

Specs & Guidelines

—
March 2026



Albertsons Brand Details Creative Best Practices

Creative Specifications

- Offsite Display
 - Dynamic Creative
 - Animated/Video
 - High Impact
 - Performance Max
- Email
- Digital Out-Of-Home
- Connected TV
- YouTube
- Store Specs
- Social
- Onsite Specs

Landing Page Specs:

Components:

- Large Hero
- Small Hero
- Content Block
- Flex Block
- Category Icons
- Product Carousel
- Product Grid

Example pages

- Virtual Shelf
- Event Page
- Brand Shop
- Smart Hub
- Shoppable Recipe Page
- Schedule & Save



We're Happy You're Here.

Partnership is more than a buzzword to us—it's a purpose. We're here to collaborate, listen and learn as we work together to grow your brand.

Use this guide as a foundation to build your ads to spec. You'll find best practices for a seamless experience and insight on nurturing engagement and driving sales.





Albertsons Brand Details



Banner Breakdown Logo & Color

Sutro Palette



Sutro Accent Blue
HEX: #009FE0
RGB: 0-159-225
CMYK: 75-23-0-0
PMS:

Sutro Dark Blue
HEX: #004D96
RGB: 0-77-150
CMYK: 100-79-10-1
PMS:

Sutro Blue-White
HEX: #F0F8FF
RGB: 240-251-255
CMYK: 4-0-0-0
PMS:

Sutro Pale Blue
HEX: #BCF3FF
RGB: 188-243-255
CMYK: 22-0-2-0
PMS:

Sutro Blue-Black
HEX: #032644
RGB: 3-38-68
CMYK: 100-84-44-47
PMS:

Presidio Palette



Presidio Accent Green
HEX: #7AC142
RGB: 122-193-66
CMYK: 57-0-99-0
PMS:

Presidio Dark Green
HEX: #386F25
RGB: 56-111-37
CMYK: 82-34-100-25
PMS:

Presidio Green-White
HEX: #F6FCF8
RGB: 246-252-248
CMYK: 3-0-3-0
PMS:

Presidio Pale Green
HEX: #E0FAD7
RGB: 224-250-215
CMYK: 11-0-20-0
PMS:

Presidio Green-Black
HEX: #21331C
RGB: 33-51-28
CMYK: 75-53-84-65
PMS:

Golden Gate Palette



Golden Gate Accent Red
HEX: #E41720
RGB: 228-23-32
CMYK: 3-100-94-0
PMS:

Golden Gate Dark Red
HEX: #A20F15
RGB: 162-15-21
CMYK: 24-100-100-19
PMS:

Golden Gate Red-White
HEX: #FFF9F8
RGB: 255-249-248
CMYK: 0-2-2-0
PMS:

Golden Gate Pale Red
HEX: #FEE0D5
RGB: 254-224-213
CMYK: 0-13-11-0
PMS:

Golden Gate Red-Black
HEX: #420C0B
RGB: 66-12-11
CMYK: 45-85-77-71
PMS:

Orange Palette



Accent Orange
HEX: #F97423
RGB: 249-116-35
CMYK: 0-62-92-0
PMS:

Dark Orange
HEX: #A83111
RGB: 168-49-17
CMYK: 23-92-100-17
PMS:

Orange-White
HEX: #FFF5EE
RGB: 254-245-238
CMYK: 0-4-5-0
PMS:

Pale Orange
HEX: #FFDFC5
RGB: 255-223-197
CMYK: 0-15-21-0
PMS:

Orange-Black
HEX: #47190E
RGB: 71-25-14
CMYK: 43-81-83-67
PMS:

Baker Palette



Baker Accent Grey
HEX: #D8CDC3
RGB: 216-205-195
CMYK: 15-18-21-5
PMS:

Baker Dark Grey
HEX: #655D58
RGB: 101-93-88
CMYK: 54-54-51-29
PMS:

Baker Rich White
HEX: #FAF8F7
RGB: 250-248-247
CMYK: 2-2-2-0
PMS:

Baker Pale Grey
HEX: #EDE6E2
RGB: 237-230-226
CMYK: 6-8-7-0
PMS:

Baker Rich Black
HEX: #262524
RGB: 38-37-36
CMYK: 70-64-67-70
PMS:

Neutral Rich Black
HEX: #262524
RGB: 38-37-36
CMYK: 70-64-67-70
PMS:

Neutral Dark Grey
HEX: #514D4C
RGB: 81-77-76
CMYK: 63-59-57-37
PMS:

Neutral Medium Grey
HEX: #777772
RGB: 119-114-114
CMYK: 54-49-47-13
PMS:

Neutral Light Grey
HEX: #8D84D2
RGB: 216-212-210
CMYK: 14-13-14-0
PMS:

Neutral Off-White
HEX: #FAF8F7
RGB: 250-248-247
CMYK: 2-2-2-0
PMS:



Typography

Primary Typeface

We use Poppins as our Primary headline typeface. Its characteristics make it very accessible, with nuances that bring through the personality of the brand voice

Guidance on weights and usage:

In-Store Signage: Poppins Bold

Film and Digital: Poppins Regular

Badges & Seals: Poppins Bold

Secondary Typeface

We use Nunito Sans as our secondary typeface. It is mainly used for body copy. It's well-balanced characteristics allow for a clean pairing with Poppins.

Guidance on weights and usage:

Choose weight of Nunito Sans based on contrast needs; priority to Light, and then descending priority to each heavier weight. Use Semibold and Bold to highlight words or importance within body copy.

Poppins

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Nunito Sans

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()



Creative Best Practices



Creative Versions By Campaign Objective

The Collective clients should adhere to the creative version campaign parameters reflected below:

Minimum Recommended Versions by Objective:

- Regardless of investment level, a minimum of **TWO** creative versions is **recommended** for any ***SALES/CONVERSION & CONSIDERATION*** campaign.
- **ONE** creative version is permitted for all ***AWARENESS*** campaigns.

Best Practice Versions by Media Investment:

- Less than \$75K, qualifies for a maximum of **THREE** creative versions
- Between \$75K-\$100K, qualifies for a maximum of **FOUR** creative versions.
- Greater than \$100K, qualifies for **FIVE or more** creative versions.

Flighting recommendations:

- ***Creative should refresh every 4 weeks:***
 - For example, an 8-week campaign, will have a second set of **TWO** creatives refresh 4 weeks into the campaign.

What constitutes as a multi-version campaign?

- Different product assortments, flavors, etc.
- Copy messaging (i.e. offer vs equity)
- Different imagery or graphical elements

If a campaign requires different versions to run in market at the same time due to product distribution, this constitutes as ONE creative version.



Objective Awareness

Overview

- Introduction and high-level communication designed to get viewer interested.
- Copy should be focused on highlighting higher-level details
- Utilize engaging imagery to teach reader about the product and generate interest
- Keep layout of images simple, with light copy and easy-to-read visuals. Less is more here.
- In social, utilize any post text areas for details like special offers, product details and value props.
- CTA examples: Learn more, Explore

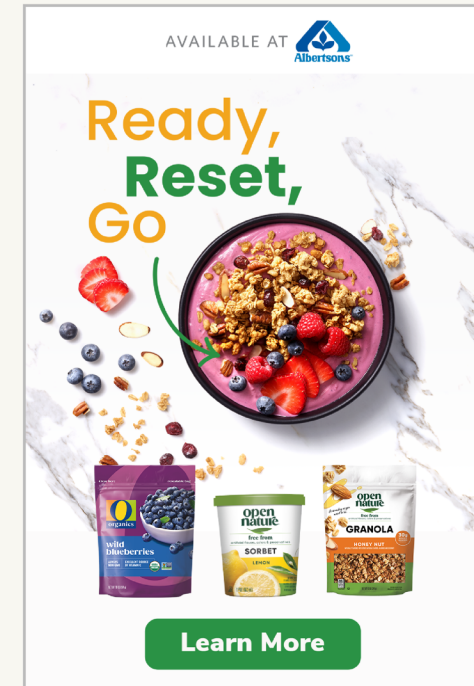
KPIs

- Impressions, reach

Display



Pinterest



Meta





Objective Consideration

Overview

- Mid-funnel communication intended to continue viewers' exploration of brand or product.
- Imagery should engage reader and give closer look into product details like packaging or food detail
- Copy should be focused on benefits and details of product that engage and drive consideration of product.
- CTA examples: See recipe, Learn more

KPIs

- Engagement

Display



Pinterest



Meta





Objective Sales / Conversion

Overview

- Lowest-funnel communication intended to drive click-through and shopping behavior.
- Imagery should focus on product, product details, and/or any offer information that will help create action.
- Highlight details like special offers, price or value, or rewards Information to help drive conversion
- Copy should be direct and focused on driving click-through
- CTA examples: Save now, Buy now

KPIs

- ROAS, Sales

Display

Buy 10, save \$2
on qualifying products*

*Offer available in-store only, valid until 9/18/2026

Albertsons

Save now

The display ad features a white background. On the left, the text 'Buy 10, save \$2' is in large green font, with 'on qualifying products*' in smaller orange font below it. A green arrow points from the text to a grid of six Open Nature products: cranberry nut, maple syrup, sorbet, shelled walnuts, wild blueberries, and granola. The Albertsons logo is in the top right, and a blue 'Save now' button is in the bottom right.

Pinterest

AVAILABLE AT
Albertsons

Buy 10, save \$2
on qualifying products*

*Offer available in-store only, valid until 9/18/2026

Save now

The Pinterest ad has a white background. At the top, it says 'AVAILABLE AT' above the Albertsons logo. The main text 'Buy 10, save \$2' is in large green font, with 'on qualifying products*' in orange below it. A grid of six Open Nature products is centered. At the bottom, there is a green bar with an orange 'Save now' button. A green arrow points from the text to the products.

Meta

Buy 10, save \$2
on qualifying products*

*Offer available in-store only, valid until 9/18/2026

The Meta ad has a white background. The main text 'Buy 10, save \$2' is in large green font, with 'on qualifying products*' in orange below it. A grid of six Open Nature products is centered. At the bottom, there is a green bar with the text '*Offer available in-store only, valid until 9/18/2026'.



Best Practices

Offer Callouts

When	Where	What	How
✓ When is the offer available in market?	✓ Where is the offer available for the customer? ✓ Where can the customer find the offer?	✓ What products the offer applies to?	✓ How to claim offer?
✓ For most campaigns, the layout will be "Offer valid until xx/xx/xxxx." or "Offer valid between xx/xx/xxxx-xx/xx/xxxx." ✓ If a campaign has multiple offers that span across divisions, the layout can indicate "Available for limited time only."	✓ Offer available <u>in-store only</u> . ✓ Offer available <u>online only</u> . ✓ Available <u>in-store and online</u> , clip offer, etc.	✓ Only participating products apply ✓ Only available for xx product sizes, etc. ✓ If exclusions or limitations do not apply, this will not need to be included.	✓ Click here for more details, See store for details, etc.
✓ All offers must include an asterisk. ✓ Full disclaimer (if applicable) can live on the landing page ✓ <i>If the above is not included, creative will be sent back for revisions.</i>			



Best Practices For U™ Offer Language

Current schema	New schema	Notes
Grocery Reward(s)	Grocery reward(s)	Use Points for grocery rewards
Gas Reward(s)	Gas reward(s)	Use Points for gas rewards
Redeem Reward(s)	Use Points	The CTA for redemption is “use Points.”
Redeem (clipped) Reward(s)	Get your grocery reward(s)	When you are eligible for a reward, use “Get your grocery reward(s).”
Unclip Reward(s)	Reclaim Points	This is a shift in terminology.
Reward(s) expire	Non-FreshPass: Points expire FreshPass: Points don't expire	“Points” is the new currency.
Earn up to 4x Rewards Points	Earn up to 4x Points	“Points” is the new currency.



Best Practices

For U™ Offer Language (Contd.)

Terminology	Description	Call Outs	Use Case
Points or Pts.	• Points is the new currency of the rewards program. • Points (or Pts. As an abbreviation) should always be capitalized.	Prioritize spelling out Points vs Pts. wherever possible.	Redeem your <u>Points</u> for a grocery reward. Offer Pods: use 'Points' CTA's: use 'Pts.'
Automatic cash off	• Auto case off is a new rewards option that automatically converts 100 Pts. To \$1 off a customer's next purchase. • Auto cash off should not be capitalized (unless it is the first word of a sentence).	• Always use the word 'off' – 'auto cash' can never standalone; it should always be auto cash off. • 'auto cash off' is a feature of Banner for U, not an individually branded program. Should never be referred to it as a program. • For the first mention of 'automatic cash off', it's best practice to spell out 'automatic' is preferred if space allows, but 'auto' can be used to read 'auto cash off'	
Rewards	• A general representation of the for U™ loyalty program and the types of rewards (grocery, gas) customers receive. • Rewards should not be capitalized (unless rewards is first word of a sentence).		Use your Points for grocery or gas <u>rewards</u>. • Grocery <u>r</u>ewards • Gas <u>r</u>ewards • Safeway for U™ <u>r</u>ewards program



Alcohol Advertising Guidelines

There are many laws, regulations, and industry standards across the nation that affect advertising and marketing materials featuring alcohol. Below are key guidelines to follow to meet any regulatory requirements with Albertsons Media Collective.

- ✓ Non-alcoholic beverages can be shown in a national advertisement, (i.e. in or near a martini glass). However, the product and / or product name must be displayed indicating the beverage type.
- ✓ Prohibited alcoholic references within an ad could include placement within ad copy, display of a wine bottle, or any type of canned alcoholic beverage.
- ✓ If advertising any recipes, all ingredients must include non-alcoholic options (i.e. ginger beer vs. beer).





Creative Specifications



Offsite Display Template Specifications

Offsite Display Ads

Dynamic Brand Bar Information

- Banner logo & CTA reside in brand bar section
- Brand Bar section updates automatically with location ad is displayed
- Assets to be built without the brand bar included
- CTA can be adjusted from Shop now to other options upon request

**Ready,
Reset,
Go**



4x Earn **REWARDS POINTS**
on Our Exclusive Brands
with 



Only in our stores

Shop now 

**Ready,
Reset,
Go**



4x Earn **REWARDS POINTS**
on Our Exclusive Brands
with 



Only in our stores

Shop now **SAFEWAY** 

**Ready,
Reset,
Go** 300



4x Earn **REWARDS POINTS**
on Our Exclusive Brands
with 



Only in our stores

Shop now 

**Ready,
Reset,
Go**



4x Earn **REWARDS POINTS**
on Our Exclusive Brands
with 



Only in our stores

Shop now **PAVILIONS**

Offsite Display Ads

Color Palettes

Color palettes have been developed for each of our four, banner-specific colorways. Button color and background color are defined by each colorway grouping.

See grid on the right for color definition details.

CTA #A20F15 Frame #FFF9F8	CTA #004D96 Frame #F0FBFF	CTA #43741D Frame #F6FCF8	CTA #AB3111 Frame #FEF5EE	CTA #655D58 Frame #FAF8F7
       	 	  		
 CTA FRAME				

Offsite Display Ads Base Template

970 x 250

**Ready,
Reset,
Go**

Earn 4x REWARDS POINTS
on Our Exclusive Brands
with

Only in our stores

Shop now

970 x 90

**Ready,
Reset,
Go**

Earn 4x REWARDS POINTS
on Our Exclusive Brands
with

Only in our stores

Shop now

728 x 90

**Ready,
Reset,
Go**

Earn 4x REWARDS POINTS
on Our Exclusive Brands
with

Only in our stores

Shop now

320 x 50

**Ready,
Reset,
Go**

Shop now

300 x 50

**Ready,
Reset,
Go**

Shop now

160 x 600

**Ready,
Reset,
Go**

Earn 4x REWARDS POINTS
on Our Exclusive Brands
with

Only in our stores

Shop now

300 x 600

**Ready,
Reset,
Go**

Earn 4x REWARDS POINTS
on Our Exclusive Brands
with

Only in our stores

Shop now

300 x 1050

**Ready,
Reset,
Go**

Earn 4x REWARDS POINTS
on Our Exclusive Brands
with

Only in our stores

Shop now

320 x 250

**Ready,
Reset,
Go**

Earn 4x REWARDS POINTS
on Our Exclusive Brands
with

Only in our stores

Shop now

Offsite Display Ads Base Template

Asset sizes:

- Portrait: 600 x 1720px
- Half Page: 600 x 1060px
- Skyscraper: 320 x 980px
- Medium Rectangle: 600 x 390px
- Smartphone Banner: 510 x 100px
- Smartphone Banner: 470 x 100px
- Billboard: 1400 x 500px
- Super Leaderboard/Pushdown: 1640 x 180px
- Leaderboard: 1140 x 180px

Requirements:

- Design to the Live Area ONLY
- Deliver One (1) .PSD and Nine (9) .PNG files (Unzipped / Uncompressed)

Guidelines:

- [DV360 Ad policies](#)

300 x 1050

Portrait
300 x 860

Shop now

300 x 600

Half Page
300 x 530

Shop now

160 x 600

Sky-scraper
160 x 490

Shop now

300 x 250

Medium Rectangle
300 x 195

Shop now



320 x 50

Smartphone banner
255 x 50

Shop now

300 x 50

Smartphone banner
235 x 50

Shop now

970 x 250

Billboard
700 x 250

Shop now

970 x 90

Super Leaderboard / Pushdown
820 x 90

Shop now

728 x 90

Leaderboard
570 x 90

Shop now



Offsite Display
Dynamic Creative

Offsite Weather Triggered

Assets Required:

- 9 ad sizes (*display base template*) per preferred weather scenario (*see slide 20 for exact dimensions*)
- A fallback creative is required for each campaign. This can be a separate creative version or an existing selected weather condition. Higher fallback rates for weather are natural, so ensure the fallback is still incorporating effective messaging.

Weather Triggers:

- Creative versions can be defined based on weather conditions, temperature, UV index, air quality index and/or humidity values.
- Weather conditions can be compounded within the same Creative version. (i.e. Snow + Rain + >72 degrees or Snow + Rain + Drizzle). Make sure not to limit the selection too much.
- Can be applied to either "Current Date", or "Forecast" (next 3 days).

Example of 1 creative size



Temperature-based Creative
>75F



Temperature-based Creative
<75F

Weather Conditions

- Drizzle
- Rain
- Snow
- Thunderstorm
- Smoke
- Clear Sky



Fallback

Offsite Dayparting

Assets Required:

- 9 ad sizes **per** dayparting version
(see slide 20 for exact dimensions)
- A fallback creative is not required if all days and hours are covered.

Dayparting:

- Schedule Creative versions by Date-Time Ranges or by Dayparting (Day-of-Week/ Time-Of-Day).
- No dark periods are allowed, make sure every hour/day is accounted for.

Example of 1 creative size



Morning Creative
6am-11am



Evening Creative
5pm-11pm



Other times
11pm-6am & 11am-5pm



Offsite Sequential Messaging

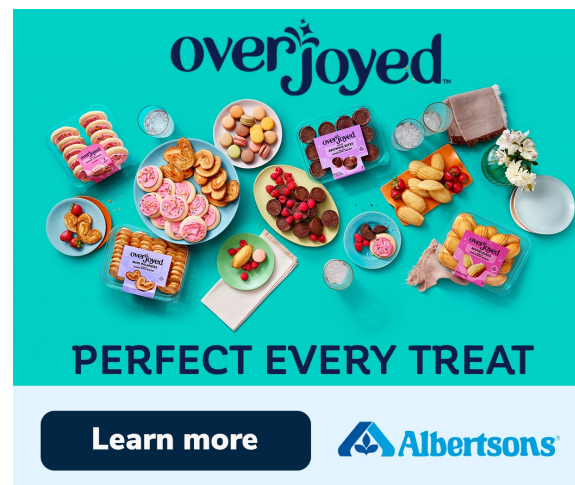
Assets Required:

- 9 ad sizes **per** sequential Messaging version (*see slide 20 for exact dimensions*)
- Changes in creative can go beyond changing messaging and can include different images/products and CTA

Sequential Messaging:

- Consider full-funnel tactic-specific messaging to drive customer towards path to purchase. (i.e.: Awareness, Consideration and Conversion).
- Define specific frequency at which each creative version will appear before transitioning to the next.

Example of 1 creative size



Frequency 2x



Frequency 2x



Frequency 1x



Offsite Display Animated/Video Template



Offsite Animated Template

4 Templates to Choose From:

- Version 1A – Disclaimer, Header & Sub-Copy
- Version 1B – Disclaimer, Header ONLY
- Version 2A – No Disclaimer, Header & Sub-Copy
- Version 2B – No Disclaimer, Header ONLY

Required Deliverables:

- Header Image
- Product or Lifestyle Image
- Partner Logo
- Copy (delivered in copy matrix)
- CTA drives to [Banner.com]

Guidelines:

- [DV360 Ad policies](#)

VERSION 1A



Lorem dolor sit amet nonummy nixum dolor

Lorem ipsum dolor sit amet, consectetur adipis



Shop now

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

VERSION 2A



Lorem dolor sit amet nonummy nixum dolor

Lorem ipsum dolor sit amet, consectetur adipis



Shop now

Lorem dolor sit amet nonummy nixum dolor

Lorem ipsum dolor sit amet, consectetur adipis






Shop now

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Lorem dolor sit amet nonummy nixum dolor

Lorem ipsum dolor sit amet, consectetur adipis






Shop now

VERSION 1B



Lorem dolor sit amet nonummy nixum dolor

Lorem ipsum dolor sit amet, consectetur adipis



Shop now

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Lorem dolor sit amet nonummy nixum dolor

Lorem ipsum dolor sit amet, consectetur adipis






Shop now

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

VERSION 2B



Lorem dolor sit amet nonummy nixum dolor

Lorem ipsum dolor sit amet, consectetur adipis



Shop now

Lorem dolor sit amet nonummy nixum dolor

Lorem ipsum dolor sit amet, consectetur adipis






Shop now

Sizes Supported with Animated Banners:

300x1050 px, 300x600 px, 160x600 px, 300x250 px, 320x50 px, 300x50 px, 970x250 px, 970x90 px, 728x90 px



Offsite Video Template

Assets Required:

- (3) Videos
- CTA Copy + URL

Asset Dimensions:

- Video only:
 - Landscape/Horizontal: 1920 x 1080px
 - Portrait/Vertical: 1080 x 1440px
 - Square: 1920 x 1440px

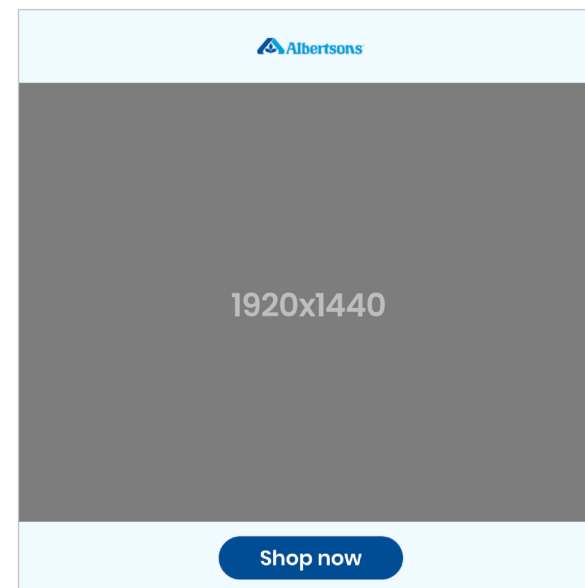
Video Requirements:

- Video length requirements: 15 seconds *OR* 30 seconds
- .MP4 format
- 25 Frames Per Second (FPS)
- 15–20MB for videos 15 seconds; 30–40MB for videos 30 seconds
- AAC/MP3 2 –channel; min. 128kbps bitrate

Notes:

- DO NOT include blue frame, CTA button or Banner logo
- Design to the Live Area ONLY

1080x1080



720x1280



1280x720





Offsite Video Template

Assets Required:

- (3) Videos
- CTA Copy + URL

Asset Dimensions:

- Video plus product:
 - Landscape/Horizontal: 1920 x 1080px
 - Portrait/Vertical: 1080 x 1440px
 - Square: 1920 x 1440px

Video Requirements:

- Video length requirements: 15 seconds *OR* 30 seconds
- .MP4 format
- 25 Frames Per Second (FPS)
- 15–20MB for videos 15 seconds; 30–40MB for videos 30 seconds
- AAC/MP3 2 –channel; min. 128kbps bitrate

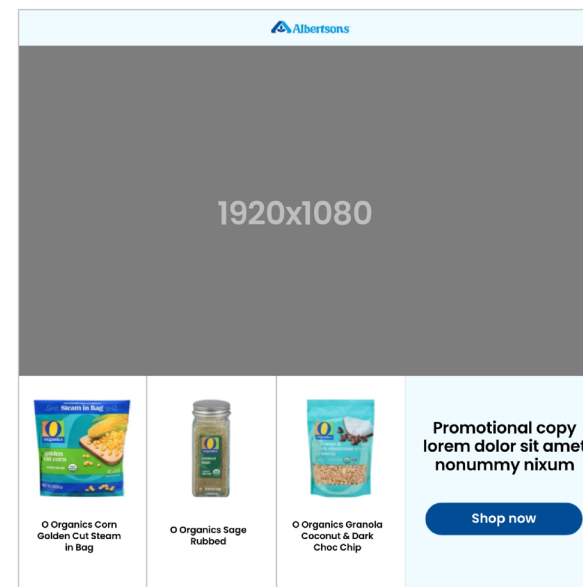
Copy Requirements:

- Sub copy text (<=50 characters); (3) UPCs OR (6) UPCs; Product Description
 - If (6) UPCs are provided, 3 products will rotate in for another set of 3 every 5 seconds.

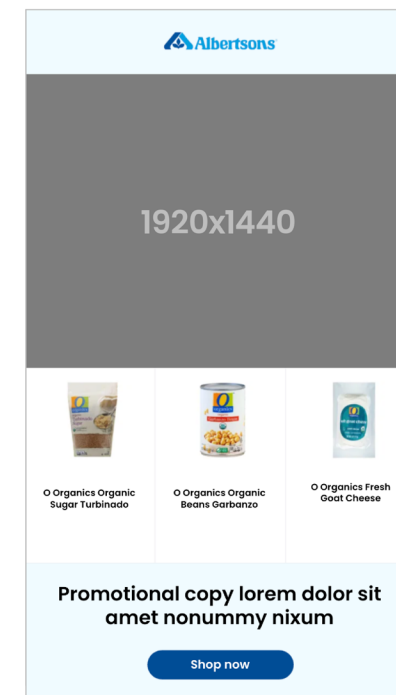
Notes:

- DO NOT include blue frame, CTA button, Banner logo, Product or Sub copy
- Design to the Live Area ONLY

1080x1080



720x1280



1280x720





Offsite Display
High Impact

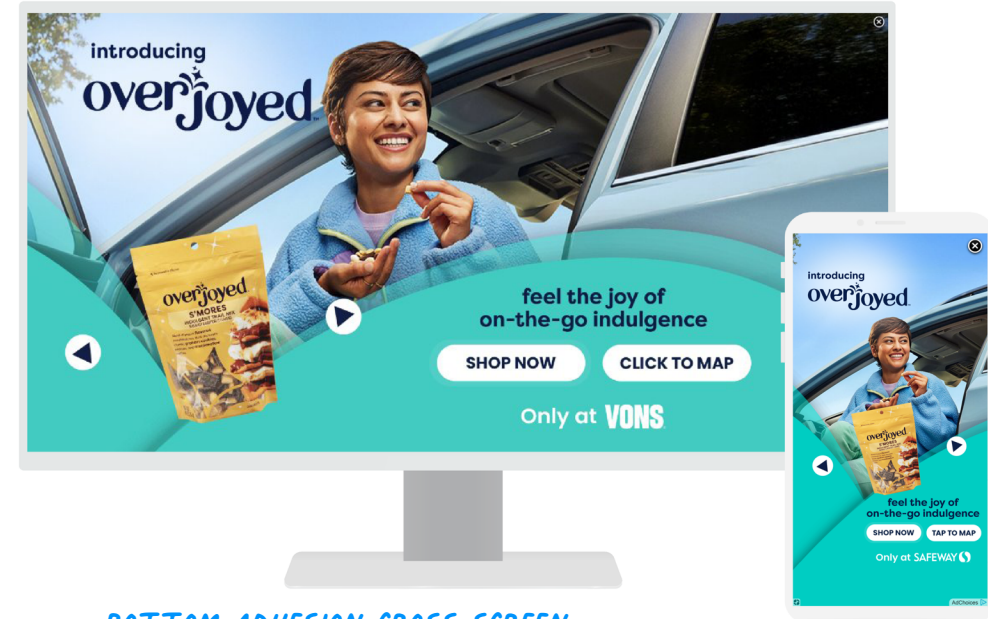


Offsite High-Impact

Asset Requirements:

- Idea or execution direction (storyboard or working concept)
- Raw creative working files (PSD's, high-res images jpegs)
 - High-res images – (Recommended: 2048 x 1200px)
 - Logos (.eps)
 - Vector Assets/.ai files
 - Web fonts/Non-Native fonts
- Approved Brand copy
- Approved CTA copy
- Layered brand creative examples (.psd)
 - Ex. 300x250, 728x90, 994x415
 - High impact desktop units (skins, billboards etc.)
 - Key art (tune-in, auto)
- Style Guide (if available)
- Video in .mp4/.mov, codec H.264 16:9 aspect (10MB preferred)
- Animation references if available (HTML, videos)

PAGE GRABBER CROSS SCREEN



PAGE
GRABBER
MOBILE

BOTTOM ADHESION CROSS SCREEN





Offsite High-Impact

Brand Reveal

A cross-screen unit that shows upon user-initiated scroll, encouraging interaction with compelling features or consumption of video content

- [Desktop Demo](#)
- [Mobile Demo](#)

Bottom Adhesion

A cross-screen banner anchored to the bottom of the browser for additional branding and content.

- [Desktop Demo](#)
- [Mobile Demo](#)

Page Grabbed Cross Screen

An immersive, highly engaging, auto initiated full-page takeover. Built in responsive design, this unit ensures a seamless and scalable experience across devices.

- [Desktop Demo](#)
- [Mobile Demo](#)

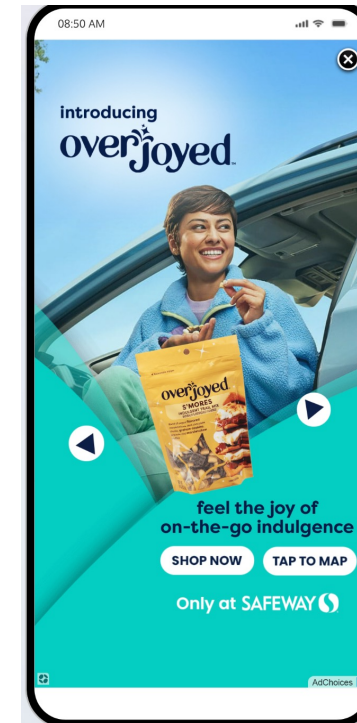
Page Grabber Mobile

Mobile format that serves as a full screen interstitial, for immediate maximum user impact.

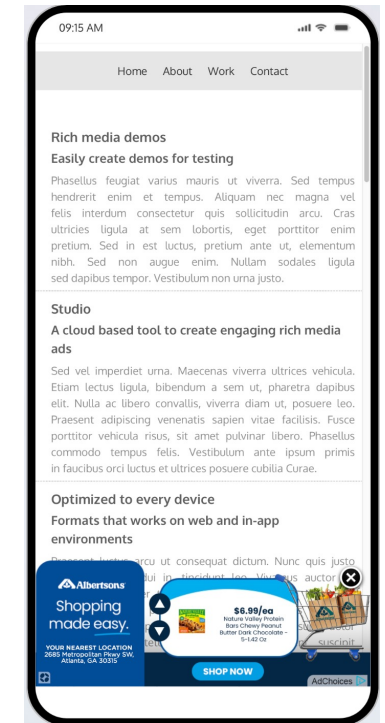
- [Mobile Demo](#)



BRAND REVEAL MOBILE



PAGE GRABBER MOBILE



BOTTOM ADHESION MOBILE



Offsite Display Performance Max



Offsite Performance Max

Assets Requirements:

Videos:

- (1) Landscape 16:9 – 1920px x 1080px
- (1) Vertical 9:16 – 1080px x 1920px
- (1) Square 1:1 – 1080px x 1080px

Video Guidelines

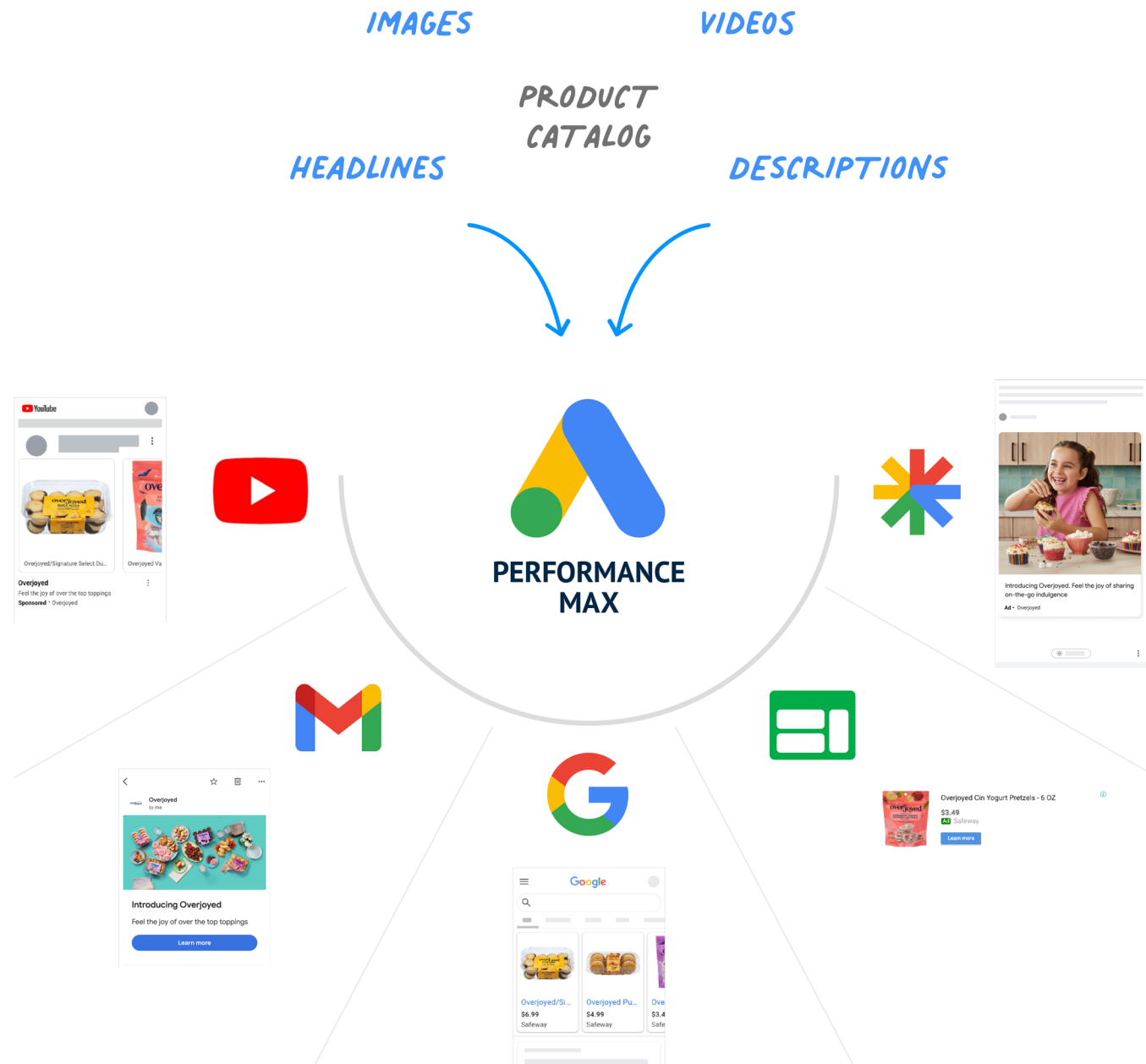
- Max file size: 300MB
- Video Length: 10 – 60 seconds
- Video File Format: .mp4

Images:

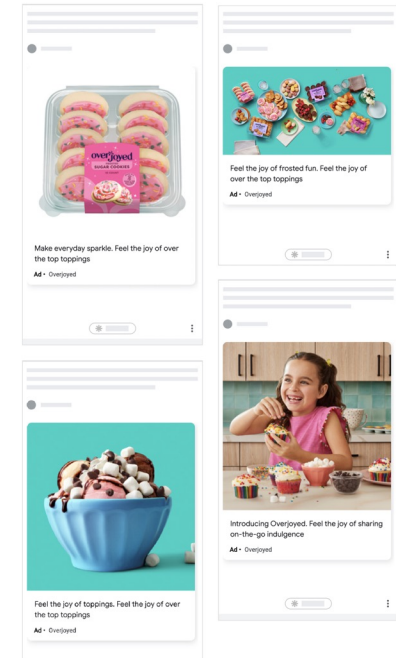
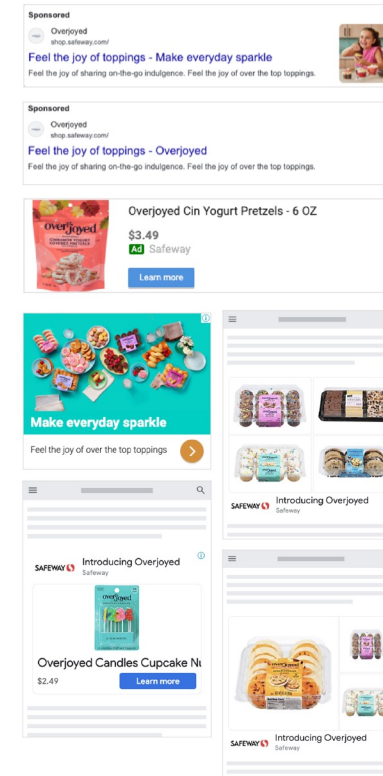
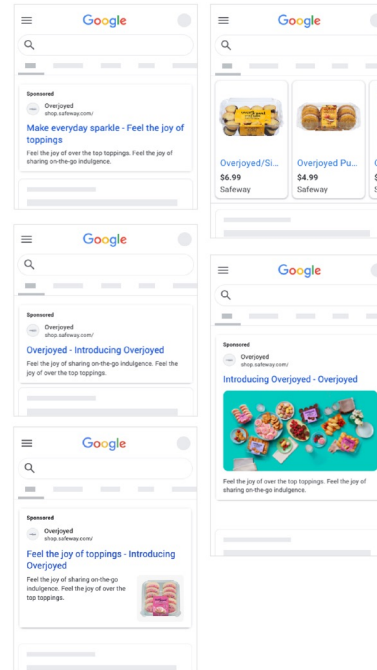
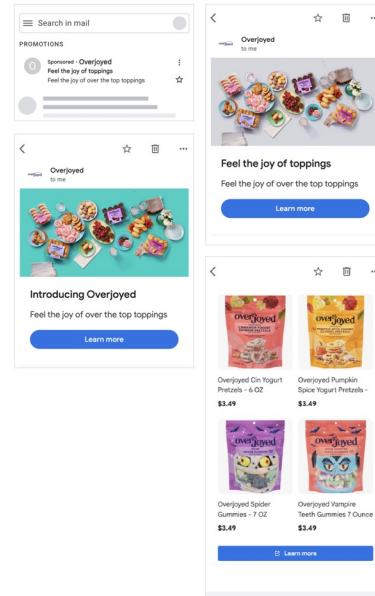
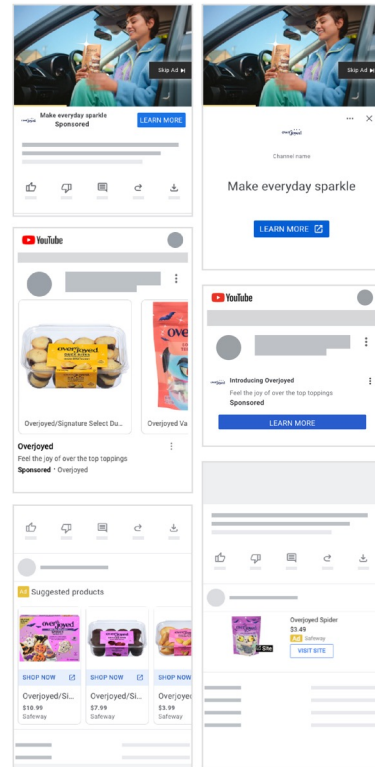
- (4) Landscape 1.91:1 images – 1200px x 628px
- (4) Square 1:1 images – 1200px x 1200px
- (2) Portrait 4:5 images – 960px x 1200px

Copy Requirements:

- (11) Headlines; (3) *required*
- (2) Long Headlines; (1) *required*
- (4) Descriptions; (3) *required*
- *See copy matrix for additional copy guidelines*



Offsite Performance Max





Email Specifications



Email Specifications

Delivery Requirements:

Images

- Hero
 - 1248 x 624px @150ppi
 - Sponsored Call-Out bottom right corner (included in template)
 - File Type: .JPG (<200KB) + .PSD
- Module Banner
 - 640 x 544px
 - Sponsored Call-Out bottom right corner (included in template)
 - File Type: .JPG (<200KB) + .PSD

Copy (delivered in copy matrix)

- Hero Top Banner
 - Headline: 23 Characters Max
 - Sub copy: 68 Characters Max
- Module Banner
 - Headline: 54 Characters Max
 - Body Copy: 64 Characters Max
 - CTA: 10 Characters Max
- Subject
 - Subject Line: no limit
 - Pre-Header: no limit

Notes:

- Avoid overly vague Subject Lines

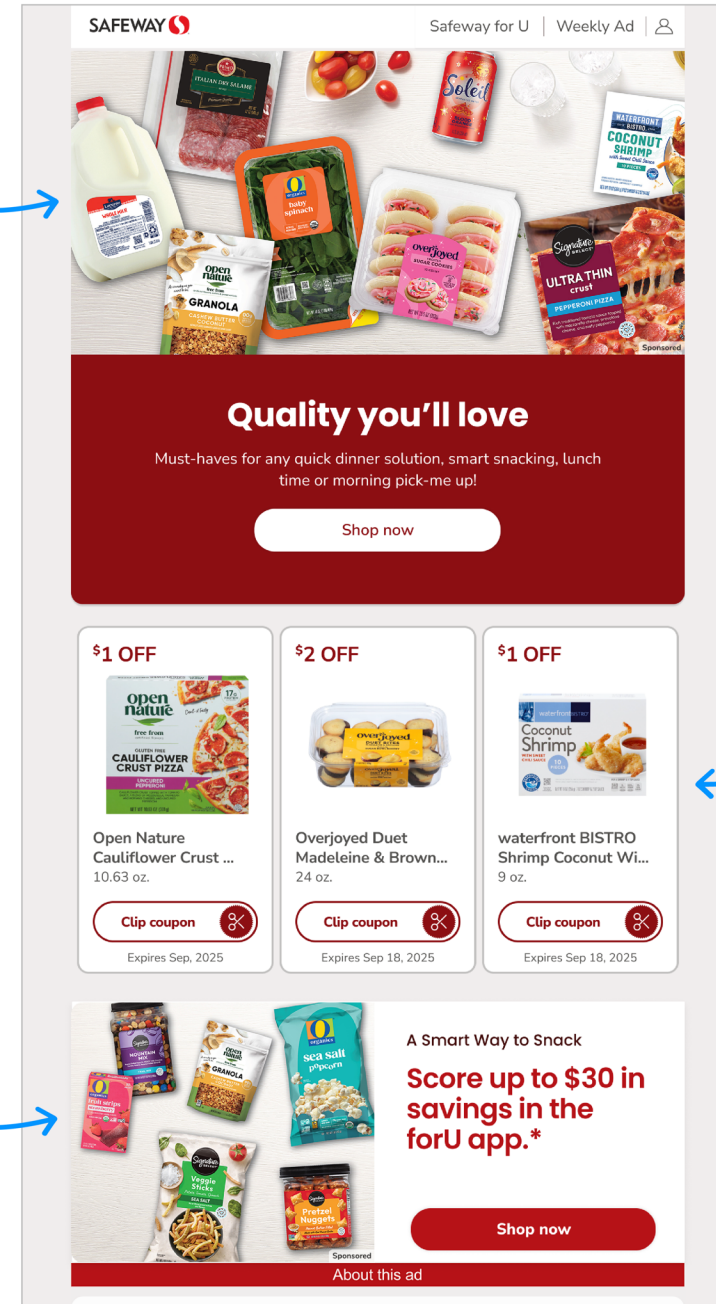
HERO



MODULE
BANNER



OFFER(S)





Digital Out-of-home Specifications



Digital OOH Specifications

Asset Requirements:

- Working files (i.e. creative assets, style guide, brand guidelines, logos, fonts, etc.)
- File format: PSD, Hi-Res images, JPEG

Options:

- Brand messaging & Awareness – NO price displayed (see Billboard visual)
- Price & item with or without lifestyle imagery included (see Urban Panel visual)
- Promotional Pricing can also be featured (see Billboard visual)

Copy Requirements: (delivered in copy matrix)

- UPCs + Product Description
 - Up to (3) product images can be featured within a single creative.

Creative Best Practices:

- Be clear, concise & impactful
- Bright captivating colors, as contrasting colors are viewed well from great distances
- Utilize bold and legible fonts
- Limit word count to 8 words or fewer between the tagline and product description
- NO QR codes or video for billboards

BILLBOARD



URBAN
PANEL





Connected TV (CTV) Specifications



Connected TV Specifications

Asset Dimensions:

- Video: 1920 x 1080px
- Logo: 360 x 72px

Requirements:

- Video length requirements: 15 seconds required (w/ option of 30 seconds); non-skippable
 - NBCU, Roku = :15s / :30s
 - YouTube = .15s
- File Type: .MOV, .MP4 format
- Resolution: ≥ 1080p, 20 – 30 Mbps (recommended)
- Audio: 2 channels only, AAC Codec, 192 KBPS minimum, 16 or 24 bit only, 48 kHz

Copy Requirements:

- Sub copy Text (<=50 characters); up to (3) UPCs for 15s videos; up to (6) UPCs for 30s videos
- UPCs + Product Description
- CTA

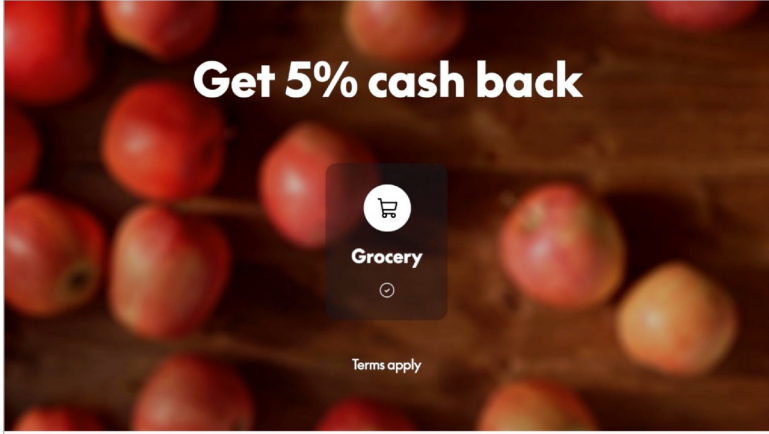
Notes:

- DO NOT include blue frame, QR code, or Banner logo
- Design to the Live Area ONLY



overjoyed

Feel the joy of sharing on-the-go indulgence



PayPal

Earn cashback with the PayPal app & PayPal Debit.





YouTube Video(Self-Serve) Specifications



YouTube Video Specifications

Asset Requirements:

- File Format: .mp4
- Resolution: 1920px w x 1080px h, 1080px w x 1920px h, 1080px w x 1080px h
- Aspect Ratio: 16:9, 9:16, 1:1
- Length: 15 second max recommended
- File Size: <256 GB
- Co-Branding: Albertsons Companies Banner logos watermark must be on all frames in the lower left-hand corner and the Albertsons Companies Banner logos end card must be visible for a minimum of 3-seconds for :15 ads and a minimum of 1-second for :06 ads
- Versioning: A unique video must be created for each participating banner

View Full Best Practices:

- [Ad Specifications by Format](#)

Reference Links:

- [End Card & Watermark Templates](#)





Store Screens Specifications



In-Store Screens

Assets Specifications:

Video (recommended)

- **Dimensions:**
 - (16:9) 1920 x 1080px (*ALL Screens + Pharmacy*)
 - (9:16) 1080 x 1920px (*Pharmacy Screens Only*)
 - **Format:** .mp4 (h.264)
 - **Length:** 15 seconds fixed
 - **Max file size:** 75Mb
 - **Bit Rate:** 5Mb/s
 - **Frame Rate:** 23.976fps
 - **Audio:** none
- OR

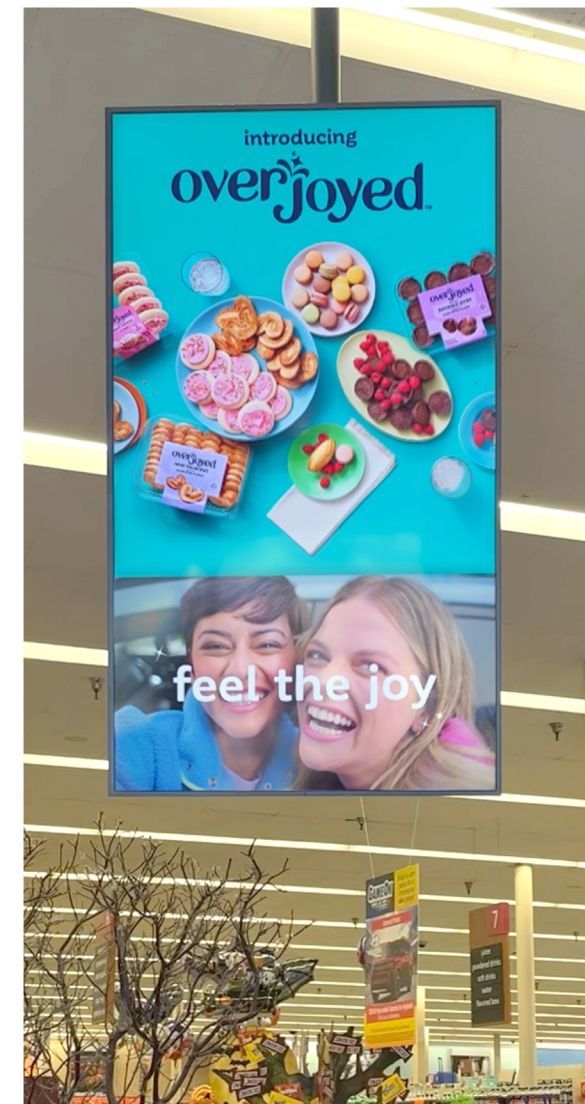
Image

- **Dimensions:**
 - (16:9) 1920x1080px
 - (9:16) 1080x1920px
- **Format:** .png or .jpeg (non-progressive) + .psd
- **Max file size:** 10Mb

****Include Sponsored Tag on assets** (*PSD template included in Box folder*)

Notes:

- Certain landscape (16:9) videos might be displayed in a 4-screen setup. Avoid placing horizontal text dead-center.
- Keep legibility of primary written content through high contrast and large font size for ease of reading.
- Focus on a clear message. Limit text to keywords or short phrases and extend time on screen to ensure the entire message is captured.





(Self-) Checkout Screens

Assets Specifications:

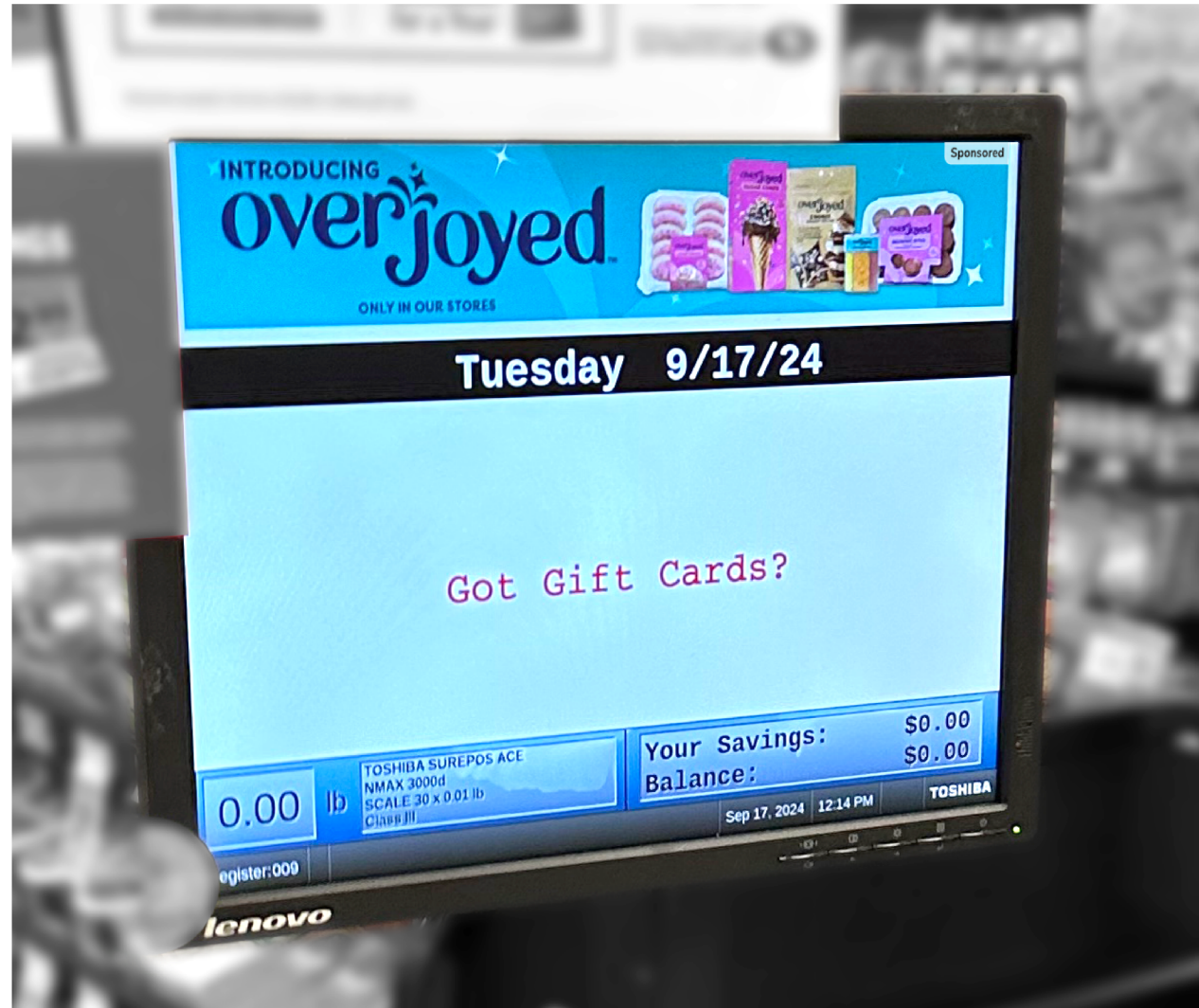
Image

- **Dimensions:** 1000px180px
- **Format:** .gif (animated or static)
- **Length:** 9 seconds fixed. (looping not advised)
- **Max file size:** 1Mb

****Include Sponsored Tag on asset** (*PSD template included in Box folder*)

Notes:

- The animated banner will only be on screen for 9 seconds at a time, focus on a clear message. Limit text to keywords or short phrases to avoid overwhelming the customer.
- To retain 1Mb file size, keep animation simple, especially when using high detail images.





Fuel Screens

Assets Specifications:

Video (recommended)

- **Dimensions:**
 - (4:3) 640 x 480px
- **Format:** .mp4 (h.264)
- **Length:** 15 seconds fixed
- **Bit Rate:** 500 – 600kbps
- **Frame Rate:** 23.976fps
- **Audio:** none (subtitles allowed)

Notes:

- **Include Sponsored Tag on asset** (*PSD template included in Box folder*)
- Focus on a clear message. Limit text to keywords or short phrases and extend time on screen to ensure the entire message is captured.

Bit Rate Tips:

- Avoid using complex details in the video, such as fast-paced action/movement or intricate details. The use of primarily static scenes or simple animations and limiting the number of unique scenes will greatly reduce the bitrate.



Terraboost Screens

Assets Specifications:

- Video
 - **Dimensions:**
 - (9x16) 1080x1920px
 - **Format:** .mp4 or .mov (h.264)
 - **Length:** 10 seconds
 - **Frame Rate:** 30fps
 - **Audio:** none
- Image
 - **Dimensions:**
 - (9x16) 1080x1920px
 - **Format:** .jpeg + .psd

Best Practices:

- Bold, saturated colors with high contrast; avoid white/pastel backgrounds
- Short, strong visual message (5-7 words); max two typefaces, sans-serif
- No audio; avoid voiceovers or moving mouths, keep motion legible
- Clear call-to-action
- Add QR code





Social Specifications



Social Best Practices

Facebook & Instagram

3:13

facebook

Safeway Sponsored

Lorem ipsum dolor sit amet, Signature SELECT consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labor accusa

Give weekends your signature

With affordable products you can trust

safeway.com Signature SELECT | Safeway

Shop now

Copy tone should be actionable and relevant

Keep text short, clear and concise in order to get your message across effectively

Images with less than 20% text perform better. Ensure images are visually appealing easy to visually read and brand recognition is high

CTA should align with desired action (Shop now)



Meta Image Ad

Asset Requirements:

- Image size: 1080 x 1080px
- File type: .PNG or .JPG + .PSD

Text Requirements (delivered in copy matrix):

- Primary text: 125 characters max
- Headline: 25 characters max
- Description: 30 characters max

Notes:

- Keep text short, clear and concise Images with less than 20% text perform better
- CTA drives to [Banner.com]

Reference Links:

- [Facebook Ad Specs](#)
- [Meta Advertising Standards](#)





Meta Carousel Ad

Asset Requirements:

- Image size: 1080px w x 1080px h
- File type: .PNG or .JPG + .PSD
- Up to 2-9 assets allowed
- Do not include Banner logo image

Text Requirements (delivered in copy matrix):

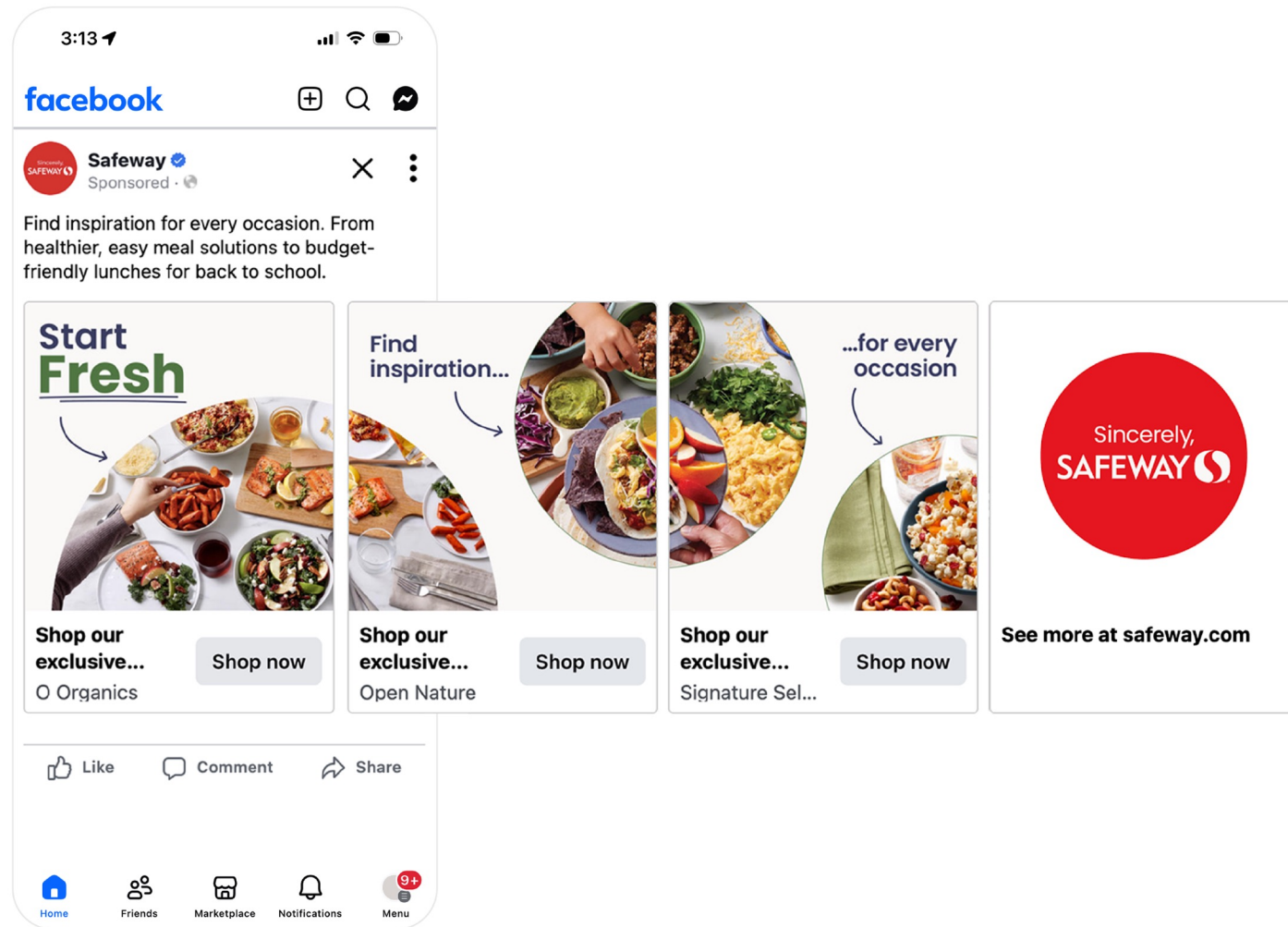
- Primary text: 125 characters max
- Headline: 25 characters max
- Description: 30 characters max

Notes:

- Keep text short, clear and concise Images with less than 20% text perform better
- CTA drives to [Banner.com]

Reference Links:

- [Facebook Ad Specs](#)
- [Meta Advertising Standards](#)





Meta Video Ad

Asset Requirements:

- Video ratio: 4:5 (mobile only) or 1:1 (desktop or mobile)
- .MP4 format
- Length: 1-240 sec (<15sec is best)
- Video sound: Optional, but recommended

Text Requirements:

- Primary text: 125 characters max
- Headline: 25 characters max
- Link description: 30 characters max
- CTA drives to [Banner.com]

Reference Links:

- [Facebook Ad Specs](#)
- [Meta Advertising Standards](#)





Meta Static Story Ad

Static Asset Requirements:

- Ratio: 9:16 (1080px w x 1920px h)
- Keep 250px on top and bottom of asset free of primary content
- Image Requirements
 - File Type: .JPG or .PNG + .PSD

Reference Links:

- [Facebook Ad Specs](#)
- [Meta Advertising Standards](#)



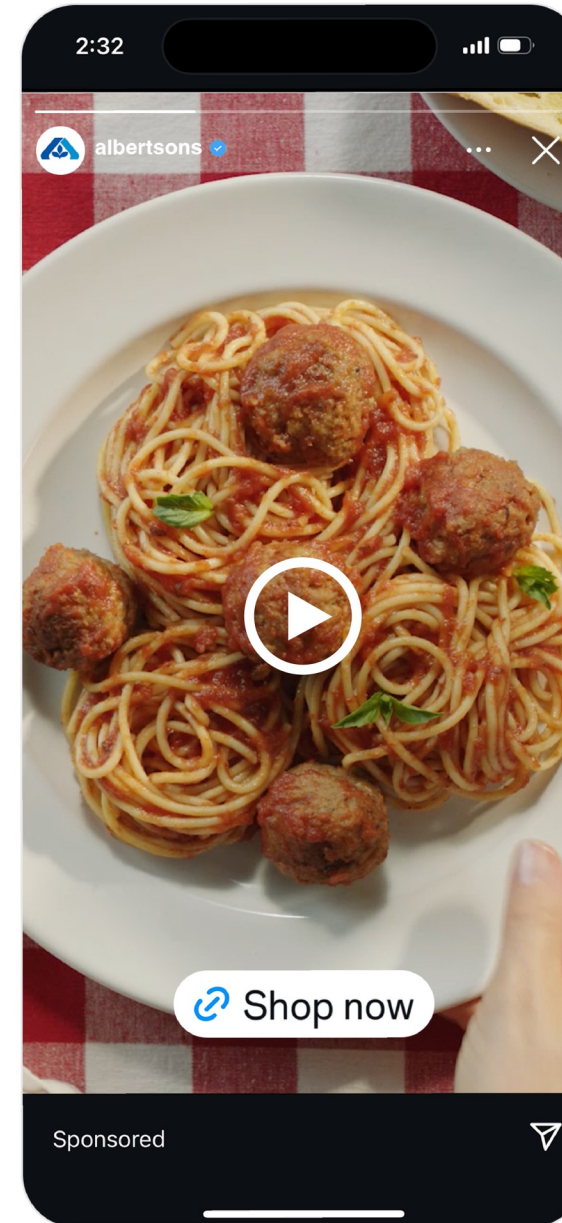
Meta Video Story Ad

Video Asset Requirements:

- Ratio: 9:16 (1080px w x 1920px h)
- Keep 250px of padding on top and bottom of asset
- No text can be on asset in first second of play time
- Video Requirements
 - File Type: .MP4, .MOV (no GIF)
 - Export Specs: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+
 - Captions optional, but recommended
- Video sound: Optional, but recommended

Reference Links:

- [Facebook Ad Specs](#)
- [Meta Advertising Standards](#)





Meta

Static Reels Ad

Static Asset Requirements:

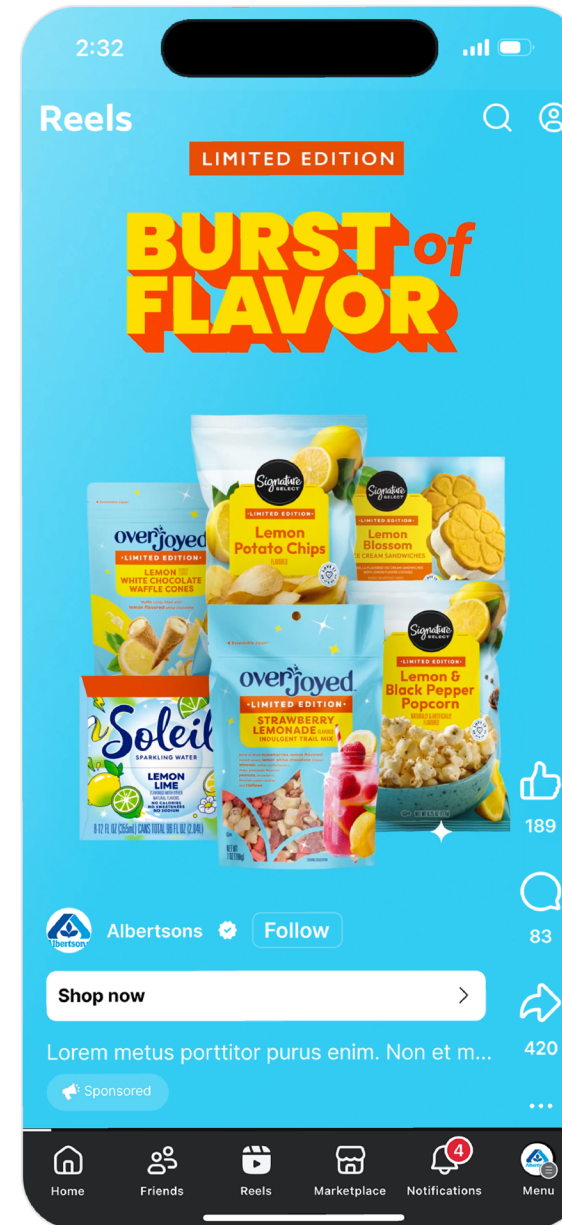
- Ratio: 9:16 (1080px w x 1920px h)
- No primary content within 35%-40% at the bottom of asset
- Image Requirements
 - File Type: .JPG or .PNG + .PSD
 - < 30MB
- No sound or motion required

Text Requirements (delivered in copy matrix):

- Primary text: Up to 72 characters

Reference Links:

- [Facebook Ad Specs](#)
- [Meta Advertising Standards](#)





Meta

Video Reels Ad

Static Asset Requirements:

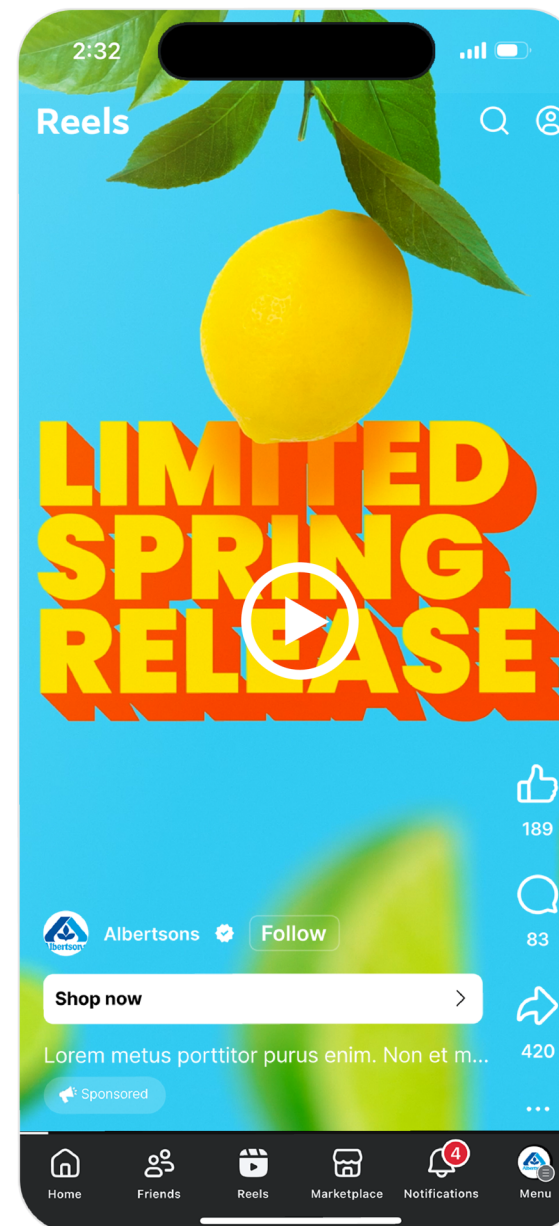
- Ratio: 9:16 (1080px w x 1920px h)
- No primary content within 35%-40% at the bottom of asset
- Video Requirements
 - File Type: .MP4, .MOV (no GIF)
 - Export Specs: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+
 - Captions optional, but recommended
- Video sound: Optional, but recommended
- No sound or motion required

Text Requirements (delivered in copy matrix):

- Primary text: Up to 72 characters

Reference Links:

- [Facebook Ad Specs](#)
- [Meta Advertising Standards](#)



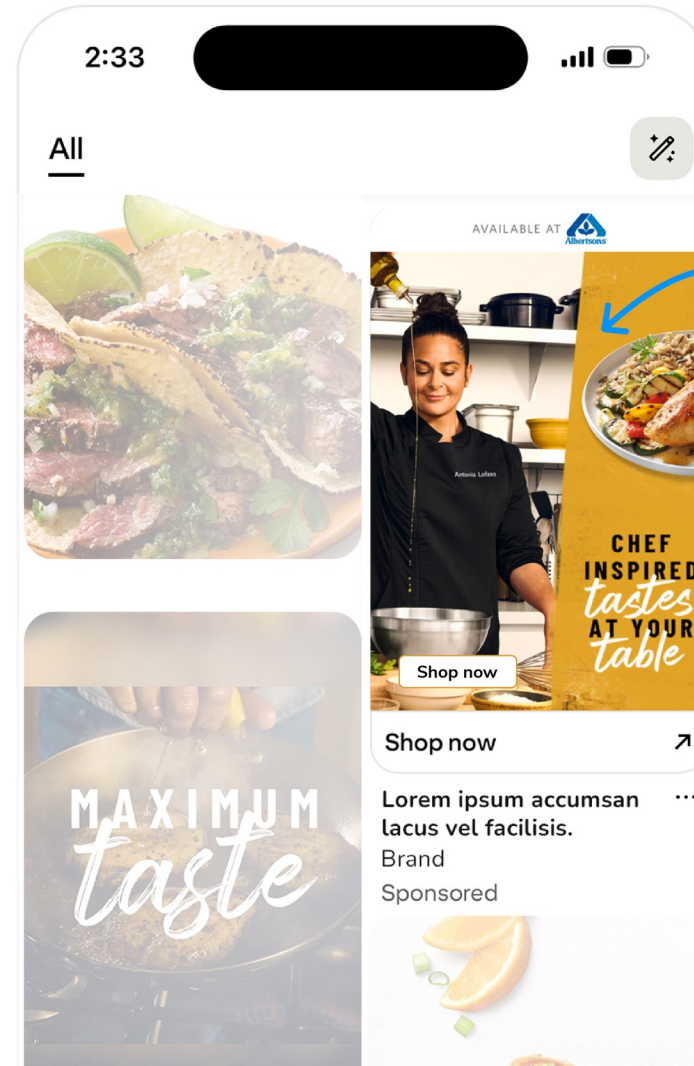
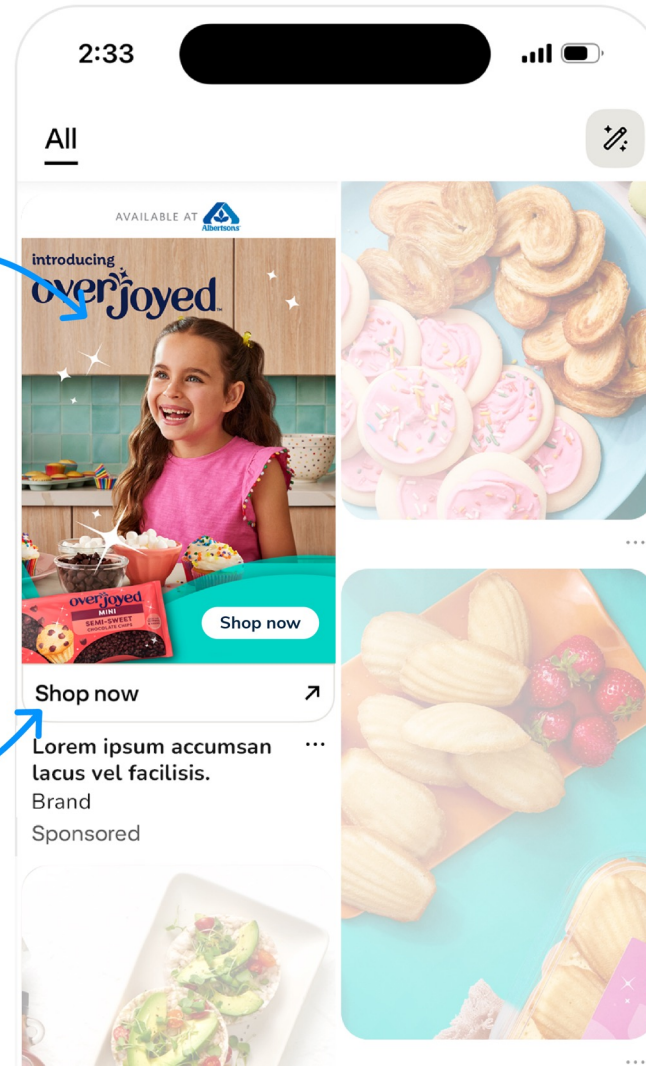
Social Best Practices

Pinterest

Overlay text on image, but thoughtfully (less may be more)

Generate interest with messaging relevant to audience

Be straight and to the point



Imagery should be compelling to stand out within Pinterest platform

Motivate pinner to take action

CTA should align with desired action (Shop Now)



Social Best Practices



Pin Description Requirements:

- 6–50 Characters
- Include your brand name in the first sentence of the description to increase brand awareness
- Include relevant keywords for targeting – avoid fluff and filler words
- Include relevant occasions that the product ties to
- Do not include hashtags

Example: *“It’s the most wonderful time of the year to be making holiday Rice Krispies treats with the family.”*

(Note: This is a good example as the brand (Rice Krispies) and the occasion (holiday and with the family) are both mentioned.)

Additional Information:

- Display Tactic: Static + Carousel (**both ad units required per campaign**)
 - **Static + Carousel:** *diversify the first card of the carousel and the static asset (i.e. provide either a different headline or angle on the product shot or feature a different color background).*
 - **Carousel:** *each card within a carousel can have the same or different image, title, description, and destination URL.*
- Video Tactic: **only one video version required per campaign**



Pinterest

Static Ad

Asset Requirements:

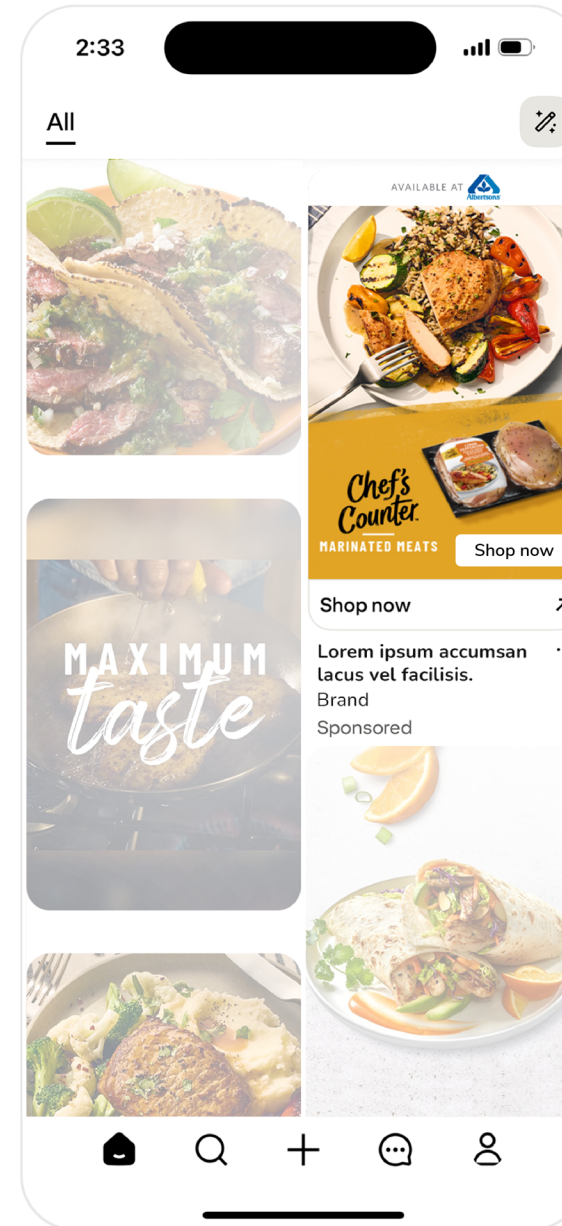
- .PNG or .JPG + .PSD
- <20MB
- Aspect Ratio: 2:3 (1000px w x 1500px h)
- Add text overlay to give pin more context
- Add CTA button into design
 - *Options: Buy now, Explore more, Get offer, Get recipe, Learn more, Order now, Shop now*

Copy Requirements:

- Title (visible): 40 characters
- recommended Pin Description (for SEO): 2-3 sentences of keyword rich copy

Reference Links:

- [Pinterest Ad Specs](#)
- [Pinterest Advertising Standards](#)



Pinterest

Carousel Ad

Asset Requirements:

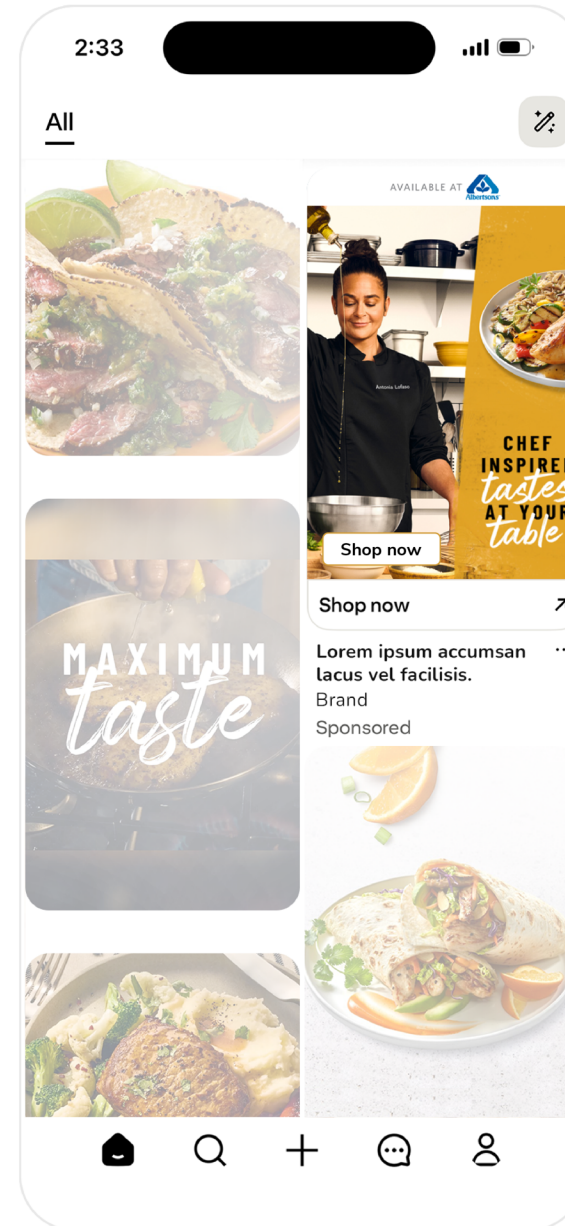
- .PNG or .JPG + .PSD
- 2-5 Images
- < 20MB per image
- Aspect Ratio: 2:3 (1000px w x 1500px h)
- Add text overlay to give pin more context
- Add CTA button into design
 - *Options: Buy now, Explore more, Get offer, Get recipe, Learn more, Order now, Shop now*

Copy Requirements:

- Title (visible): 40 characters
- recommended Pin Description (for SEO):
2-3 sentences of keyword rich copy

Reference Links:

- [Pinterest Ad Specs](#)
- [Pinterest Advertising Standards](#)





Pinterest

Video Ad

Video Requirements:

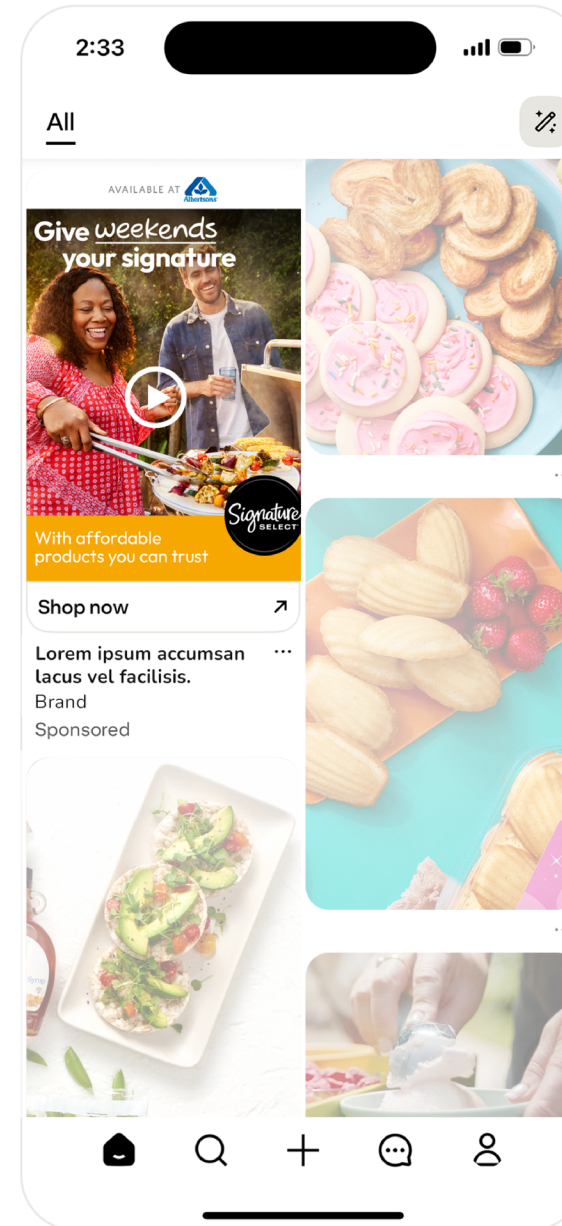
- .MP4, .MOV or .M4V
- < 2GB per video
- Aspect Ratio: 9:16
- Length: 4sec – 15min (recommended length: 6sec – 15sec)
- Export Specs: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+

Copy Requirements:

- Title (visible): 40 characters recommended
- Pin Description (for SEO): 2-3 sentences of keyword rich copy

Reference Links:

- [Pinterest Ad Specs](#)
- [Pinterest Advertising Standards](#)





Pinterest

Max Width Video

Video Requirements:

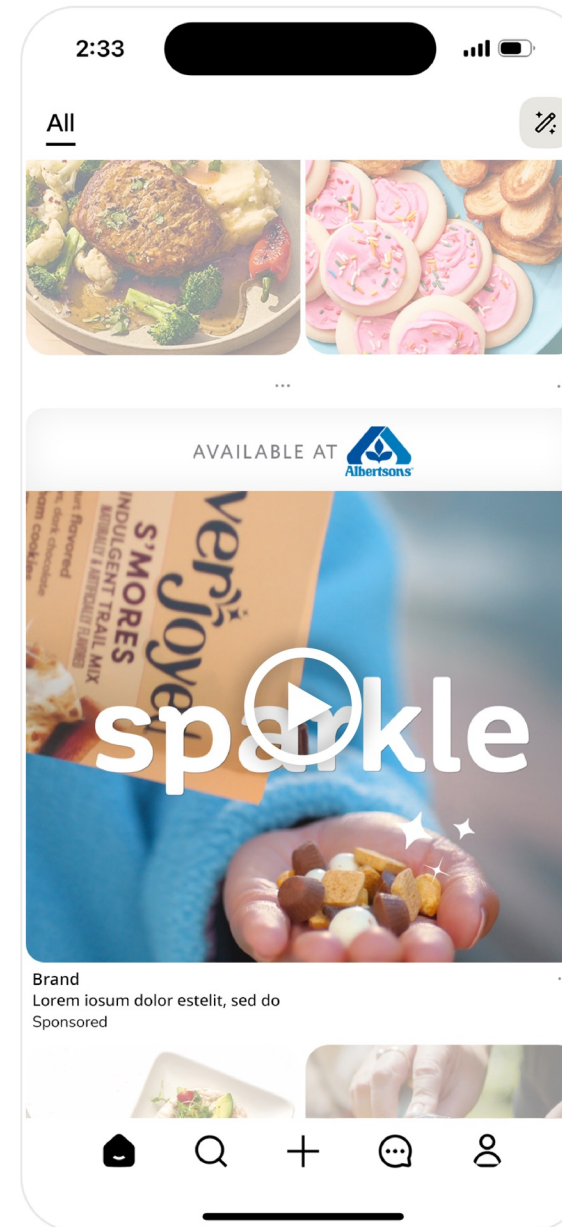
- .MP4, .MOV
- < 2GB per video
- Aspect Ratio: 1:1 or 16:9 (1:1 is recommended)
- Length: 4sec – 15min (recommended length: 6sec – 15sec)
- Export Specs: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+

Copy Requirements:

- Title (visible): 40 characters recommended
- Pin Description (for SEO): 2-3 sentences of keyword rich copy

Reference Links:

- [Pinterest Ad Specs](#)
- [Pinterest Advertising Standards](#)





Onsite Banners Specifications

Onsite Banners

Ratio Overview

Asset Requirements:

- Three (3) Ad Images:
 - 4x1 Ratio: 2000px w x 500px h
 - 2x1 Ratio: 1000px w x 500px h
 - 1x1 Ratio: 1000px w x 1000px h
- Layered .PSD + .PNG or .JPG per asset
- Unzipped / Uncompressed
- Any copy on banners must pass WCAG AA ADA contrast compliance (check [WebAim.org](#))

Copy Requirements:

- Three (3) Copy Points: Headline and Sub-Copy Titles should be interchangeable
 - Headline:
 - Short (<= 20 characters)
 - Long (<= 30 characters)
 - Sub-Copy:
 - Short (<= 50 characters)
 - Long (<= 60 characters)
 - In-App (<= 44 characters)
 - CTA:
 - CTA (<= 10 characters)

Additional Information:

- All legal text to be routed to ABSCo for approval, including copyright text.* It's recommended to remove this from banner creative and place as disclaimer on the ecommerce landing page.
- All legal text that includes the mention of "FREE", "WIN", "SWEEPS", "CONTEST", "CLAIMS", etc. will need additional ABSCo legal approval.



Aspect ratio	Width (px)	Height (px)	Ad	Device
4x1	2000	500	Onsite Large Banner	Desktop
			Onsite Large Banner	Mobile
			Onsite Medium Banner	Desktop
2x1	1000	500	Onsite New Medium Banner	Desktop
			In-App Small Banner	Mobile
1x1	1000	1000	Onsite Medium Banner	Mobile
			Onsite Side Bar	Desktop
			Onsite & In-App Hero Canvas Banner	Desktop & Mobile
			In-App Banner	Mobile
			Onsite New Medium Banner	Mobile

Character counts	Type	Length
Header	Short	20
	Long	30
Sub Copy	Short	50
	Long	60
	In-App	44
CTA	Standard	10



Onsite Banners

1x1 Ratio

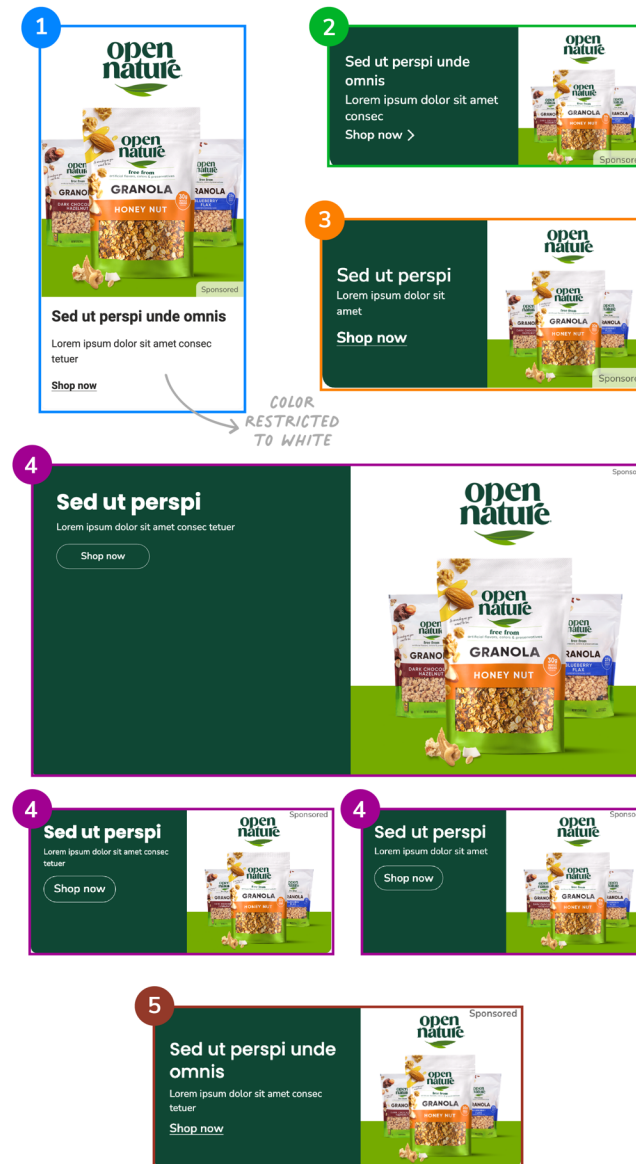
Creative Requirements:

- Keep main content within smallest safe area
 - Safe area: 750px by 1000px – centered
 - Follow the guides in the [PSD template](#) (in box)
 - Keep some padding within smallest safe area
- Copy is not allowed on the image, except for logo or tagline. Keep all text inside safe area
 - If copy is included, it must pass WCAG AA (excluding lock-ups)
- CTA cannot be embedded in images
- Ensure background (color) extends the full ad
 - If textured background is provided on asset, extension of the ad (on left) will be a solid background (color)
 - No white backgrounds allowed

Banners generated from 1x1 Ratio Image:

- Onsite Side Bar – Desktop**
Cropped area: 750px by 1000px
- Onsite Medium Banner – Mobile**
Cropped area: 932px by 1000px
- In-App Banner – Mobile**
Cropped area: 976px by 1000px
- Onsite & In-App Hero Canvas – Desktop & Mobile**
No cropping
- Onsite NEW Medium Banner – Mobile**
No cropping

1x1 PSD Template



Onsite Banners

2x1 Ratio

Creative Requirements:

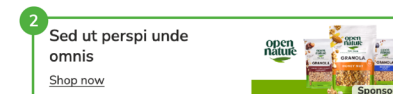
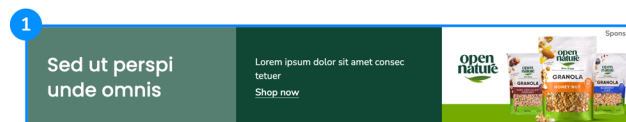
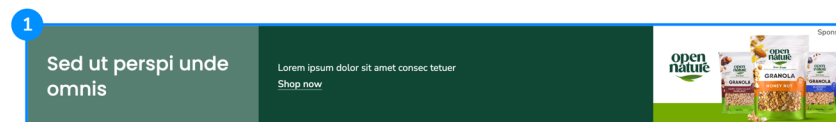
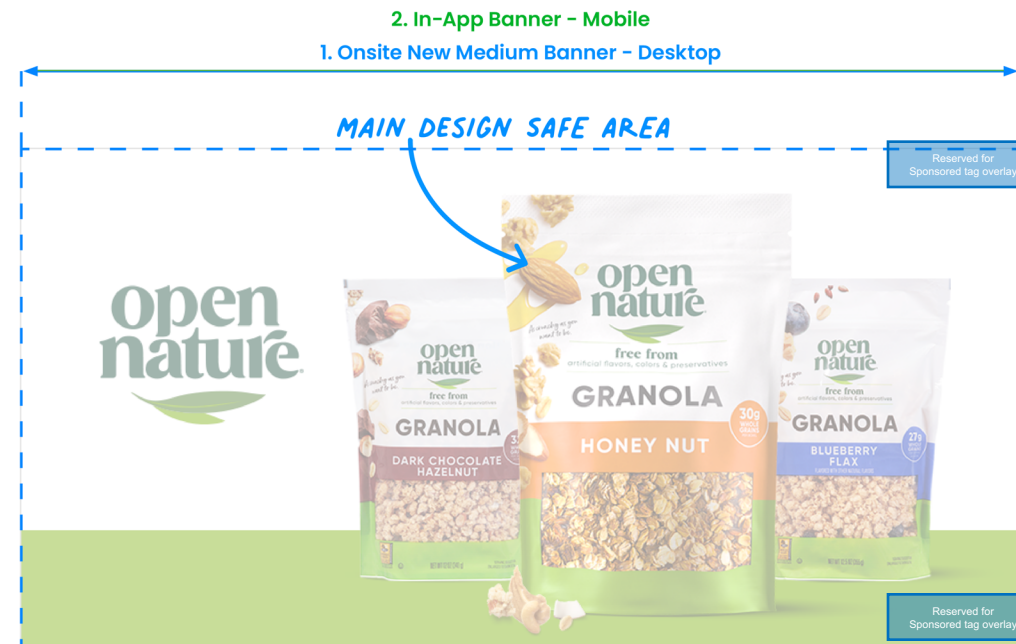
- Keep main content within smallest safe area
 - Safe area: 1000px by 500px – centered
 - Follow the guides in the [PSD template](#) (in box)
 - Keep some padding within smallest safe area
- Copy is not allowed on the image, except for logo or tagline. Keep all content in safe area
 - If copy is included, it must pass WCAG AA (excluding lock-ups)
- CTA cannot be embedded in images
- Ensure background (color) extends the full ad
 - If textured background is provided on asset, extension of the ad (on left) will be a solid background (color)
 - No full white backgrounds allowed

Banners generated from 2x1 Ratio Image:

1. Onsite New Medium Banner – Desktop
No Cropping

2. In-App Small Banner – Mobile
No Cropping

2x1 PSD Template



Onsite Banners

4x1 Ratio

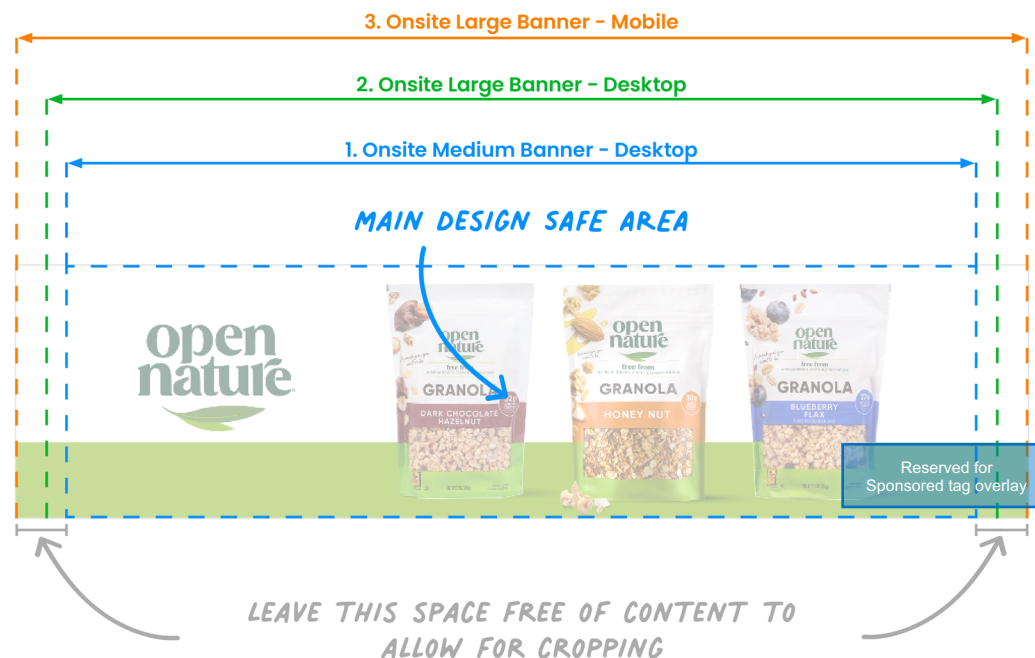
Creative Requirements:

- Keep main content within smallest safe area
 - Safe area: 1800px by 500px – centered
 - Follow the guides in the [PSD template](#) (in box)
 - Keep some padding within smallest safe area
- Copy is not allowed on the image, except for logo or tagline. Keep all text inside safe area
 - If copy is included, it must pass WCAG AA (excluding lock-ups)
- CTA cannot be embedded in images
- Ensure background (color) extends the full ad
 - If textured background is provided on asset, extension of the ad (on left) will be a solid background (color)
 - No white backgrounds allowed

Banners generated from 4x1 Ratio Image:

- 1. Onsite Medium Banner** – Desktop
Cropped area: 1800px by 500px
- 2. Onsite Large Banner** – Desktop
Cropped area: 1882px by 500px
- 3. Onsite Large Banner** – Mobile
Cropped area: no cropping

4x1 PSD Template



Onsite Banners

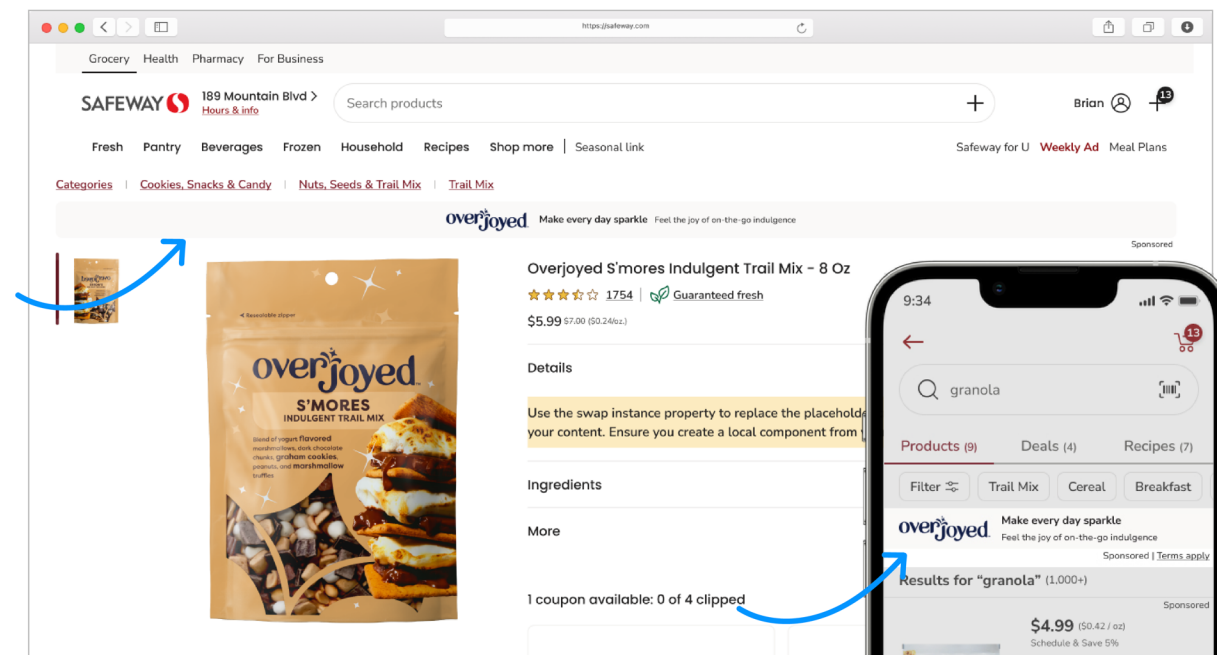
Ultra Skinny

Asset Requirements:

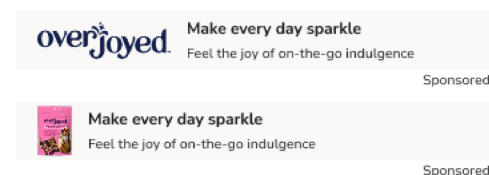
- Image can be a logo or product shot
- Max image render size 200px w x 80px h
- All images are fixed 80px high with variable width.
- .PNG + .PSD (include source file)
- Logo or product shot on a transparent background (do not miniaturize a banner design)

Copy Requirements:

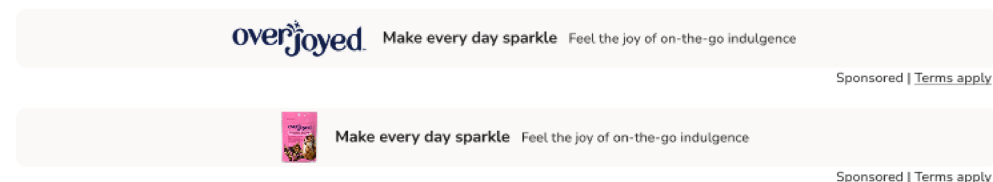
- Title: 30 characters max (with spaces)
- Sub-Copy 44 characters max (with spaces)
- Included in onsite copy matrix in box



Mobile / In-App



Desktop





Onsite Banners

Hero Card

Prominent in-app home-screen placement.

Deliverables (see specs below):

- Product Image
- Headline Copy
- CTA
- Background color

Asset Requirements:

- 1x1 Product Image (fixed 326px w x 326px h)
- Include transparent padding (min. 8-12px)
- Transparent Background
- .PNG + .PSD
- <150KB
- Avoid image bleed

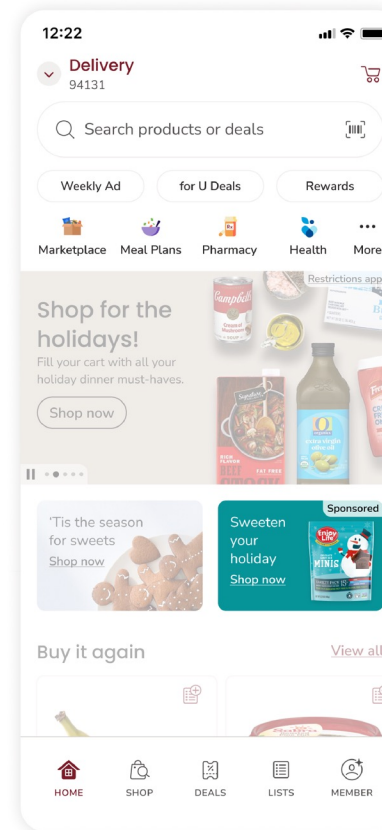
Copy Requirements:

- Title: 20 characters max (with spaces)
- CTA: 10 characters max (with spaces)
- Longest single-word character count is 9 chars., will be hyphenated if longer
- Included in onsite copy matrix in box

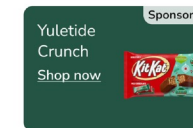
Background Requirements:

- Text color will change based on BG-color choice (referenced black/white text colors in color-pods)

IN-APP Home Page



IN-APP Examples



Seasonal Backgrounds

Winter



Spring



Summer



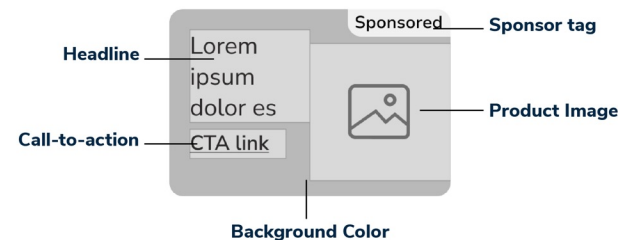
Fall



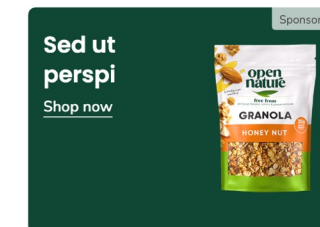
Holidays



Banner Anatomy



Onsite Example





Onsite Banners

Category Icons

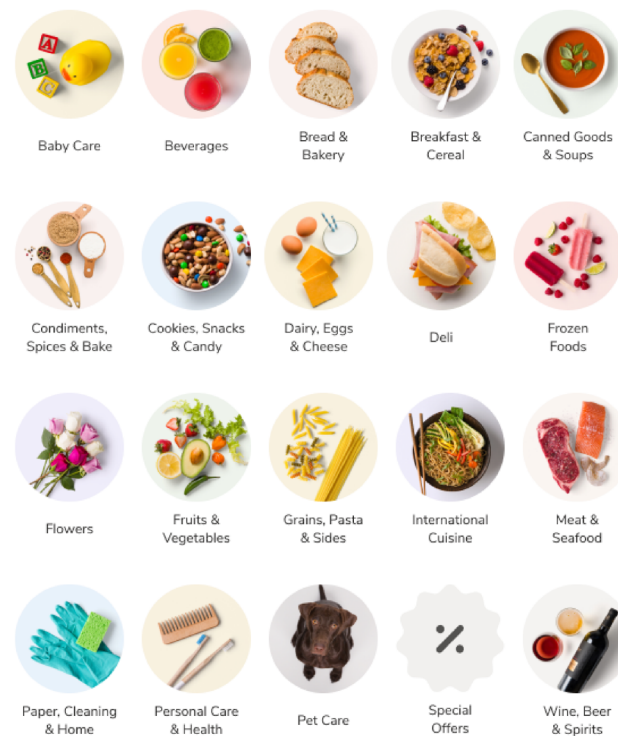
Asset Requirements:

- Image dimensions: 288 x 288px
- File Types: JPG, PNG, High Quality .PSD
- File Size: Maximum 1MB
- Photography: please use top-down photography that is:
- Shot on white or neutral, subtle backgrounds.
- Shot on backgrounds that match any of the approved colors.
- Mask your products and place them on approved background color.

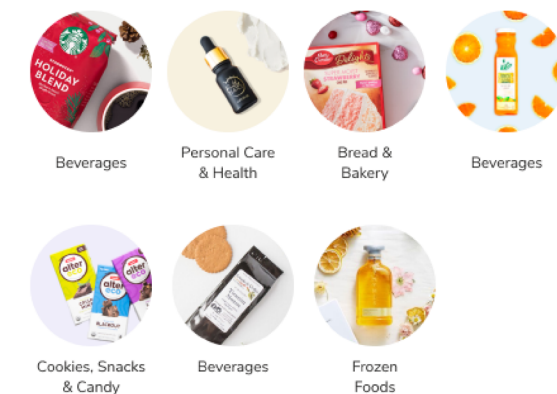
Guidance:

- Stick to simple imagery that lets your products stand out.
- Use subtle, yet realistic shadowing to bring your masked images to life.
- Try to have only one element bleed out of the circle when possible.
- Leave some negative space around your products when possible.

Our Categories



CPG Tile Examples



Background Colors





Onsite Banners

In-App Brand Spotlight

Asset Requirements:

Logo

- Dimensions:
 - Width: between 48px and 120px
 - Height: 48px
- File Types: .PNG, Hi-res, layered .PSD
- File Size: < 300KB
- Resolution of 72dpi
- Transparent background

Copy Requirements (matrix in box):

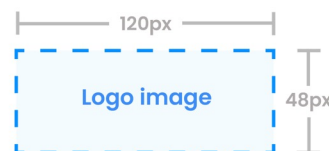
Headline

- 30 characters max. (with spaces)
- Must be Sentence case
- Capture user's attention with engaging tone

Notes:

- The Brand Name will automatically be prepended with "Sponsored by" and must be included within the copy matrix.

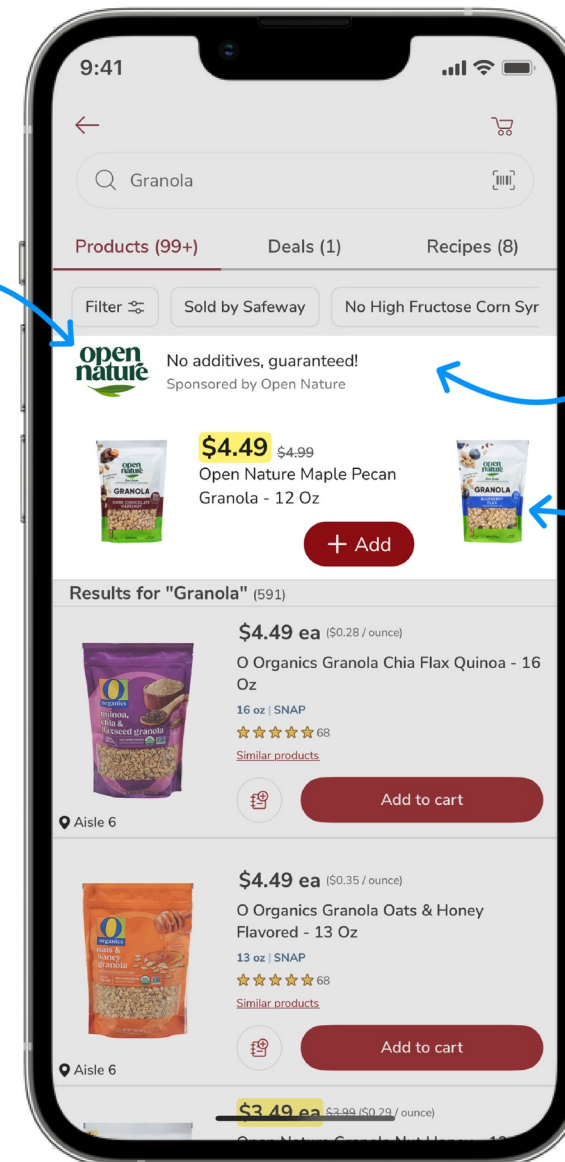
Examples of accepted logos



LOGO

HEADLINE & SPONSORING BRAND

PRODUCT CAROUSEL



Onsite Banners

Vertical Video Spotlight

Video Asset Requirements:

- Max file size: 300MB
- Video Length: :15 – :30 seconds (:15s is recommended)
- Video File Format: .mp4 (H.264 compression)
- Video Dimensions: 1080x1920

Video Guidelines:

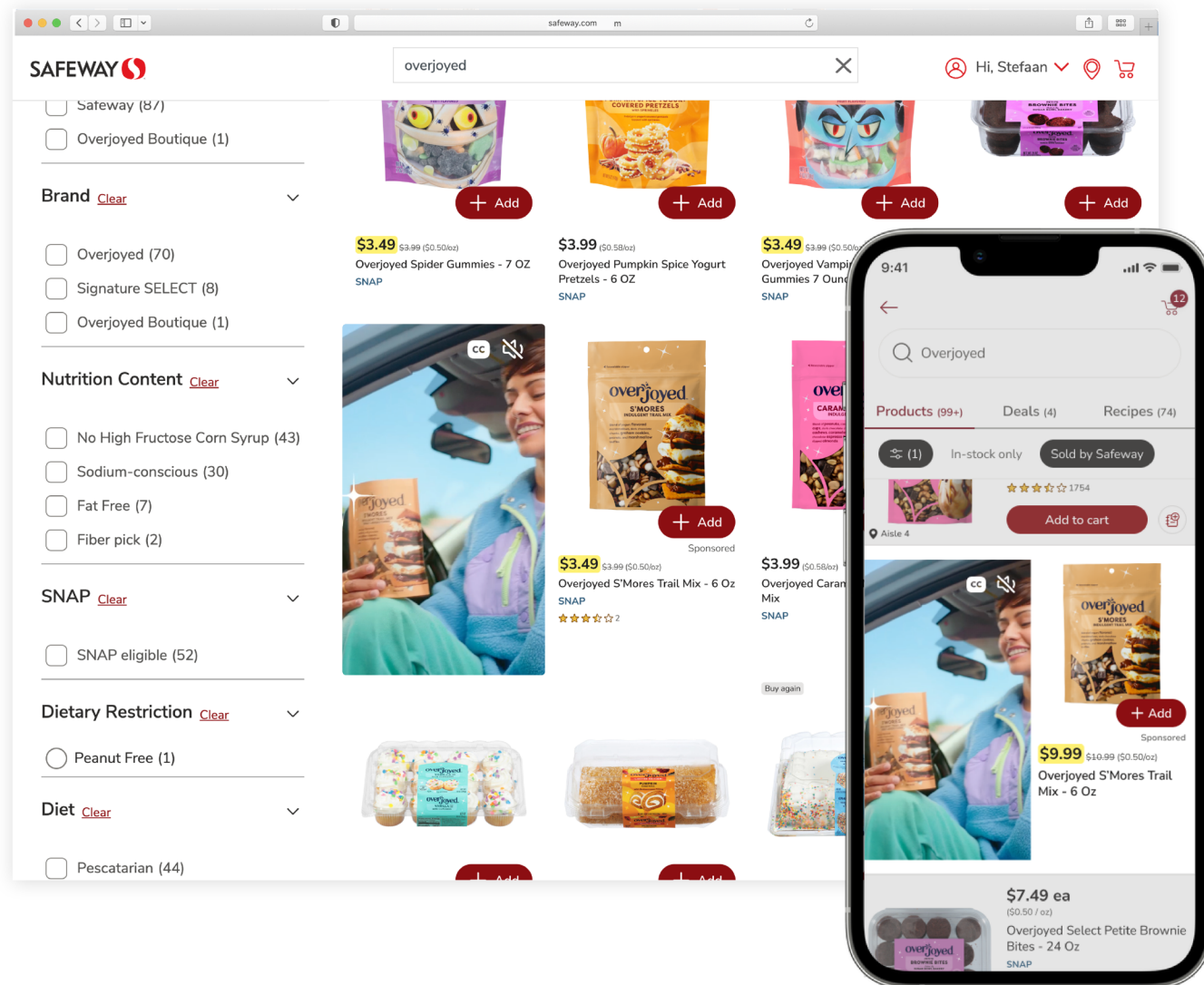
- recommend using a product or recipe

Audio:

stereo AAC audio compression at 128kbps+

Note:

**Design main elements around the top 100px x 14px of the ad unit to accommodate for auxiliary elements (i.e. video controls, closed captioning, etc.)



Onsite Banners

Horizontal Video Spotlight

Video Asset Requirements:

- Max file size: 300MB
- Video Length: :15 – :30 seconds (:15s is recommended)
- Video File Format: .mp4 (H.264 compression)
- Video Dimensions: 1920x1080

Video Guidelines:

- recommend using a product or recipe

Audio:

stereo AAC audio compression at 128kbps+

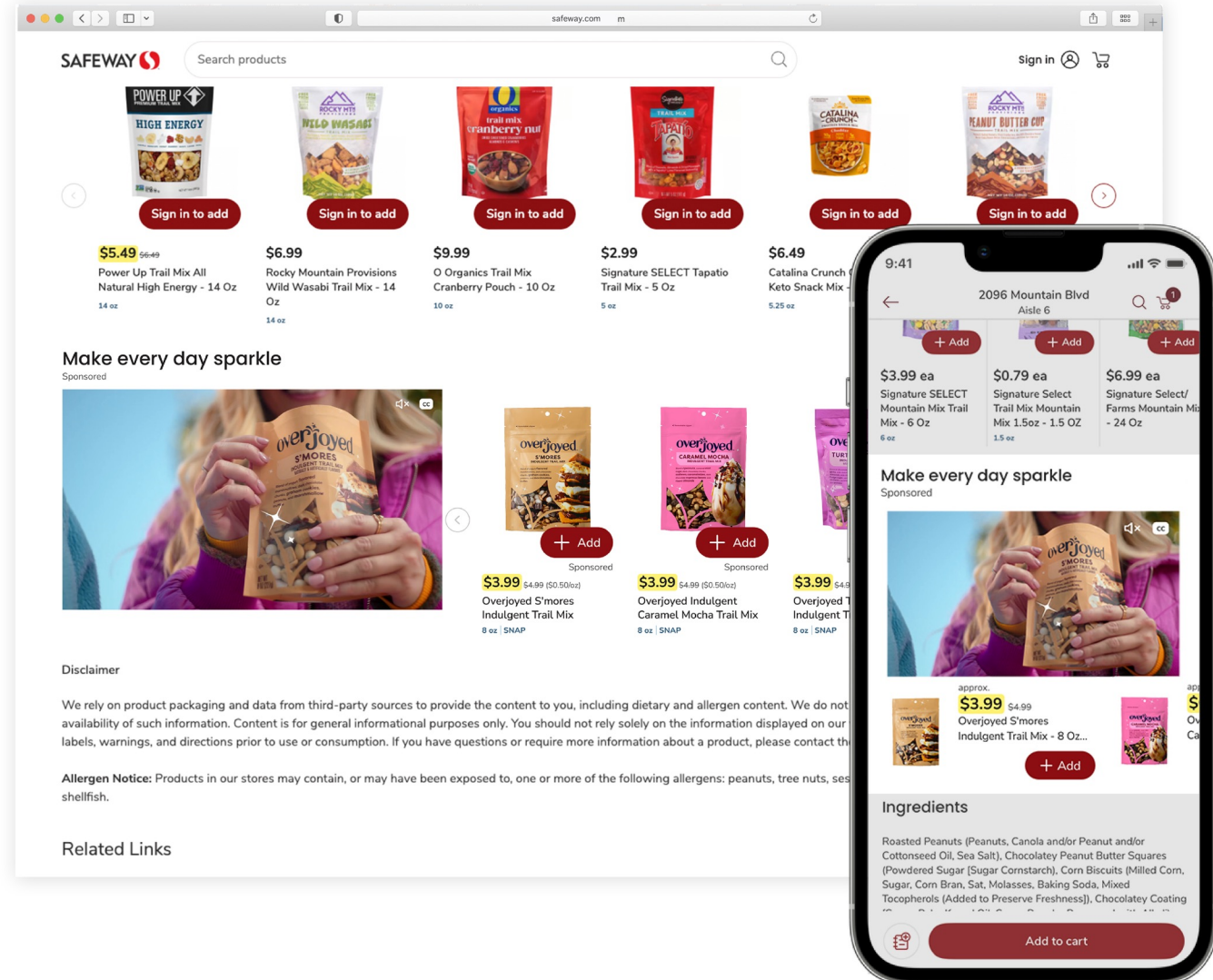
Copy guidelines (matrix in Box)

Headline

- 30 characters max. (with spaces)
- Must be Sentence case
- Capture user's attention with engaging tone

Note:

**Design main elements around the top 100px x 14px of the ad unit to accommodate for auxiliary elements (i.e. video controls, closed captioning, etc.)





Onsite Banners

Firework Video

Assets Requirements:

Video

- Max file size: 300MB
- Video Length: :03 - :59 seconds
- Video File Format: .mp4
- Video Ratio: 9:16

Thumbnail

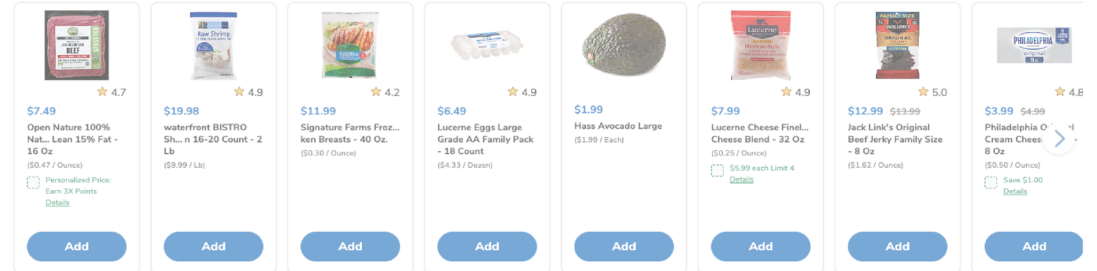
- Thumbnail Ratio: 9:16
- Thumbnail File Format: JPG



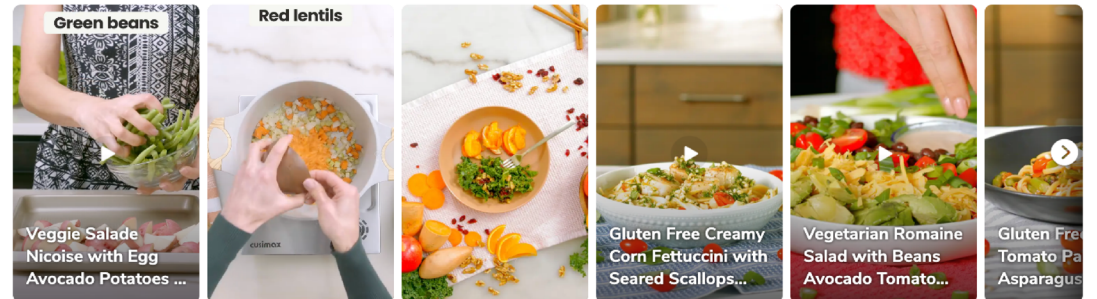
Search Products



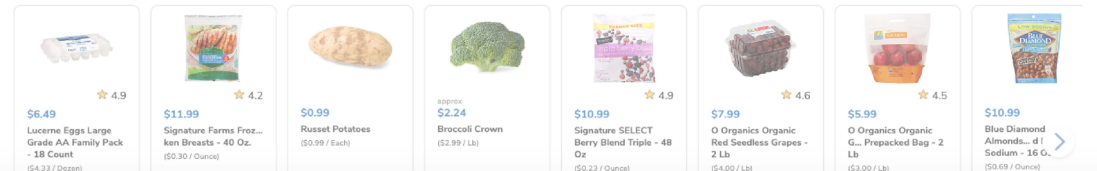
Account

Keto Friendly [View All](#)

Fall Inspiration



Made in Firework

Paleo [View All](#)



Landing Page Specifications



Landing Page Component

Large Hero

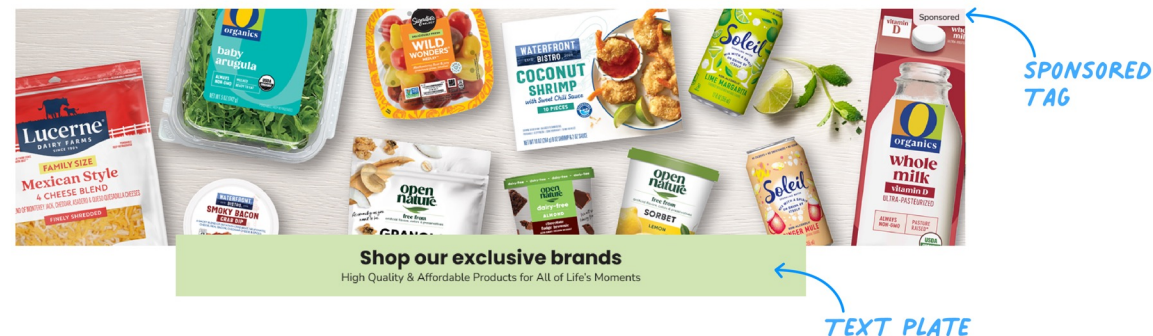
Text Plate Requirements:

- Headline
 - 30 characters max. (with spaces)
 - Must be Sentence case
 - Capture user's attention with engaging tone
- Sub copy
 - 60 characters max. (with spaces)
 - Must be Sentence case
 - Provide supporting information
- Text Plate color
 - Hex color value
 - Light and dark allowed, text color will adjust to adhere to contrast requirements

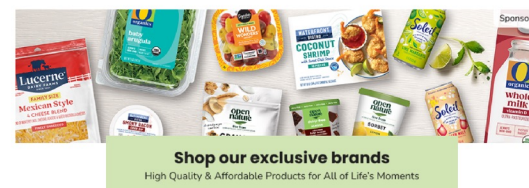
Image Requirements:

- Image Dimensions:
 - Desktop / Tablet: 2400 x 600px
 - Safe Area: Text plate has a 30px overlap at the bottom of the image, keep clear of primary content and/or disclaimer text
 - Mobile / App: 2400 x 2400px
 - Safe Area: 2400 x 1920px (starting 75px from top)
 - Note: App UI overlay on top corners, see PSD-template for accurate placement
- Any copy on banners must pass WCAG AA ADA contrast compliance (check [WebAim.org](https://www.webaim.org))
- Alt Text must be applicable for the Large and Small Hero

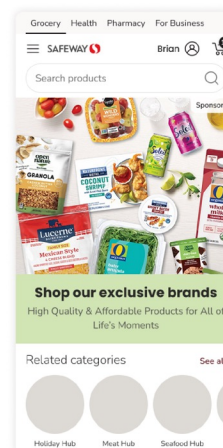
Desktop



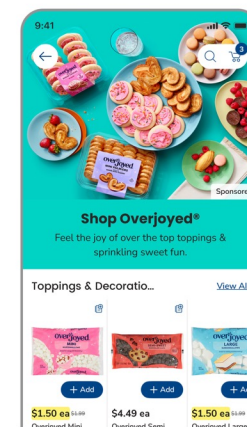
Tablet



Mobile Web



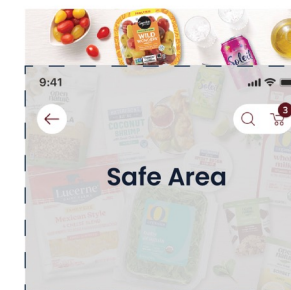
Mobile App



SPONSORED
TAG



LIGHT & DARK
BACKGROUND SUPPORTED



MOBILE SAFE AREA

APP
NAVIGATION
OVERLAY

Landing Page Component

Small Hero

Text Plate Requirements:

- Headline
 - 30 characters max. (with spaces)
 - Must be Sentence case
 - Capture user's attention with engaging tone
- Sub copy
 - 60 characters max. (with spaces)
 - Must be Sentence case
- Text Plate color
 - Hex color value
 - Light and dark allowed, text color will adjust to adhere to contrast requirements

Image Requirements:

- Image Dimensions:
 - Desktop / Tablet: 2400 x 600px
 - Mobile / App: 2400 x 1200px
- Any copy on banner should pass WCAG AA ADA Any copy on banners must pass WCAG AA ADA contrast compliance (check [WebAim.org](https://www.webaim.org))
- Alt Text must be applicable for the Large and Small Hero

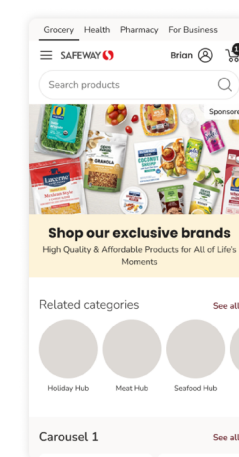
Desktop



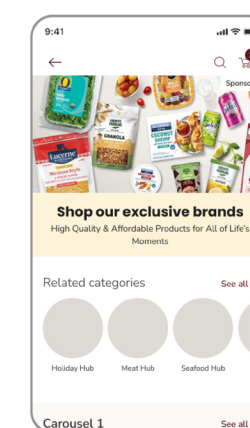
Tablet



Mobile Web



Mobile App



LIGHT & DARK
BACKGROUND SUPPORTED



Landing Page Component Content Block

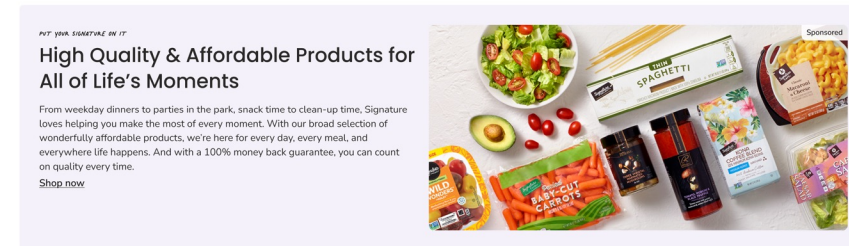
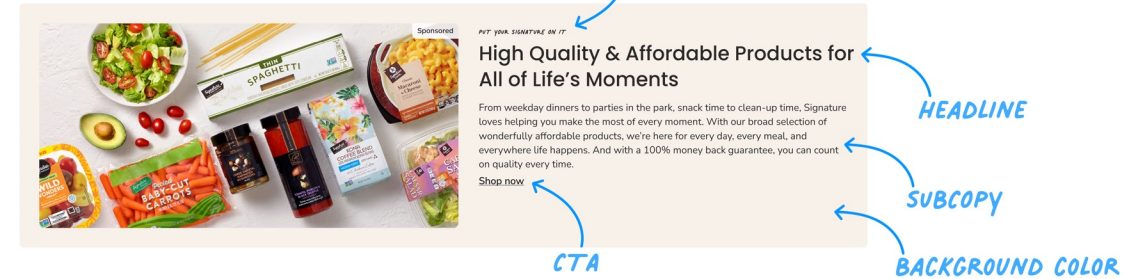
Text Requirements:

- Headline
 - 60 characters max. (with spaces)
 - Must be Sentence case, no end punctuation
- Sub copy
 - 700 characters max. (with spaces)
 - Must be Sentence case
- Eyebrow (optional)
 - 35 characters max. (with spaces)
 - Must be Sentence case
- CTA (optional)
 - 11 characters max. (with spaces)
 - Must be Sentence case
- Text Plate color
 - Hex color value
 - Only light colors allowed: color must be ADA AA contrast compliant with black (#1F1E1E)

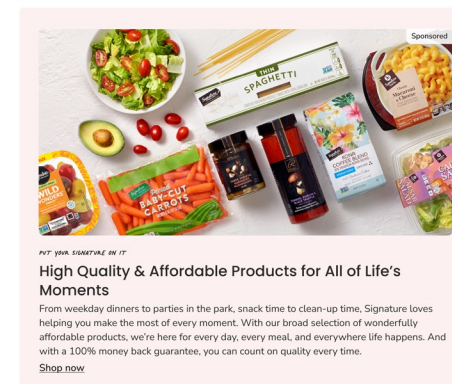
Image Requirements:

- Dimensions: 2400 x 1200px
- Any copy on banners must pass WCAG AA ADA contrast compliance (check [WebAim.org](https://webaim.org))
- Cannot accommodate videos on landing pages

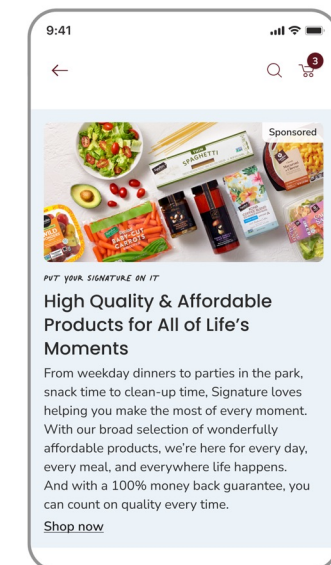
Desktop



Tablet



Mobile Web/App



Landing Page Component Flex Block

Text Requirements:

- Section Headline (optional)
 - 20 characters max. (with spaces)
 - Must be Sentence case, no end punctuation
- Card Headline (optional)
 - 20 characters max. (with spaces)
 - Must be Sentence case, no end punctuation
- Card Sub copy (optional)
 - 44 characters max. (with spaces)
 - Must be Sentence case, no end punctuation
- Notes:
 - Ensure consistency in the use of card headlines and sub copy—apply them to all cards or omit them entirely.

Image Requirements:

- Dimensions: 2752 x 1376px
- For 4-column flex banners:
 - Image crops to 1376 x 1376px (centered)
- Flex Blocks will require a URL to drive to as this landing page component is clickable
- Any copy on banners must pass WCAG AA ADA contrast compliance (check [WebAim.org](https://webaim.org))
- Sponsored-Tag needs to be added to the top-right of the image. Placement of tag will depend on column-type use.
- Cannot accommodate videos on landing pages

1 Column - Desktop

Thoughtfully chosen ingredients

SECTION TITLE



Sponsored

Free from unnecessary additives
It's that simple.

SUBCOPY

HEADLINE

2 Column - Desktop

Meal-prep made easy



Organic before it was in style
Always non-GMO



Put your signature on it
Every day, meal and moment

1 Column - App/Mobile

Thoughtfully chosen ingredients



Sponsored

Free from unnecessary additives
It's that simple.

2 Column - App/Mobile

Meal-prep made easy



Organic before it was in style
Always non-GMO



Put your signature on it
Every day, meal and moment



Landing Page Component

Flex Block cnt'd

3 Column - Desktop

Stock up for the week



Sponsored

Farm Fresh Dairy
Made with love



Sponsored

Free from unnecessary additives
It's that simple.



Sponsored

Tastes as bold as it looks
That's a Soleil Vibe

3 Column - App/Mobile

Stock up for the week



Sponsored

Farm Fresh Dairy
Made with love



Sponsored

Free from unnecessary additives
It's that simple.

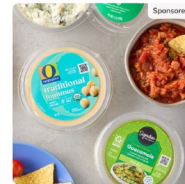


Sponsored

Tastes as bold as it looks
That's a Soleil Vibe

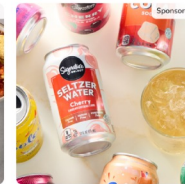
4 Column - Desktop

Party Essentials



Sponsored

Dips



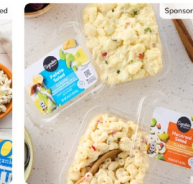
Sponsored

Drinks



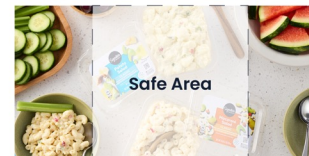
Sponsored

Snacks



Sponsored

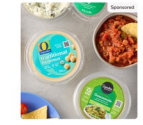
Spreads



Safe Area

4 Column - App/Mobile

Party Essentials



Sponsored

Dips



Sponsored

Drinks



Sponsored

Snacks



Sponsored

Spreads



Landing Page Component Category Icons

Category icon images can be customized to showcase your brand's products. Your image would represent a specific category (i.e. Beverages, Frozen Food, Breakfast & Cereal, etc.)

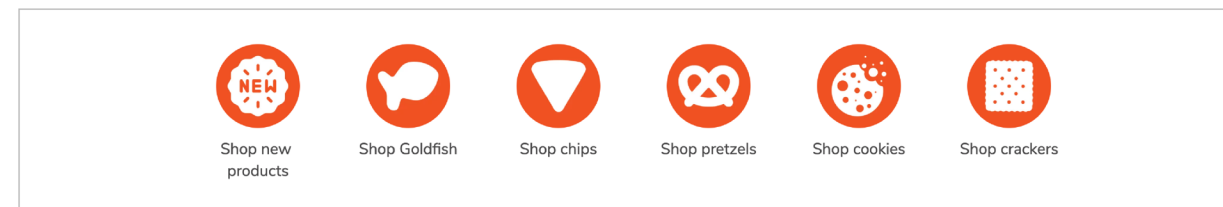
Asset Requirements:

- Dimensions: 96 x 96px
- Image Specs: Save at 3x or 288 x 288px
- File Types: JPG, PNG, High Quality .PSD
- File Size: Maximum 1MB

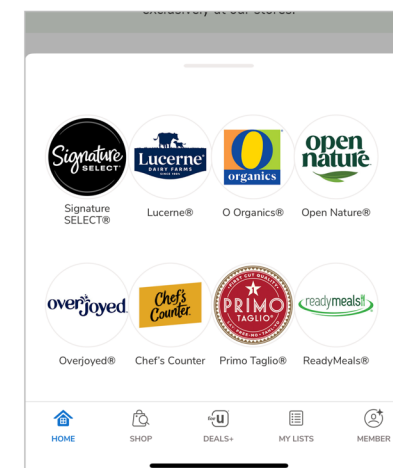
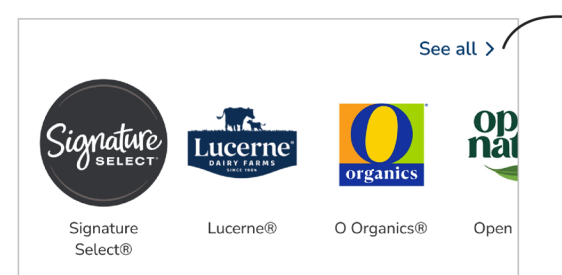
Notes:

- Images will automatically be cropped into a circle
- Keep type of imagery consistent (i.e. vector files, logos, product shots)

Desktop



Mobile



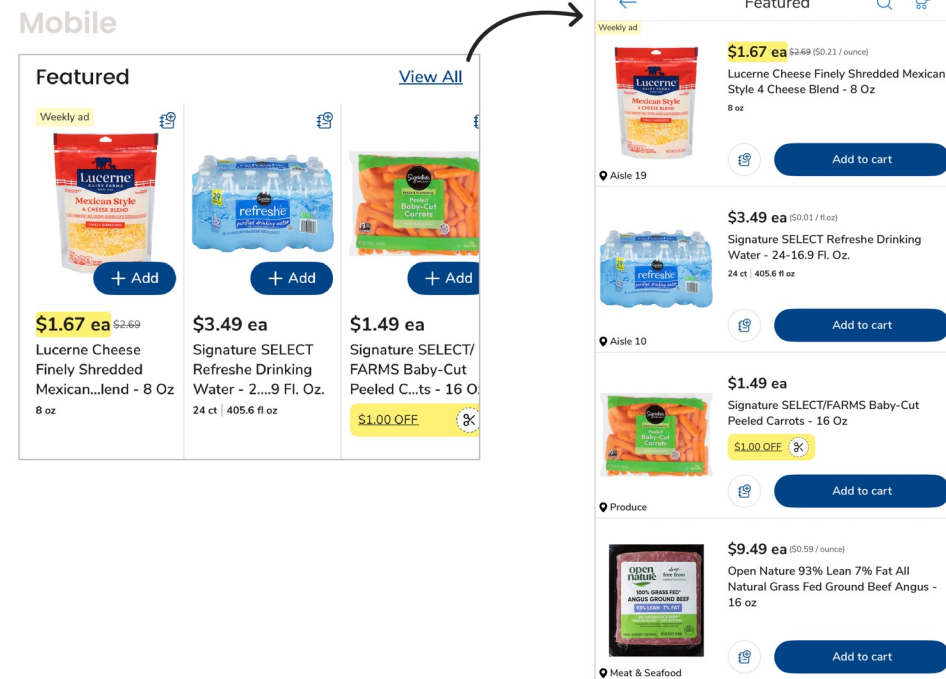
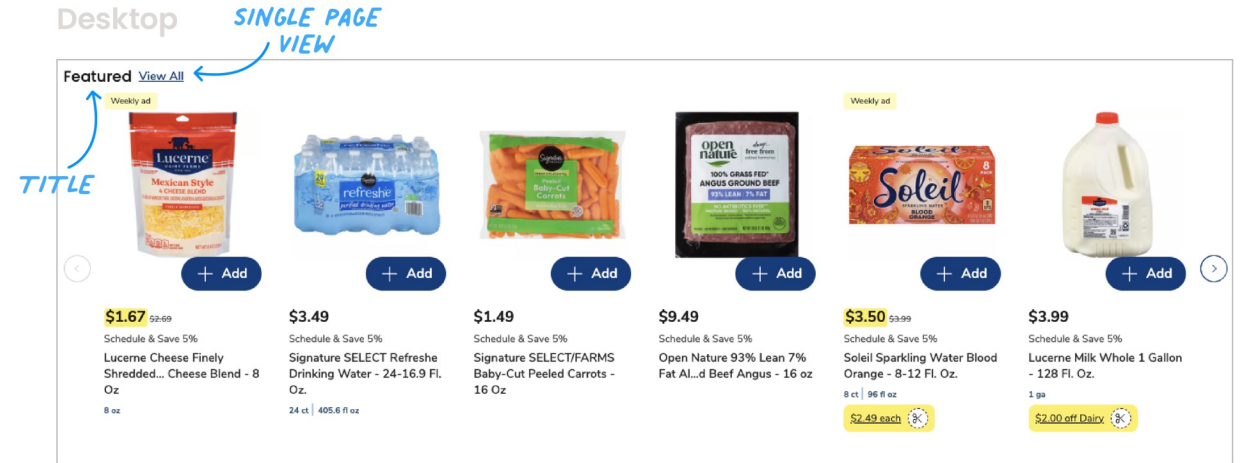
Landing Page Component Product Carousel

Text Requirements:

- Section Headline
 - 20 characters max. (with spaces)
 - Must be Sentence case, no end punctuation

Products:

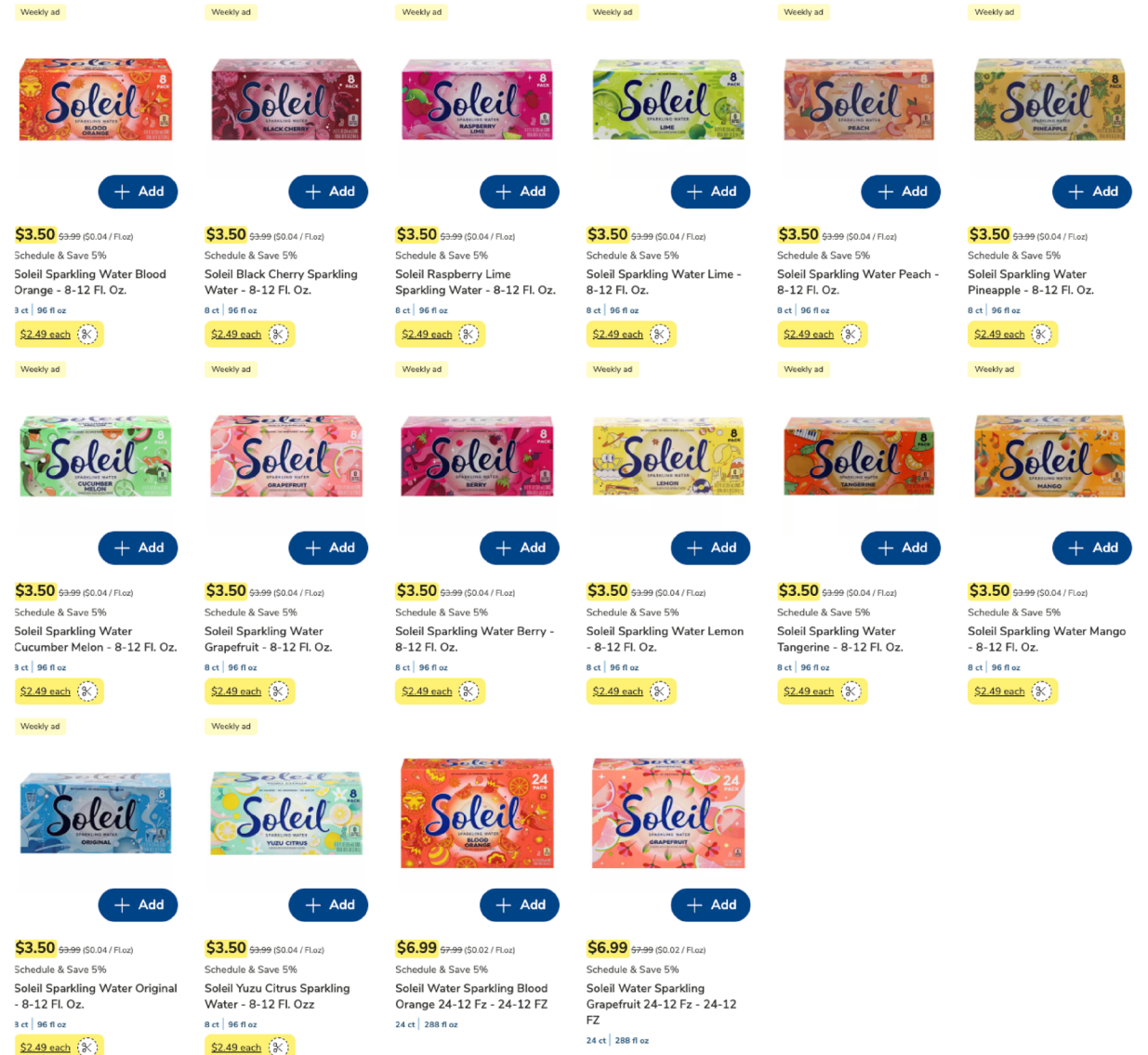
- Each carousel can display up to 14 products, with the option to set the order in which they show so priority items appear as intended. If a specific order is not requested, all products will show up based on Popularity / Sales Data.
- On Desktop, only 6 products are visible at a time within the carousel; on Mobile, only 3 products are visible.
- To maintain a seamless experience, it is recommended to include more than 14 products. This ensures automatic backfill if certain items become unavailable due to local inventory constraints.
- A "View All" product grid is available, allowing up to 150 products for broader visibility.



Landing Page Component Product Grid

Products:

- Up to 150 products can be displayed in the product grid.
- Option to set the order in which they show so priority items appear as intended. If a specific order is not requested, all products will show up based on Popularity / Sales Data.



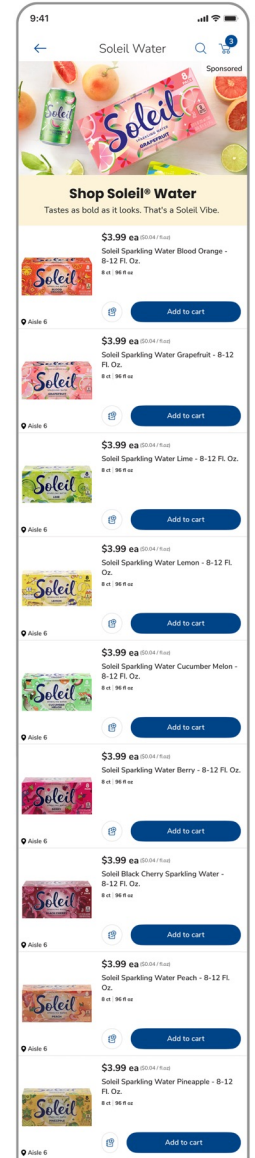
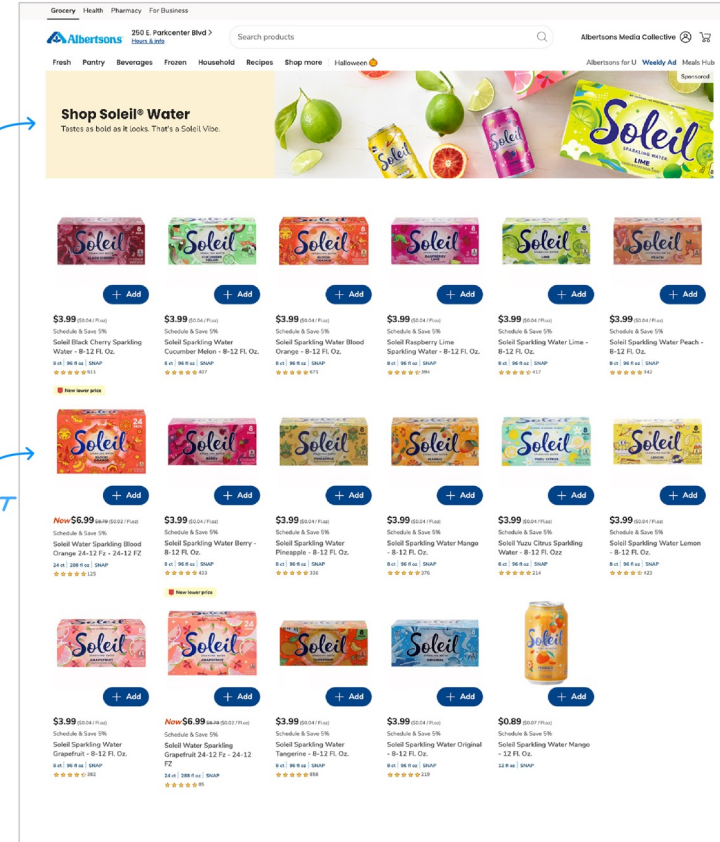
Landing Page Virtual Shelf

Components & requirements:

- 1 Hero (only Small Hero)
 - Image
 - Text Plate
 - Headline
 - Sub copy
 - Background Hex Color
 - Image Alt text
- Product Grid
 - Products (up to 150)
 - Option to set the order in which they show so priority items appear as intended. If a specific order is not requested, all products will show up based on Popularity / Sales Data.
 - Tip: *NEW products should be amongst the first 14 UPCs*
- Legal / Disclaimer Copy (when applicable)
- Example Virtual Shelf

SMALL
HERO

PRODUCT
GRID



Landing Page Event Page

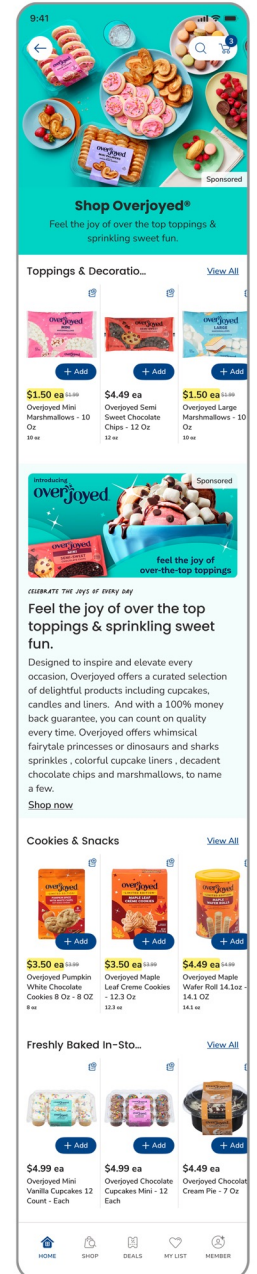
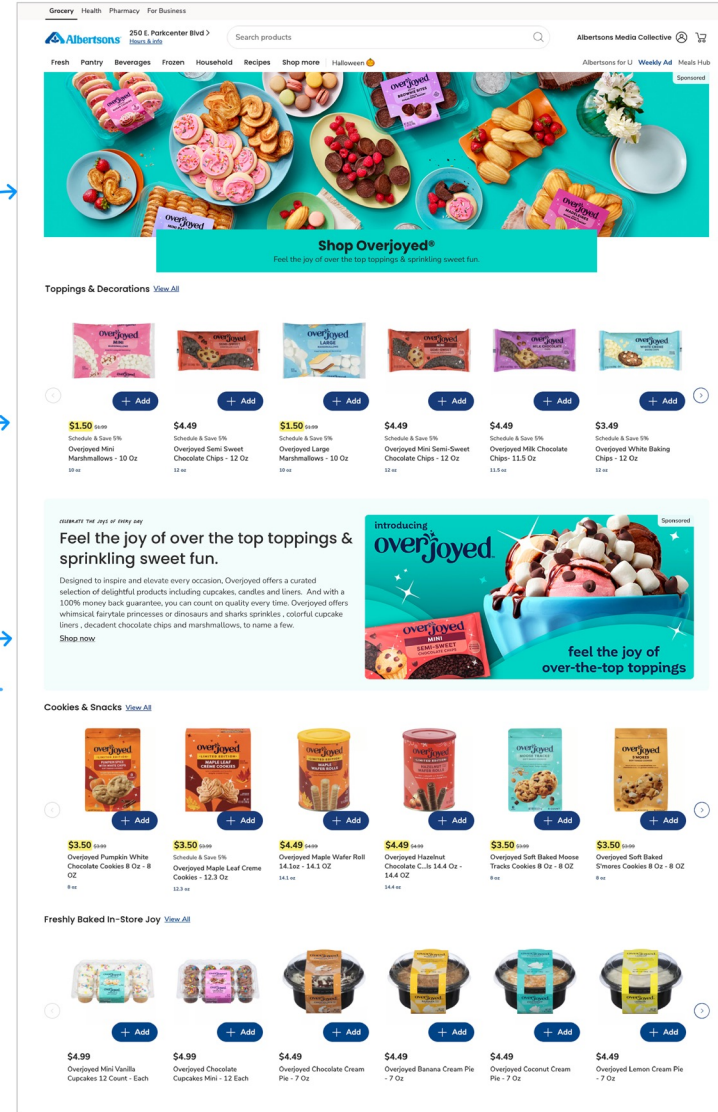
Components & requirements

- 1 Hero (Small or Large Hero)
 - Image
 - Text Plate
 - Headline
 - Sub copy
 - Background Hex Color
 - Image Alt text
- Product Carousels – Up to 4
 - Headline Copy
 - Products 14 (up to 150 in View all)
 - Option to set the order in which they show so priority items appear as intended. If a specific order is not requested, all products will show up based on Popularity / Sales Data.
- Content Block – Limit to 1 or Flex Block – Limit to 1
 - Image
 - Text Plate Copy
 - Eyebrow
 - Headline
 - Sub copy
 - Background Hex Color
 - Image Alt text
 - CTA + link
- Image(s)
- Copy
 - Headline (optional)
 - Sub copy (optional)
- Image Alt text
- CTA link (required)
- Cannot accommodate videos on landing pages
- Legal / Disclaimer Copy (when applicable)
- Example Event Page

LARGE
HERO

PRODUCT
CAROUSEL

CONTENT
BLOCK



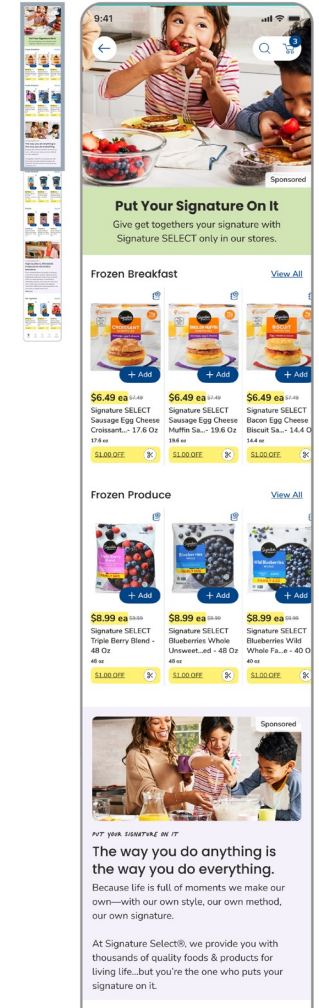
Landing Page Brand Shop

Components & requirements

- 1 Hero (Small or Large Hero)
 - Image
 - Text Plate
 - Headline
 - Sub copy
 - Background Hex Color
 - Image Alt text
- Product Carousels – Up to 5
 - Headline Copy
 - Products 14 (up to 150 in View all)
 - Option to set the order in which they show so priority items appear as intended. If a specific order is not requested, all products will show up based on Popularity / Sales Data.
- Content Block – Up to 3 or Flex Block – Up to 2

- Image
 - Text Plate Copy
 - Eyebrow
 - Headline
 - Sub copy
 - Background Hex Color
 - Image Alt text
 - CTA + link (optional)

- Image(s)
 - Copy
 - Headline (optional)
 - Sub copy (optional)
 - Image Alt text
 - CTA link (required)
- Cannot accommodate videos on landing pages
- Legal / Disclaimer Copy (when applicable)
- Example [Brand Shop](#)



Landing Page Brand Shop cnt'd

CONTENT
BLOCK



Frozen Desserts [View All](#)



+ Add

\$4.49 ea
Schedule & Save 5%
Signature SELECT Ice Cream Sandwch - 12-3.5 Fl. Oz.
12 oz | 42.4 oz



+ Add

\$4.49 ea
Schedule & Save 5%
Signature SELECT Ice Cream Vanilla Bean - 1.5 Quart
1.5 qt



+ Add

\$4.49 ea
Schedule & Save 5%
Signature SELECT Homestyle Vanilla Ice Cream - 1.50 Quart
1.5 qt



+ Add

\$4.49 ea
Schedule & Save 5%
Signature SELECT Ice Cream Vanilla - 1.50 Quart
1.5 qt



+ Add

\$4.49 ea
Schedule & Save 5%
Signature SELECT Overall Moose Tracks Ice Cream - 1.50 Quart
1.5 qt



+ Add

\$6.99 ea
Schedule & Save 5%
Signature SELECT Ice Cream Cups Chocolate Sundae - 12-3 Oz
12 oz | 34.4 oz

Snacks [View All](#)



+ Add

\$14.99 ea
Schedule & Save 5%
Signature SELECT Roasted And Salted Cashews Whole - 33 Oz
33 oz



+ Add

\$14.99 ea
Schedule & Save 5%
Signature SELECT Roasted And Salted Mountain Mix Trail Mix - 34 Oz
34 oz



+ Add

\$9.99 ea
Schedule & Save 5%
Signature SELECT Mountain Mix Trail Mix - 30 Oz
30 oz



+ Add

\$5.00 ea
Schedule & Save 5%
Signature SELECT Peanut Butter Nugget Pretzel - 24 Oz
24 oz



+ Add

\$9.99 ea
Schedule & Save 5%
Signature SELECT Trail Mix Cranberry Cashew Almond - 30 Oz
30 oz



+ Add

\$2.99 ea
Schedule & Save 5%
Signature SELECT Crackers Graham Honey - 14.4 Oz
14.4 oz



High Quality & Affordable Products for All of Life's Moments

From weekday dinners to parties in the park, snack time to clean-up time, Signature loves helping you make the most of every moment. With our broad selection of wonderfully affordable products, we're here for every day, every meal, and everywhere life happens. And with a 100% money back guarantee, you can count on quality every time.

[Shop now](#)

Get Togethers [View All](#)



+ Add

\$3.50 ea
Schedule & Save 5%
Signature SELECT Garlic Toast B Count - 11.25 Oz
11.25 oz



+ Add

\$3.50 ea
Schedule & Save 5%
Signature SELECT Garlic Toast Five-Cheese B Count - 13 Oz
13 oz



+ Add

\$5.99 ea
Schedule & Save 5%
Signature Select Mozzarella Sticks Breaded 22 Oz - 22 Oz
22 oz



+ Add

\$13.99 ea
Schedule & Save 5%
Signature SELECT Gourmet Club Chicken Enchiladas - 66 Oz
66 oz



+ Add

\$5.99 ea
Schedule & Save 5%
Signature SELECT Florentine Mini Quiche 15 Count - 11.2 Oz
11.2 oz



+ Add

\$8.99 ea
Schedule & Save 5%
Signature SELECT Gourmet Club Jan Enchilada - 32 Oz
32 oz



High Quality & Affordable Products for All of Life's Moments

From weekday dinners to parties in the park, snack time to clean-up time, Signature loves helping you make the most of every moment. With our broad selection of wonderfully affordable products, we're here for every day, every meal, and everywhere life happens. And with a 100% money back guarantee, you can count on quality every time.

[Shop now](#)

Get Togethers [View All](#)



+ Add

\$3.50 ea
Schedule & Save 5%
Signature SELECT Garlic Toast B Count - 11.25 Oz
11.25 oz



+ Add

\$3.50 ea
Schedule & Save 5%
Signature SELECT Garlic Toast Five-Cheese B Count - 13 Oz
13 oz



+ Add

\$5.99 ea
Schedule & Save 5%
Signature Select Mozzarella Sticks Breaded - 22 Oz - 22 Oz
22 oz

[HOME](#) [SHOP](#) [DEALS](#) [MY LIST](#) [MEMBER](#)

Landing Page Smart Hub

Best for manufacturers with multiple large brands across multiple categories where they would leverage a brand shop for each of the major brands.

Components & requirements

- 1 Hero (Small or Large Hero)
 - Image
 - Text Plate
 - Headline
 - Sub copy
 - Background Hex Color
 - Image Alt text
- Category Icons – Up to 8
 - Images
 - Icon Copy
 - URLs
- Product Carousels – Up to 6
 - Images
 - Copy
 - Option to set the order in which they show so priority items appear as intended. If a specific order is not requested, all products will show up based on Popularity / Sales Data.
- Cannot accommodate videos on landing pages
- Example [Smart Hub](#)



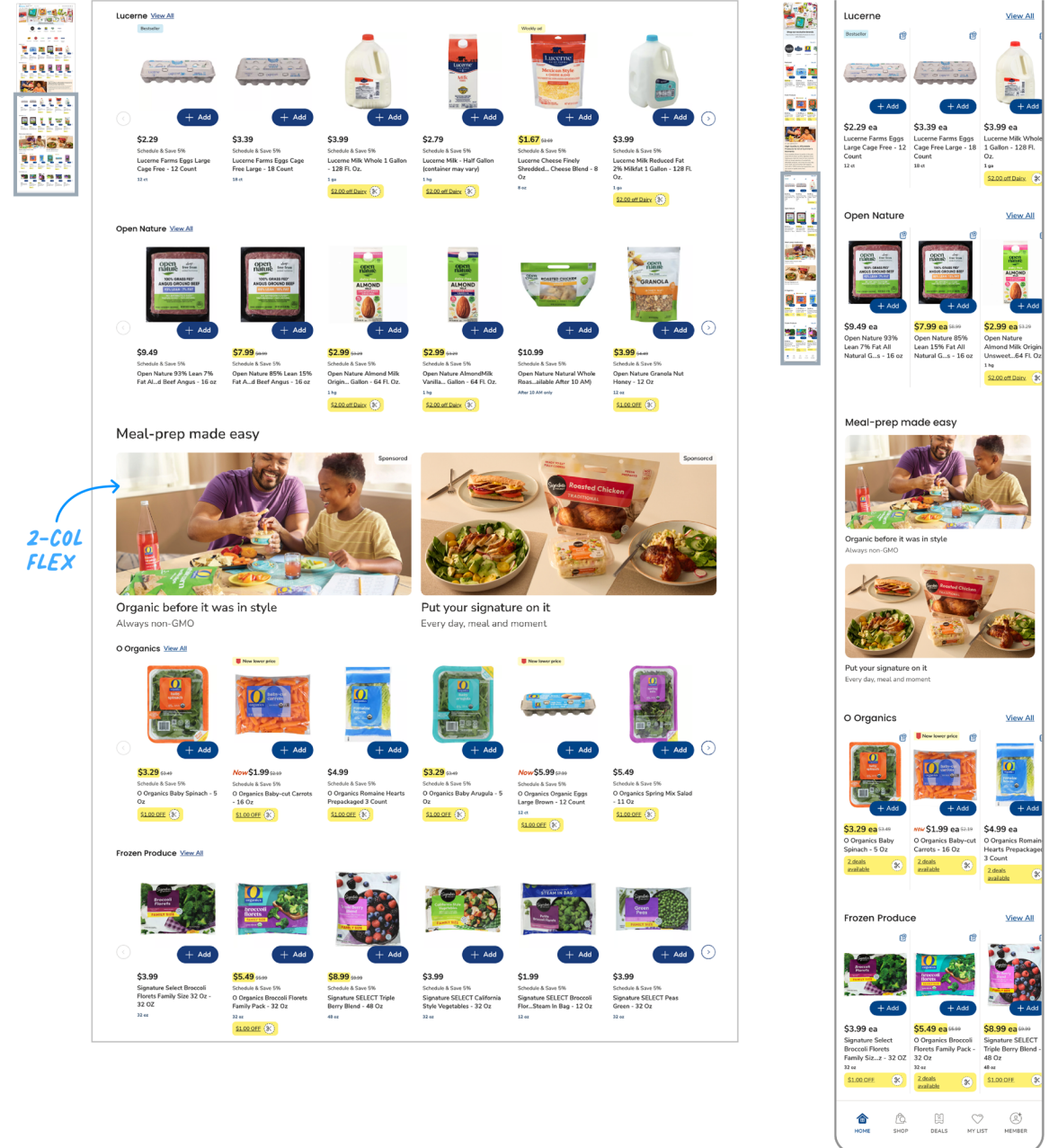
Landing Page Smart Hub cnt'd

Components & requirements continued

- Content Block – Up to 6 or Flex Block – Up to 3
 - Image
 - Text Plate Copy
 - Eyebrow
 - Headline
 - Sub copy
 - Background Hex Color
 - Image Alt text
 - CTA + link (optional)
- Image(s)
 - Copy
 - Headline (optional)
 - Sub copy (optional)
 - Image Alt text
 - CTA link (required)
- Legal / Disclaimer Copy (when applicable)

Additional Notes

- Option to add Virtual Shelves via Icons (CPG to provide all required content for each VS)



Landing Page Shoppable Recipe

Asset Requirements:

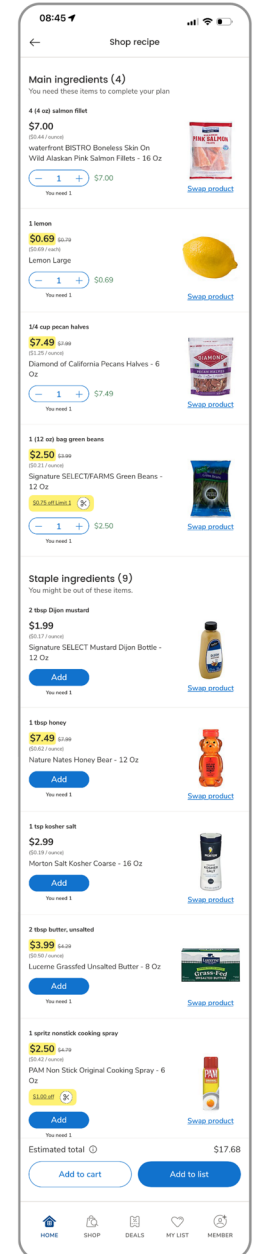
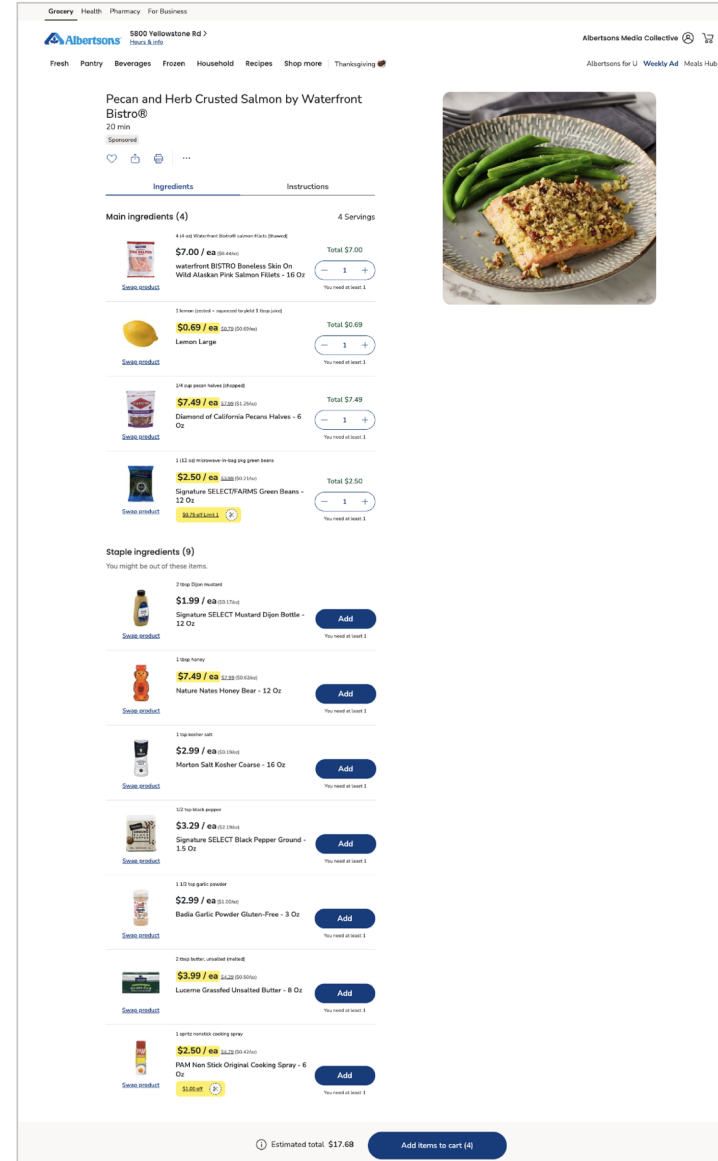
- Hi-res layered files (.PSD, .AI, InDesign)
- .JPG or .PNG (<500KB)
- Minimum 2400px w x 2400px h (square aspect ratio)

Deliverables:

- Provide online recipes with each step made from scratch
 - i.e. cannot use a recipe with “pancakes” as an ingredient since you cannot purchase pancakes as a standalone product
- Recipe Titles
- Recipe URLs or Wod doc (URLs preferred)
- Completed recipe matrix
- Recipe images
- **OPTIONAL:** Product Carousel can be added to the bottom of the page (feature up to 14 related products per recipe)

Best Practices:

- Food fills majority of the frame, and there is a clear 'subject' where you are directing the eye
- Natural, sunny, bright, no heavy shadows





Landing Page

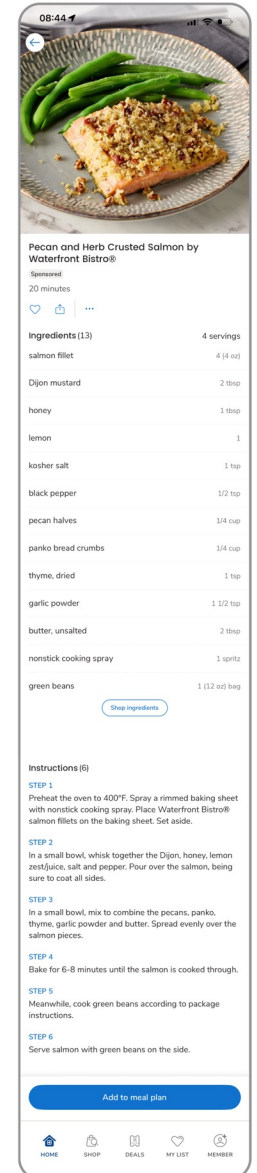
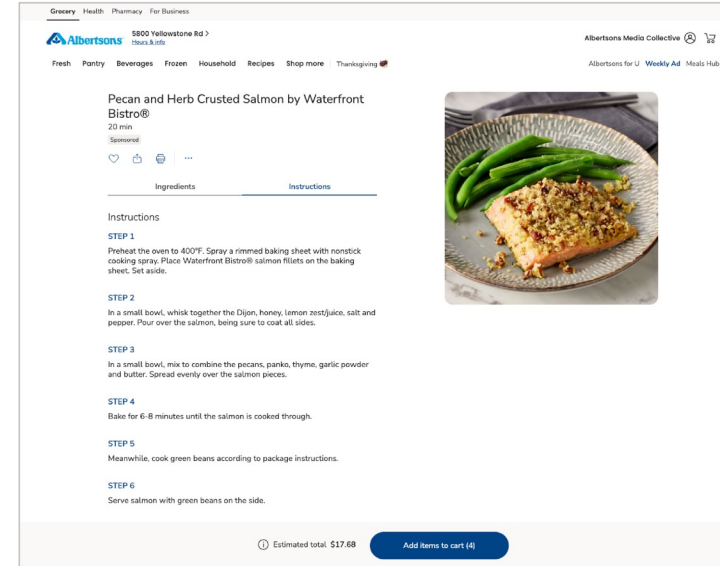
Shoppable Recipe

cnt'd

Recipe Requirements:

- Don't include multiple ingredients in one-line item
 - Break-out each ingredient into a separate line to ensure it can be accurately matched to a product.
- Keep ingredient descriptions simple
 - Keep prep steps in recipe instructions rather than including them in ingredients to improve shoppability
 - "1 clove garlic, minced" is acceptable
 - "1 whole chicken, (broken down, deboned, skin removed)" is not recommended
- Be mindful of "non-shoppable ingredients"
 - Ingredients such as "leftover bacon grease" or "cooked tri-tip" cannot be matched to a shoppable product
 - Modify recipe as needed prior to submission to ensure each ingredient can be product matched.
- Required recipe attributes
 - Descriptive recipe titles (e.g., Caprese Spinach Salad with Beans, Mozzarella, Tomatoes, Avocado & Balsamic Dressing)
 - May include brand name before ingredient (e.g., Lucerne Mozzarella)
 - Number of servings; cooking minutes
 - Source URL (recipe page should include Schema.org Recipe format)
- Search Relevancy
 - Recipe titles carry more weight. Prioritize descriptive titles with hero ingredients.
 - Ingredient names are also used in ranking algorithm

Example [Shoppable Recipe](#)





Schedule & Save Specifications



Schedule & Save Offsite Template

Assets Required:

- UPCs:
 - Single CPG: up to (7) UPCs
 - Co Brand: up to (7) UPCs; (1) product per brand
- Product Description + CTA (delivered in copy matrix)

Notes:

- Product images will rotate to show multiple UPCs
- *Landing Page display banner will mirror the Schedule & Save campaign creative*
- *Additional Landing Asset requirements to be followed*
- Copy matrix (delivered in Box):
 - Incorporate the following as part of the copy:
 - *Headline: Schedule and Save*
 - *Sub-Copy: For an extra 5% off your faves.*

Schedule & Save

for an **extra 5%** off your faves.



Tide Free & Gentle Liquid Laundry Detergent 64 Loads - 92 Fl. Oz.

SAFEWAY

[Shop now](#)

Schedule & Save

for an **extra 5%** off your faves.



Tide Free & Gentle Liquid Laundry Detergent 64 Loads - 92 Fl. Oz.

SAFEWAY

[Shop now](#)

Schedule & Save

for an **extra 5%** off your faves.



Tide Free & Gentle Liquid Laundry Detergent 64 Loads - 92 Fl. Oz.

SAFEWAY

[Shop now](#)

Schedule & Save

for an **extra 5%** off your faves.



SAFEWAY

Tide Free & Gentle Liquid Laundry Detergent 64 Loads - 92 Fl. Oz.

[Shop now](#)

Schedule & Save

SAVE 5% OFF Tide Free & Gentle Liquid Laundry Detergent 64 Loads - 92 Fl. Oz.

SAFEWAY

[Shop now](#)

Schedule & Save

SAVE 5% OFF Tide Free & Gentle Liquid Laundry Detergent 64 Loads - 92 Fl. Oz.

SAFEWAY

[Shop now](#)

Schedule & Save

for an **extra 5%** off your faves.



Tide Free & Gentle Liquid Laundry Detergent 64 Loads - 92 Fl. Oz.

SAFEWAY

[Shop now](#)

Schedule & Save

for an **extra 5%** off your faves.



Tide Free & Gentle Liquid Laundry Detergent 64 Loads - 92 Fl. Oz.

SAFEWAY

[Shop now](#)

Schedule & Save

for an **extra 5%** off your faves.



Tide Free & Gentle Liquid Laundry Detergent 64 Loads - 92 Fl. Oz.

SAFEWAY

[Shop now](#)



Schedule & Save Social Template

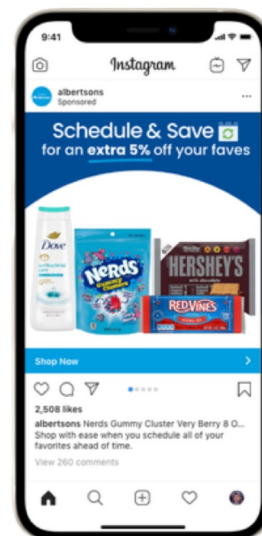
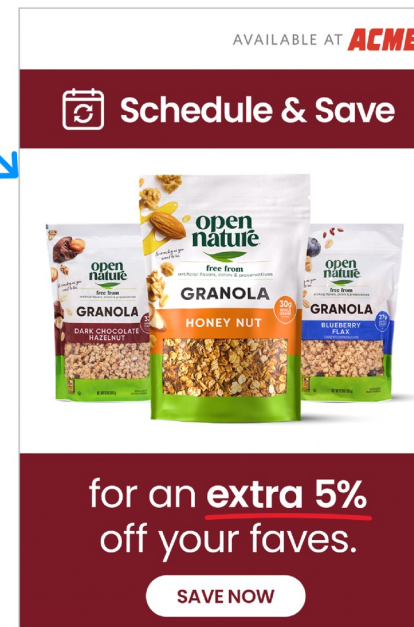
Assets Required:

- UPCs:
 - Single CPG: up to (7) UPCs
 - Co Brand: up to (7) UPCs; (1) product per brand
- Copy matrix (delivered in Box):
 - Incorporate the following copy as part of the Title Copy for Pinterest & Primary Text for FBIG:
 - Schedule and Save for an extra 5% off your faves.

Notes:

- Landing Page display banner will mirror the Schedule & Save campaign creative
- Additional Landing Asset requirements to be followed
- Copy matrix (delivered in Box):
 - Incorporate the following as part of the copy:
 - Headline: Schedule and Save
 - Sub-Copy: For an extra 5% off your faves.

PINTEREST



META





Schedule & Save Onsite Template

Assets Required:

- UPCs:
 - Single CPG: up to (7) UPCs
 - Co Brand: up to (7) UPCs; (1) product per brand
- Pre-populated copy matrix (reference below):
 - *Headline: Schedule and Save*
 - *Sub-Copy: for an extra 5% off your faves.*
 - *CTA: Save now*

Notes:

- Landing Page display banner will mirror the Schedule & Save campaign creative
- Additional Landing Asset requirements to be followed
- Copy matrix (delivered in Box):
 - Incorporate the following as part of the copy:
 - Headline: Schedule and Save
 - Sub-Copy: For an extra 5% off your faves

1x1 Template

Schedule and save

For an extra 5% off your faves.

Save now



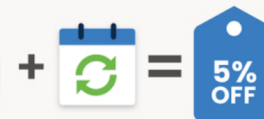
Sponsored

2x1 Template

Schedule and save

For an extra 5% off your faves.

Save now



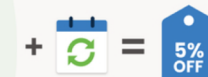
Sponsored

4x1 Template

Schedule and save

For an extra 5% off your faves.

Save now >



Sponsored



Schedule & Save Category Tile

Asset Requirements:

- Image size: 2752px w x 1376px h
- File type: .PNG or .JPG
- File size: <1MB

Notes:

- Keep critical image content within the shaded area (shown at right) to prevent loss during cropping



Questions?



If you have any questions regarding anything in this document, we encourage you to email:

creative@albertsons.com