KPM Video Creative and Technical Requirements

Format: Bid Manager accepts video creatives in the following formats:

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

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: Bid Manager accepts video creatives with the following aspect ratios:

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

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

Video:

- File format: .mov or .mp4
- Dimensions:
    - Landscape/horizontal: 1280 × 720, 1920 × 1080, or 1440 × 1080
    - Portrait/vertical: 720 × 1280, 1080 × 1920, or 1080 × 1440
    - Square: 720 × 720, 1080 × 1080, 1920 × 1920
- Aspect ratio:
    - Landscape/horizontal: 16:9 or 4:3
    - Portrait/vertical: 9:16 or 3:4

- 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 black bars
- Letterboxing: No letterboxing

Audio:

- Codec: PCM (preferred) or AAC
- Bitrate: At least 192 Kbps
- Bit: 16 or 24 bit only
- Sample rate: 48 kHz
- Audio settings: Required

Companion creatives:

- Companion banner size 20K.
- Companion can be an image or HTML5.
- Companion banner animation time should be 15 seconds.
- Companion banner 18-24 FPS.
- Include 300 × 250, 728 × 90, and 300 × 60 companion banner options.

Content Requirements

Ads must be distinguishable from a publisher's content. Ads can't appear as if they are actually 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:

The following content in ads is prohibited.

- Tobacco, weapons, nudity, defamatory/hate content, illegal activities, profanities, or spyware.
- Offers of free gifts, links to quizzes and surveys, misleading claims, and references to sex or sexuality.