



**PRECISION  
MARKETING**

POWERED BY  
**34.51°**

## Kroger Precision Marketing: Co-Branded Digital Ad Creative Specs

### Banner Ad Sizes

There are eight banner ad templates of varying sizes CPGs can use when developing the banner ad creative for their program. CPGs may produce however many ad sizes they choose. In order to achieve the optimal level of media inventory, Kroger Media Services recommends, at a minimum, producing the five most common digital ad sizes listed below. However, the more banner ad sizes that are provided by the CPG, the better Kroger Media Services is able to hit the targeted number of impressions for the campaign.

### REQUIRED DIGITAL AD SIZES

**REQUIRED DIGITAL AD SIZES**

- 300x250: Lorem ipsum dolor sit amet. Includes Kroger logo and Learn More button.
- 150x600: Lorem ipsum dolor sit amet. Includes Kroger logo and Learn More button.
- 300x600: Lorem ipsum dolor sit amet. Includes Kroger logo and Learn More button.
- 320x480: Lorem ipsum dolor sit amet. Includes Kroger logo and Learn More button.

**OPTIONAL DIGITAL AD SIZES**

- 468x60: Lorem ipsum dolor sit amet. Includes Kroger logo and Learn More button.
- 336x280: Lorem ipsum dolor sit amet. Includes Kroger logo and Learn More button.
- 320x50: Lorem ipsum dolor sit amet. Includes Kroger logo and Learn More button.
- 728x90: Lorem ipsum dolor sit amet. Includes Kroger logo and Learn More button.



## Kroger Precision Marketing: Co-Branded Digital Ad Creative Specs

### Kroger Media Services specific HTML5 Creative Specs

Kroger Media Services has set requirements for developing HTML5 assets. Please keep the following in mind when developing creative for Kroger Media Services:

- Please do not send PSD files, we are unable to use these
- Please provide static back up assets for all banners/divisions
  - These must be .JPG or .GIF files
- HTML assets cannot use local or session storage
- Each creative HTML asset must be individually zipped and contain the following:
  - HTML file
    - Must include a click tag for a functional click-thru
      - The URL should be <https://www.kroger.com>
    - Due to time demands, Kroger associates 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
  - 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 Kroger's HTML5 Validator, available [here](#).
- A more complete guide for how to prepare HTML5 assets are available [here](#).

### Banner Logos



### Banner File Sizes Limits

There are no limits on creative file sizes.



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## **Kroger Precision Marketing: Co-Branded Digital Ad Creative Specs**

### **Pack Shots**

If a digital coupon is being set up by 84.51°, a pack shot of the featured product will need to be supplied in a JPG or PNG format.

### **Creative Approval**

Suppliers must send 84.51° the Kroger Banner version of creative in every banner ad size they are choosing to develop for the campaign. If multiple versions of the creative are being developed, every creative version must be supplied to 84.51° for review and approval. Please send all creative to the 84.51° Campaign Manager in a PDF or JPG format

All files must be named in the following format.

SupplierName\_CreativeVersionNumber\_Banner\_Ad Size

Example: SupplierX\_CV1\_Baner\_300x250.jpg

SupplierX\_CV2\_Banner\_300x250.jpg

SupplierX\_CV1\_Banner\_300x600.jpg

SupplierX\_CV2\_Banner\_300x600.jpg

When creative is approved by 84.51°, we will provide your team with the specific file naming convention that the final bannerized digital ads will need to adhere to.

### **Final Banner Ad Files**

Please send final digital ads bannerized by each Kroger Banner and digital banner ad size to the 84.51° Campaign Manager using Dropbox, WeTransfer or another previously approved File Transfer Service.

# Kroger HTML5 Creative Specs



Kroger uploads creative assets 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 for Kroger Media Services:

- 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.
  - If sending only static files, the above guidelines still apply.
- HTML assets cannot use local or session storage
- Each creative HTML asset must be individually zipped and contain the following:
  - HTML file
    - Must include a click tag for a functional click-thru
      - The URL should be <https://www.kroger.com>
    - Due to time demands, Kroger associates 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
- 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](#).

A more complete guide for how to prepare HTML5 assets for DoubleClick Campaign Manager can be sent upon request.