



**Premium Placements Technical & Specs**

**Last Updated April 2024**

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## **What are Premium Placements?**

On-Site ads which are served to online customers via Kroger own sites (not targeted.) Typically, a premium placement creative will be served on the site home page and department pages. Specifics on placement bundles below as well as process.

KPM Lead Times:

- Start Planning: 20 weeks out from start period
- Deadline for Submitting Placements: 6 weeks out from live date (PRISM intake required)
- Initial Creative Due: 4 weeks out from live date

Product distribution considerations:

For homepage placements, at least one product for the clickthrough needs to have 90% product distribution across ALL banners. This UPC does not specifically have to be included on the creative, however Kroger Homepage Team holds the right to make judgement calls on contextual exceptions. All UPC inclusions, on creative and clickthrough, are subject to Kroger approvals. All other non-homepage placements can have 70% distribution.

## **Kroger Ad Platform (KAP) Creative Library for Flat Art Upload**

- NEW! Q2 2024 product release: Creative Library in KAP will be utilized to upload Premium Placement creative which follow same Targeted On-Site ads specs, PSD templates and On-Site Style Guide (located in the KPM site under the TPP & TOA product section.)
  - Assigned Account Manager will send a kickoff email with the KAP Creative Library link to your specific campaign.
  - Initial Creative Due: 4 weeks out from live date

## **Flat Art Upload Direction**

- Artwork should be reviewed with all elements turned on (Featured flag, CTA, padding, etc.)
- Use high contrast colors between text and background colors so content is easily readable for users with visual impairments. Follow WCAG standards for color contrast ratios. To check your color contrast, you can visit: <https://webaim.org/resources/contrastchecker/>
- DO NOT include CTA, Featured Flag, Headline or Copy Line layers on final flat art – KAP to add where applicable.
- Headline and Subtext copy:
  - Text to be added in KAP. Please follow On-Style Guideline for specific direction on character limits, etc.
  - Font Type: Nunito. Size varies. Refer to PSD templates for specifics.
  - Non-hero sizes where text overlays flat art: Choose a color that compliments the brand or program and that is ADA compliant. KAP will provide RGB/Hex colors to choose from.
  - For hero sizes the text will be black given it's placed on a white background
  - Skinny templates have optional subtext. Web carousels do not have the option to add subtext.
- CTA text options available in KAP via a drop-down. Element is static.
  - Sizes without CTA: Tablet Skinny eSpot, Native App Skinny eSpot, Native App Carousel Card and Native App Hero. Please do not add your own CTA to these sizes.
  - Black or white text for non-hero sizes where a CTA is applicable and for hero sizes (mobile & desktop) CTA has a blue styled actionable link. KAP to add as applicable.

- Featured Flag is static in KAP. All template sizes have a Featured Flag.
- For non-hero sizes please choose same color (black or white) for the Featured Flag and CTA elements.
- NO color borders within the creative allowed.
- NO pure white backgrounds allowed due to the elements blending with the app/website background. Marbles, light woods, or other surfaces are fine if there is contrast.
- AVOID black backgrounds (might blend when customers have their mobile device set to dark mode)
- Disclaimer copy is an optional text field in KAP (125-character limit including spaces)
  - Font size and type: Roboto Light, Size: Varies by template. Clients that need to add disclaimer directing on creative can use a 12pt font size. Please provide your KPM team documentation if a disclaimer not mandated by KPM is legally required.
  - For creative messaging an offer/savings add “Offer valid X/X – X/X” as part of the disclaimer copy.
  - For creative messaging Pickup and Delivery only offers need to add “Pickup and Delivery Only” as part of the disclaimer copy.
  - For creative messaging sweepstakes please reach out to your KPM contact for specific directions.

**PREMIUM PLACEMENTS BUNDLES**

NOTE: Standard HP exceptions: *Food4less, FoodsCo, Harris Teeter, Florida* .

***Seasonal/Department/Promotions Page***

- The only sizes required are: 640x160px & 1280x160px. Refer to grid below.

<b>Seasonal Placements (Bundle Web/App)</b>	
<b>CPG Provides:</b>	
Product Carousel	UPCs to tag in carousel Minimum of 10 UPCs
Skinny eSpot on Seasonal Page	1280x160 - Desktop
Native eSpot of Seasonal Screen	640 x 160 - Mobile

Please refer to each placement/zone below to see what sizes are needed. You can also contact your assigned KPM contacts for further directions.

***Homepage Zone 1***

- Creative to be developed by CPG and submitted in KAP
- Clicks through to curated list, brand shop, or campaign page
- Click through URL and Alt text both need to be provided at handoff

<b>Homepage Bundle 1 (Bundle Web/App)</b>		
<b>Placements</b>	<b>Web (Full Ad and Responsive Ad)</b>	<b>Flat Art Size (CPG Provides)</b>
Zone 1 Placement on the Homepage Hero Rotator	948 x 312 - Desktop 640 X 424 - Mobile	884 x 248px - Desktop 576 x 360px - Mobile
Zone 1 Placement Skinny eSpot	1280x160 - Desktop 640x160 - Mobile	1280x160 – Desktop 640x160 - Mobile
Mobile App Hero	1152 X 560	716 x 496px art area only

### **Homepage Zone 2**

- Creative to be developed by CPG and submitted in KAP
- Clicks through to curated list, brand shop, or campaign page
- Click through URL and Alt text both need to be provided at handoff

<b>Homepage Bundle 2 (Bundle Web/App)</b>		
<b>Placements</b>	<b>Web (Full Ad and Responsive Ad)</b>	<b>Flat Art Size (CPG Provides)</b>
Zone 2 eSpot Placement (skinny espot)	1280x160 - Desktop 640x160 - Mobile	1280x160px - Desktop 640x160px - Mobile
Mobile App Hero	1152 X 560	716 x 496px art area only

### **Homepage Zone 3**

- Creative to be developed by CPG and built within KAP
- Homepage Zone 3 does not receive support within the App
- Clicks through to curated list, brand shop, or campaign page
- Click through URL and Alt text both need to be provided at handoff

<b>Zone 3 (Web Only)</b>	
<b>Placement</b>	<b>Flat Art Size (CPG Provides)</b>
Zone 3 eSpot Placement (Skinny eSpot)	1280x160 Desktop 640x160 Mobile

***New Item Innovation – Platinum Launch***

- Creative to be developed by CPG and submitted in KAP
- Web placement will click through to the new arrivals page
- Mobile App Hero will drive to a curated list
- Click through URL and Alt text both need to be provided at handoff
- Product UPCs that will need placed within the product carousel are needed 2 weeks ahead of launch
- Featured Premium Placements on the New Arrivals experience will use the same creative provided for the homepage

<b>New Item Innovation - Platinum</b>		
<b>Placement</b>	<b>Web (Full Ad and Responsive Ad)</b>	<b>Flat Art Size (CPG Provides)</b>
Zone 3 eSpot Placement (Skinny eSpot)	1280x160 – Desktop	1280x160 – Desktop
	640x160 – Mobile	640x160 – Mobile
Mobile App Hero	1152 X 560 - Desktop	716x496px art area only

***New Item Innovation – Gold Launch***

- Creative to be developed by CPG and submitted in KAP
- Product UPCs that will need placed within the product carousel are needed **2 weeks** ahead of launch

<b>New Item Innovation – GOLD</b>		
<b>Product Carousel</b>	<b>Need UPCs submitted to tag to the product carousel</b>	<b>Flat Art Size (CPG Provides)</b>
<b>Featured Premium Placement</b>	This placement will use the provided Homepage creative. Additional creative does not need to be provided.	1280x160px - Desktop
		640x160px - Mobile

New Arrivals Experience

- Creative to be developed by CPG and submitted in KAP
- Product UPCs that will need placed within the product carousel are needed **2 weeks** ahead of launch

New Arrivals Experience	
	<b>CPG Provides:</b>
Product Carousel	CPG provides UPCs to tag in carousel
Zone 3 eSpot Placement (Skinny eSpot) Placement uses provided Homepage OSA creative. Additional creative not to be provided	1280 x 160 Desktop 640 x 160 Mobile