



KROGER PRECISION MARKETING SPEC SHEET

VERSION 3.0 | 01.2023

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.

Please note - we still **require** the following thresholds for coupon discounts:

If RSP is under \$5.00, discount must be a minimum of 20%

If RSP is over \$5.01, discount must be a minimum of 15%

Character Count

Short Description: 100 characters

Purchase Requirement Description: 1000 characters

This includes the HTML code length for trademarks and register marks. Please account for 7 characters for the trademark symbol, 5 characters for the register symbol, and 5 characters for the copyright symbol.

RESTRICTIONS

Please make sure if your offer contains Dairy or Pseudoephedrine (PSE) the necessary state restrictions are marked in Prism or intake.