPM's creative system) which will add the Kroger branding and call to action for you (most common)



# DISPLAY

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

Creative assets are uploaded to Google Campaign Manager (formerly DCM) 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
- Reference file naming convention and organization of files found on page 6

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

All files, once received, are checked using Google Campaign Manager (formerly DCM) HTML5 Validator, available [here](#).

# DISPLAY

## NATIVE ADS

### 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.

Do not include any text in your image. Different placements could distort and cut off any messaging included in the image".

Minimum Image Size: 1200x627

Maximum Image Size: 2000x1200

Image Format: JPEG or PNG

Maximum Image File Size: 1200kb

Image Aspect Ratio: 1.91:1

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

### FILE NAME CONVENTION

KPM\_mediaLiveDate-YYMM\_KPM.clientname.productname.creativeversion

For Example:

KPM\_2009\_KPM.Kroger.PrivateSelection.Chips

\*No additional spaces or underscores should be present in filename

# 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 division 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).

Do not use exclamation points in copy. Do not use Oxford commas (or serial commas).

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 or registered trademarks 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.

**Please provide the following files back to 84.51°/Kroger** (Any missing items will result in delays to the deployment date)

- 1. Complete PSD mockup of your design, with layers intact.** (template provided)
- 2. JPEG of your completed mock up**
- 3. Complete Word document including all copy contained in mockup.** (template provided)
- 4. Hero slice** – see specs below for file size and dimensions (template provided)
- 5. Pack shot(s)** – see specs below for file size and dimensions (template provided)

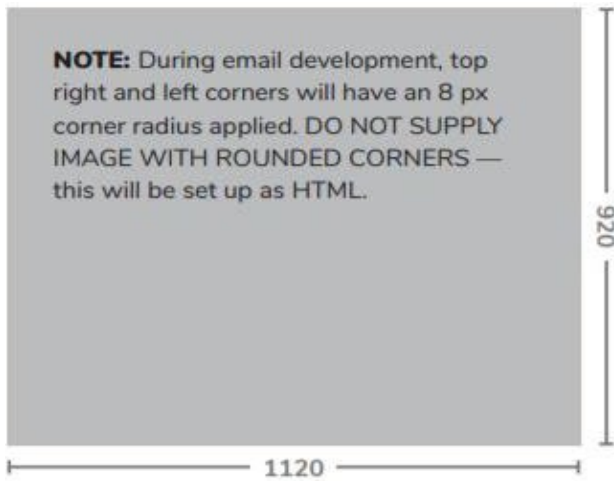
# EMAIL MODULE

## IMAGE SPECS

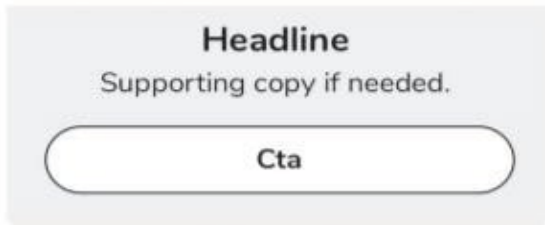
Dimensions: 1120 x 920 (Retina)  
Resolution: 72 dpi File  
Format: .jpg  
File Size: 80kb min; 180kb max  
(robust photography)  
Do not supply images with rounded corners

## COPY SPECS

Subject Line Character Limit (including spaces): 20  
Subject Line Case: Initial case  
Headline Character Limit (Including Spaces): 30  
Headline Copy: Title case (with no end punctuation)  
Body Character Limit: 120  
Body Copy: Complete Sentences (Sentence Case)  
CTA Link Character Limit: 20  
CTA Copy: Title case (Do not punctuate)



**NOTE:** During email development, top right and left corners will have an 8 px corner radius applied. DO NOT SUPPLY IMAGE WITH ROUNDED CORNERS — this will be set up as HTML.



↑ Headline, body copy, call to action and gray background color are set up via HTML during email development.

Fonts used: Nunito with standard Helvetica, Arial, sans-serif HTML defaults.  
Background color: #EFF0F1

## EMAIL MODULE EXAMPLES



# EMAIL MODULE

**CTA:** If including coupon offer, you must use the CTA “Clip Coupon”

**DISCLAIMERS:** These are present in the footer of the email. Use only a single asterisk in the body copy of the email to direct customer to the footer, where the corresponding disclaimer begins with the same symbol. Do NOT include asterisk in image.

**IMAGE:**

- No text allowed in images. There are two exceptions: a logo that includes text and the use of the word “NEW” in all-caps. “NEW” must be at least 40pt and follow the AA level accessibility standard that is set by Web Content Accessibility Guidelines (WCAG) with a 4.5:1 color contrast ratio.
- Any image copy should be captured in the copy document as part of the module’s alt text. Image copy should not be redundant with the HTML headline
- Any products portrayed in the image MUST be present in the offer/curated list click through experience. No additional products in the image which are not part of the offer

**ALT TEXT:** This text is tied to image. It will display if images are displayed, fails to load, or email is being read using text-to-speech accessibility software. If an image contains text, the alt text should match the copy. If an image contains no text, the alt text should be “null”.

**BRAND NAMES:** Stylized with initial caps and may contain registered mark or trademark symbols

**DELIVERY/PICKUP/SHIP:** In body copy, our shopping modalities are capitalized when paired with a banner name (Kroger Pickup) but are left lowercase when standing alone (“Order fresh favorites for pickup”).

**OTHER WORDS:** The following words are all-capped when used in subject lines, preheader text, headlines or body copy; FREE, OFF and SAVE. Please do not all-cap words outside of these three instances.

## Logo Placement if applicable

There are two options for logo placement:

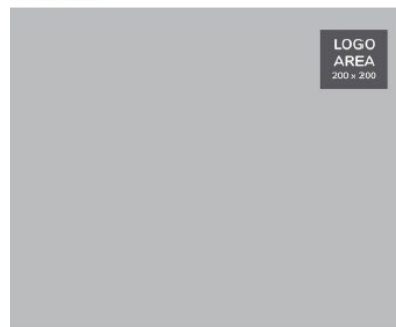
### Option 1: One Logo

Logo placed in the top right corner and fit within 200x200 px size, with 64 px of surrounding padding.

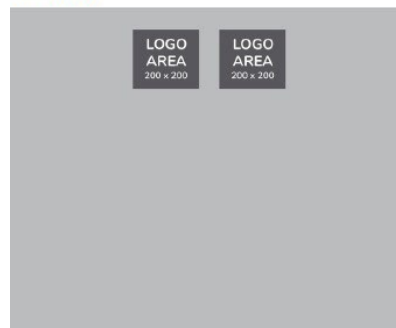
### Option2: Two Logos

Logos placed in the top center with 64 px of padding in between each logo, 200 x 200 px each max size, with 64 px of surrounding padding.

OPTION 1



OPTION 2



# NO OFFER TEMPLATE

**NOTE: Use of this template must be pre-approved by KPM**

**Subject:** Subject Line Here

Preheader text goes here, sentence case.

[View in your browser](#)



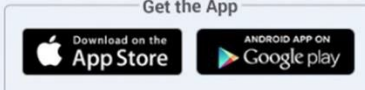
## Headline 30/60px (~30 characters)

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

**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: Title Case (no end punctuation)

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

### VERSION CODE

Will be supplied by the Campaign Manager

Standard legal in black text is required. Please do not edit.

### FINAL FILES

Hi-res working files with all images and layers included (file should not be flattened)

# SINGLE OFFER TEMPLATE

**Subject:** Subject Line Here

Preheader text goes here, sentence case.

[View in your browser](#)



## 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 aliqua.

Product Image

Save \$XX.XX on Brand 20px; Poppins Bold

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

Clip Coupon

[Digital Coupons](#) | [Weekly Ad](#) | [Promotions](#) | [My Account](#) | [Give Feedback](#)

Get the App



Offers are only intended for the recipient of this email and are non-transferable.

\*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: customer@xxxx.com

©Copyright 2021 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** (Please provide this as a separate jpeg no larger than 200k, see included template)

Dimensions: 1200x440 px

File Format: .jpg

File size: > 200k

**COPY**

Headline Character Limit (Including Spaces): 30

Headline Copy: Initial Case (no end punctuation)

Body Character Limit (Including Spaces): 225

Body Copy: Complete Sentences (Sentence Case)

**OFFER PRODUCT IMAGE** (Please provide this as a separate jpeg no larger than 120k, see included template)

Dimensions: 550x310 px

File Format: .jpg

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

**OFFER COPY**

Headline Character Limit (Including Spaces): 30

Headline Copy: Title Case (no end punctuation)

Body Character Limit: 135

Body Copy: Complete Sentences (Sentence Case)

CTA Character Limit: 20

CTA Copy: Lead Caps

**VERSION CODE**

Will be supplied by the Campaign Manager

Standard legal in black text is required. Please do not edit.

**FINAL FILES**

Hi-res working files with all images and layers included (file should not be f



# MULTIPLE OFFER TEMPLATE



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 (Please provide this as a separate jpeg no larger than 200k, see included template)

Dimensions: 1200x440 pxFile

Format: .jpg

File size: > 200k

COPY

Headline Character Limit (Including Spaces): 30

Headline Copy: Title Case (no end punctuation)

Body Character Limit (Including Spaces): 225

Body Copy: Complete Sentences (Sentence Case)

OFFER PRODUCT IMAGE (Please provide this as a separate jpeg no larger than 120k, see included template)

Dimensions: 260x260 px

File Format: .jpg

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

OFFER COPY

Headline Character Limit (Including Spaces): 30

Headline Copy: Title Case (no end punctuation)

Body Character Limit: 135

Body Copy: Complete Sentences (Sentence Case)

CTA Character Limit: 20

CTA Copy: Lead Caps

VERSION CODE

Will be supplied by the Campaign Manager

Standard legal in black text is required. Please do not edit.

FINAL FILES

Hi-res working files with all images and layers included (file should not be flattened)

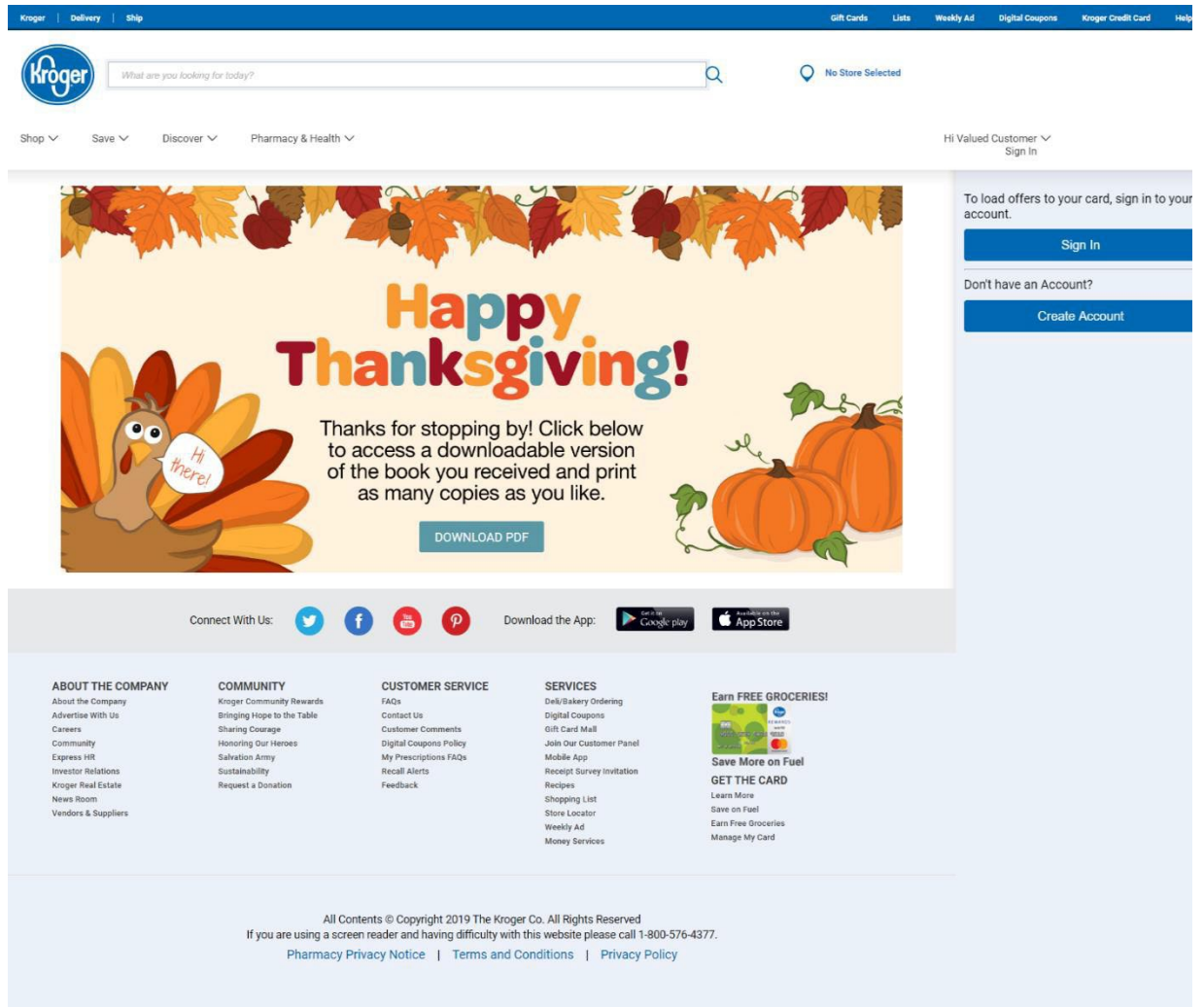
\*This template should be used for campaigns containing two to ten offers. Unused offer modules will collapse in final email creative. If an odd number of offers, a default message will appear in place of an offer.

# 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.



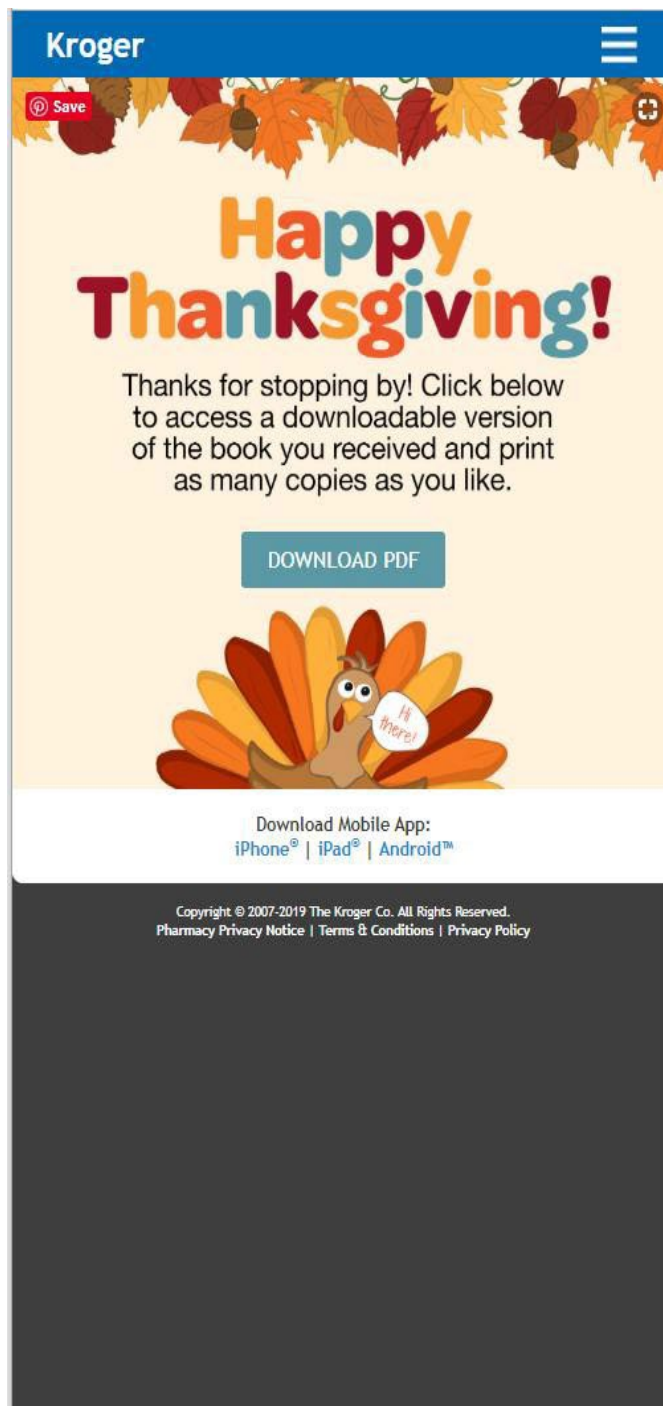
# MOBILE LANDING PAGE TEMPLATE

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

All Contents © Copyright 2018 The Kroger Co. All Rights Reserved  
Pharmacy Privacy Notice | Terms and Conditions | Privacy Policy

Desktop Landing Page Version Code:UBF

DESKTOP EXAMPLE

# 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.

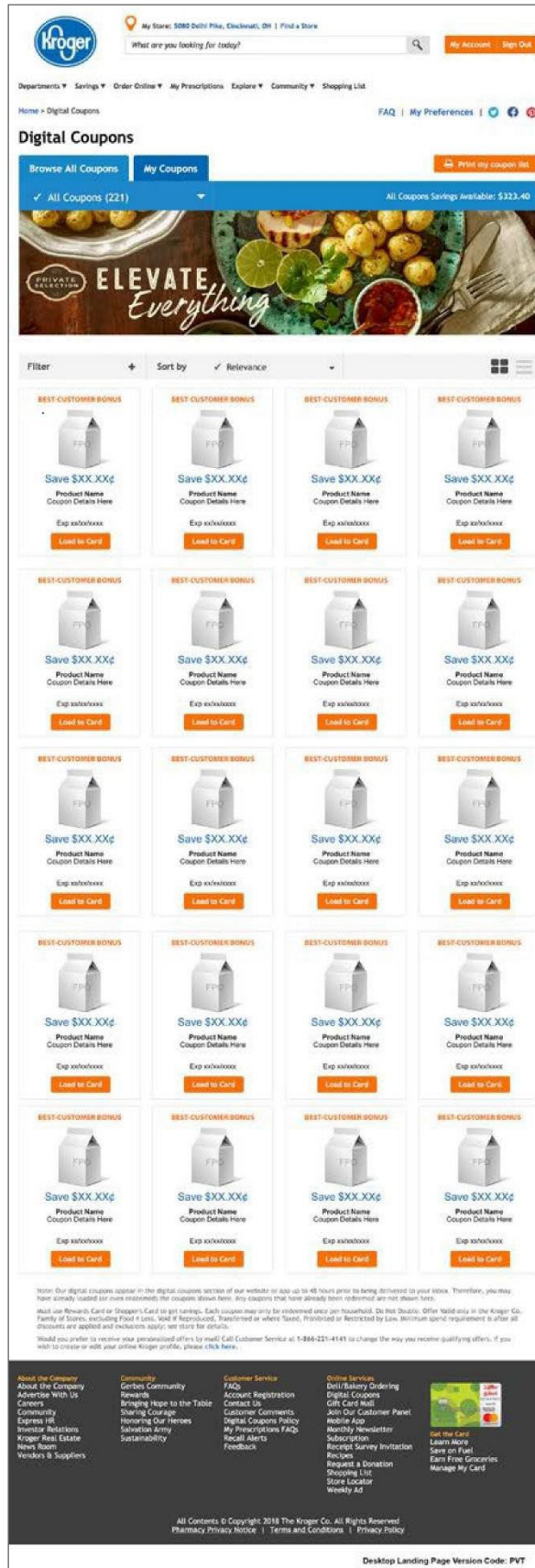
MOBILE LANDING PAGEEXAMPLE

# 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

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

## 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)

## Savings Placement Targeted Onsite Ads

Savings TOAs are displayed within the banner.com savings section where customers see other offers as well.

**CREATIVE** - To ensure the message is as relevant as possible for the shopper, TOAs running on the Savings Placement must have a savings/value message for the shopper (donations not included).

**CLICKTHROUGH** - TOA needs to have a Savings CTA such as "Save Now"

## Promotional Messages within Targeted Onsite Ads

Promotional (TPR, Mega Events, etc.) messages within TOA creative are acceptable as long as the supplier receives Category Management approval in advance on the promotion, timing, featured products and eligible divisions and provides the approval to KPM. Category Manager approval is required to make sure the promotion has not changed and timing is accurate to avoid any customer confusion.

## Digital Coupon Savings Message within Targeted Onsite Ads

The specific amount of digital coupon savings or specific offer can be stated within TOA creative IF the click through experience is either directly to a General Coupon Pool coupon AND the coupon is uncapped OR Advanced Targeting is utilized and creative is clicking through to a Targeted Digital Coupon. If the TOA creative is linking to a brand shop or curated product list, only a broad message alluding generically to savings can be used. No specific language about the amount of savings or offer will be permitted.



# 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

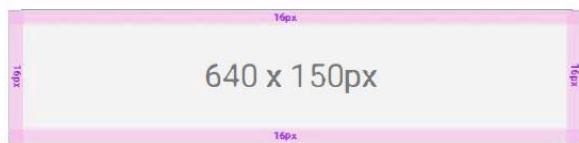
NO white or black backgrounds due to blending into the website/app background



## 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

<b>Corner Radius</b> 20px radius on all buttons	<b>CTA Font</b> Roboto Bold 21pt Color: #1d1e1f	<b>Button Color</b> Color fill: #ffffff Border: #1d1e1f 1px stroke	<b>Padding</b> Padding: 16px	<b>Spacing</b> 16px on L/R of CTA verbiage
--	---	--	---------------------------------	---

## Button Size

**Desktop Spot**  
48px Standard Button



**Mobile Spot**  
40px Height Compact Button



**Coming Soon - Logo** – 50x50 should be built using the supplied PSD template and saved as a JPEG prior to upload.

## CAAM Flat Art Upload

All flat art files should be built at 72 DPI with a max file size of 300kb. 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
50x50px – Logo ( <i>Coming Soon</i> )	100x100px

# HOME PAGE ICON AD

## IMAGE

Dimensions: 330 x 330

Resolution: 72 dpi

Max File Size: 300 kb

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

# AUDIO

## 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 Banner: 300x600 or 300x250; Max File Size: 100kb; Animated Creative Accepted: YES; File Type: Static = .jpg (or .psd if leveraging support to bannerize art) or Animated = HTML5 (non-rich media/no sound, 3x loop, 15s max time) or .gif

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

Web/Mobile Banner includes CTA: YES

### CREATIVE REQUIREMENTS

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 (reference PSD template)

Must include 1 px border (#000000).

Must include click tag for functional click-thru.

NOTE: Animated assets will need to be bannerized by the client. Creative support is unable to bannerize any animated assets.

# AUDIO

## Audio and Companion Banner Ads

### ORGANIZATION OF FINAL FILES

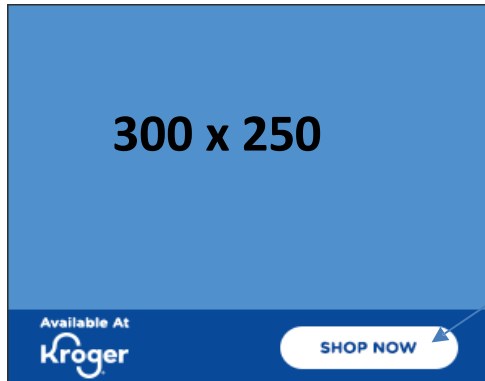
Zip: All Campaign Files

Folder: One folder for each creative version

Subfolders: One folder for each creative division banner

Within subfolders: All sizes 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

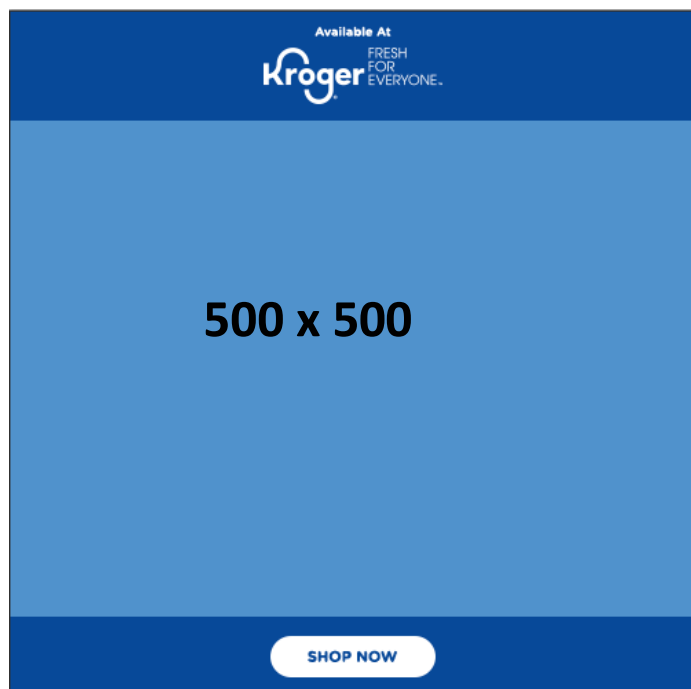
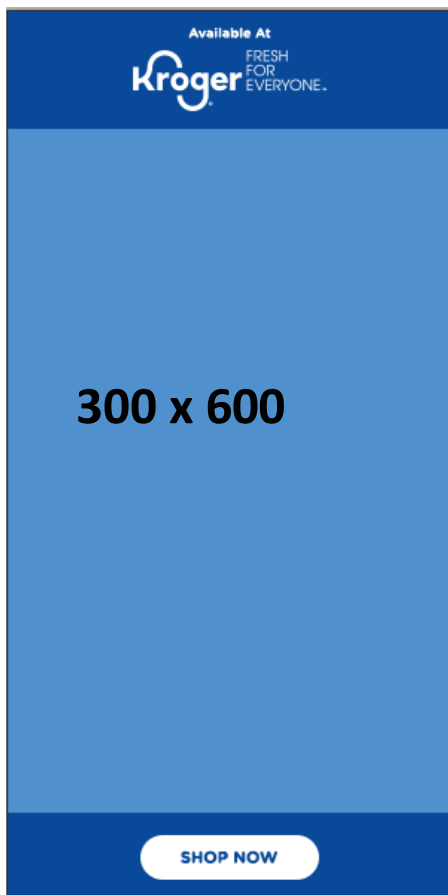
Font: Gotham Rounded Bold, 12px

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

Call to Action: Required (button or text overlay is acceptable)

\*Creative Versions: 1 to 3 versions (>1 version is needed for optimization)

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

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

\*\* 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)

Call to Action: Required (button or text overlay is acceptable)

\*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 use Kroger Family of Stores logo lock up at the end of the video or provide all creative versions with individual banner logos for all targeted divisions (Kroger, Bakers, Gerbes, Dillon's, City Market, Kings, Fred Meyer, Frys, QFC, Ralphs & Smiths)

## COPY

Title Copy Max Character Count: 100 (Title Copy is required)

Description Copy Max Character Count: 500 (Description Copy is required)

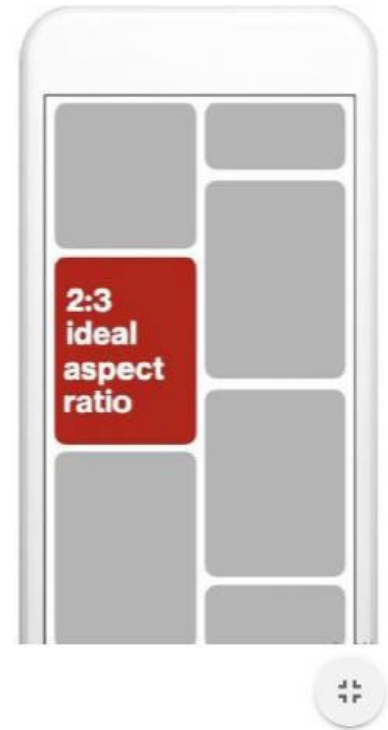
File Type: DOC or DOCX

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



# PINTEREST

## VIDEO BEST PRACTICES

1. Start strong and make it actionable: We see top performance for videos that teach people how to do something or inspire people to try something new. Lead with a clear hook within the first few seconds to capture people's attention.
2. Tailor the length based on your goals: For Promoted Videos, we've found that 6–15 seconds works best. For videos that aren't promoted, you can choose any length that you'd like.
3. Don't rely on audio: Many videos play in people's feeds with the sound off. Make sure that you use text overlay or captions to help convey your message when the sound doesn't play.
4. Pick a strong cover image: Your cover image shows up in people's feeds and should provide a good sense of what they're about to watch. Cover images also help us show your video to the right audience.
5. Optimize your Pin copy: Clear titles, descriptions and hashtags help your video to get discovered in search. Spend some time getting your copy right before you publish a new video.

# 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. Sending multiple videos with different lengths is recommended.

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.

Content Best Practices: Consistently deliver a single simple message. The way of communicating this message can change, but the core should remain the same. Include your brand logo as a highly visible prop so viewers cannot miss the branding. Make sure to present the branding within the first 3-5 seconds of the video.

## 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.

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.

## PRE-ROLL 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

### FILE NAME CONVENTION

YYMM(mediaLiveDate)\_KPM\_brandname\_productname\_creativeversion\_size.mp4

For Example: 2406\_KPM\_Kroger\_PrivateSelectionChips\_Version1\_15sec.mp4

\*No additional spaces or underscores should be present in the filename



# 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). Banner names (including Kroger) cannot be included in copy, images or videos.

### Design Recommendations

- File type: jpg or png
- Image ratio: 1.91:1 to 4:5
- Recommended resolution: Upload the highest resolution image available.
- 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

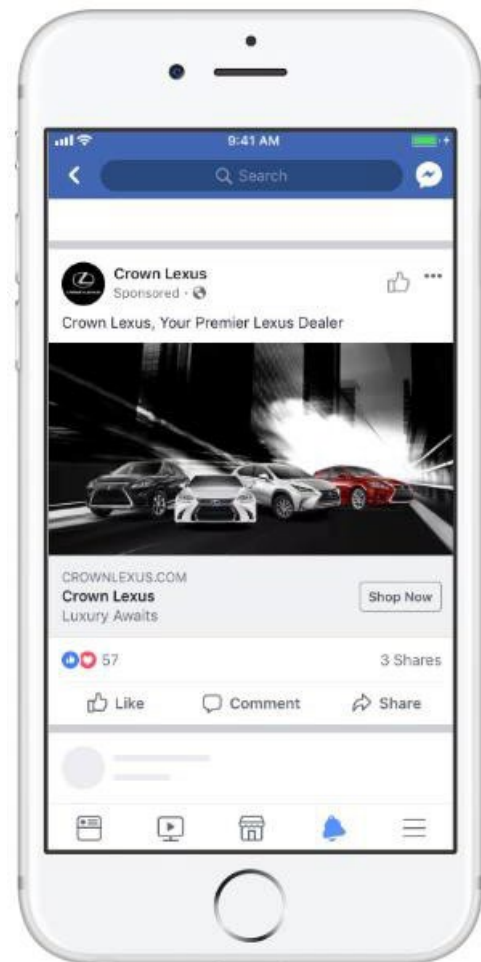
### Technical Requirements

#### Desktop

- Minimum Aspect Ratio: 400x500
- Single Image Ad: 1080x1080 pixels
- Image Aspect Ratio: 191x100

#### Mobile

- Minimum Aspect Ratio: 400x500
- Single Image Ad: 1080x1080 pixels
- Image Aspect Ratio: 191x100
- Instagram Max Width: 500 pixels



# FACEBOOK

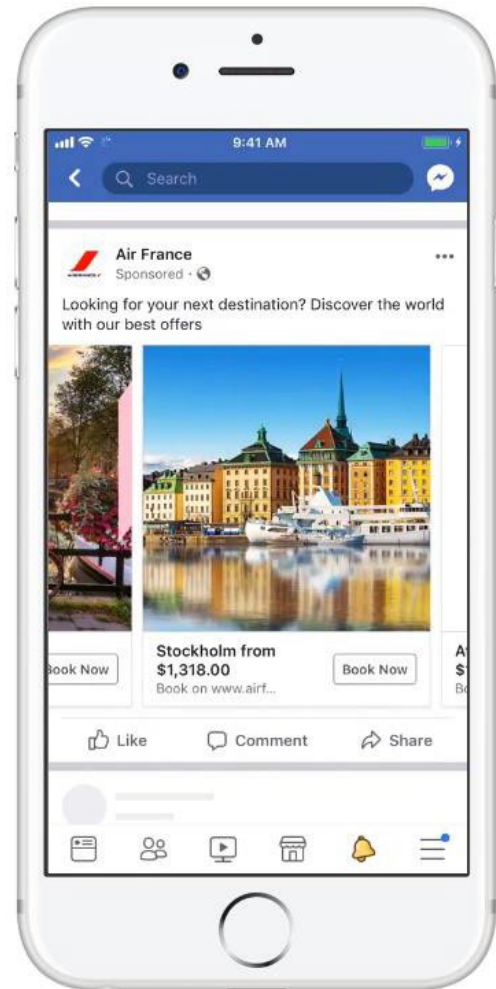
## Carousel Ads

### 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. Banner names (including Kroger) cannot be included in copy, images or videos.

- 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

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+. Banner names (including Kroger) cannot be included in copy, images or videos.

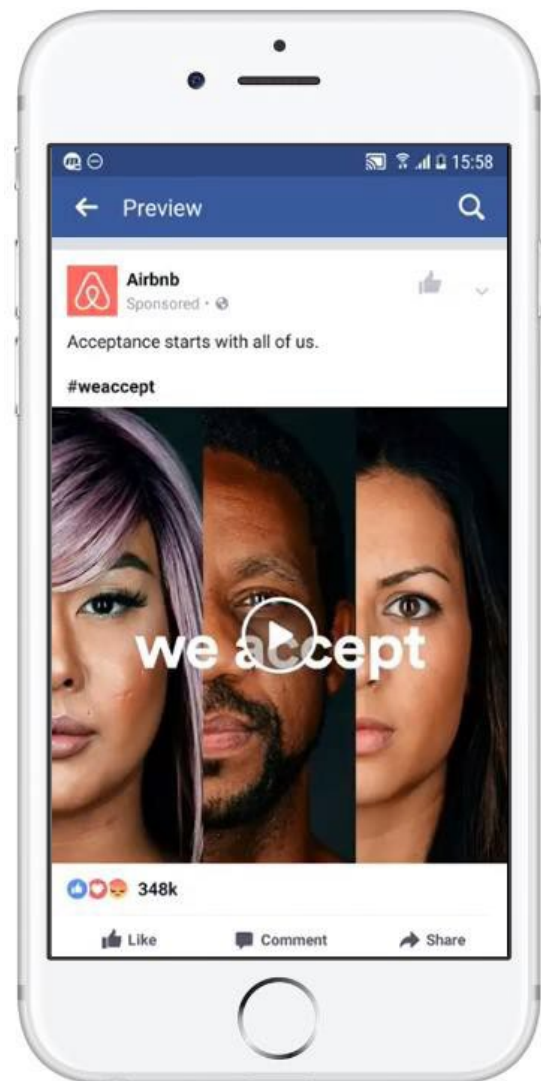
- Video Ratio: 9:16 to 16:9
- Video Thumbnail: 1200 x 675 pixels, 16:9 ratio
- Recommended Resolution: Upload the highest resolution video available that meets file size and ratio limits.
- Video File Size: 4GB Max
- Video Length Minimum: 1 second
- Video Length Maximum: 240 Minutes
- Instagram Video 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
- Vertical videos (with aspect ratio taller than 4:5) may be masked to 4:5
  - A video file version of 4:5 ratio or smaller/wider is required to accommodate all feed placements. Other vertical video ratios may be used secondarily if supplied

### 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



# Connected TV (CTV)

## 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. Sending multiple videos with different lengths is recommended.

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.

Content Best Practices: Consistently deliver a single simple message. The way of communicating this message can change, but the core should remain the same. Include your brand logo as a highly visible prop so viewers cannot miss the branding. Make sure to present the branding within the first 3-5 seconds of the video.

## 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: 1,500 Kbps min

- Preferred range: 4,000 - 6,500 kbps for optimal quality
- High-quality/mezzanine file (ideal): 15,000+ kbps

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: 1,500 Kbps minimum

Bit: 16 or 24 bit only

Sample Rate: 48 kHz

Audio Settings: Required

# Connected TV (CTV)

## 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.

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

## FILE NAME CONVENTION

YYMM(mediaLiveDate)\_KPM\_brandname\_productname\_creativeversion\_size.mp4

For Example: 2406\_KPM\_Kroger\_PrivateSelectionChips\_Version1\_15sec.mp4

\*No additional spaces or underscores should be present in the filename

# 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 NOTIFICATION

## Power Words in Mobile Push Notification Copy

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

### 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

- 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.

### 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.