

## Clients Are Responsible for Submitting:

### COUPON CREATIVE ASSETS

Coupons will be submitted into [CAAM](#).

All specifications, resources, FAQs and Training can be found within the Prism Learning Center located [here](#).

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### PAGE CREATIVE ASSETS

All native files must be submitted directly to 84.51° via the process specified below.

If the files are not submitted on time:  
Fees may apply & acceptance into the campaign may not be guaranteed.

## Page Creative Submission Process

All submissions must follow the below two step submission process.

### 01/ SUBMIT PAGE CREATIVE TO 84.51° SFTP

- SFTP Details:
  - Host address: <https://sftp.8451.com/>
  - Username: USCreative (case sensitive)
  - Password: L2HY7j\*5VC49#fc65SxzhYnmk
  - Folder: to\_8451 (USCreative)
- To Upload:
  - Prep files:
    - Place all creative assets (InDesign file, links and fonts) in a zip file using the naming convention of: Event Name \_Coupon #\_Brand Name
    - The Coupon # can be found within Prism or the Nomination Approval Email.
  - Navigate to the 84.51° SFTP address site
  - Click on "to\_8451" under the "Home" folder on the left section to view the folders you can access.
  - Select Upload at the top of the page, then click Browse & select your zip file.
  - Close the pop-up once complete.
  - Verify the upload is in the file.
- If an SFTP upload is not an option, clients may provide a download link. The link must not have an expiration date associated to the link.

### 02/ CONFIRM SUBMISSION VIA EMAIL

- To begin processing the files, please confirm submission via email.
  - To: [84.51Creative@8451.com](mailto:84.51Creative@8451.com)
  - Subject Line: Event Name \_Coupon #\_Brand Name
  - Include:
    - The file names uploaded or a screenshot of the upload
    - Attach a reference PDF
    - Provide a list of all featured UPCs included on the page and the coupon
      - It is recommended to copy from Prism and highlight all featured items.

## Page Layout & Specifications:

### **OVERVIEW**

- For each event, it is recommended to download the “MyMagazine Page Template” to ensure the most recent version is used.
  - These are hyperlinked within the nomination approval email.
- The page creative should include a Headline, Image, and Body Copy or Recipe.
- Page dimensions and specifications can be found within the templates.
- Submissions should include a zipped file containing:
  - A fully layered InDesign or Illustrator file
  - All native files, supporting fonts, & links

### **HEADLINE**

- ITC Avant Garde Gothic Std family of fonts preferred
- No more than 8 words

### **IMAGES**

- If the page creative focuses on a specific product flavor or pack size etc., then the pack shot featured must meet the previous 5% of stores or at least \$100 in sales in each participating division
- Photographic images are preferred
- Size & File Type:
  - Images on the offer page creative must be at least 300 DPI at 8" x 8" (minimum)
  - Acceptable image types include: TIFF, JPEG, PSD & EPS
  - All images MUST BE CMYK
  - The following are NOT permitted:
    - SPOT COLORS
    - Images placed larger than 120%
    - Nudity between shoulder & thigh (babies in diapers are ok, but not toddlers)
    - Brands/products/logos not owned by CPG
    - Selling violators or bursts
- Pack shots:
  - Pack shots at 500x500, 72 DPI in .JPG format
  - Please put each pack shot on a separate layer within the design and do not flatten layers within Photoshop files.
  - Logos are not permitted to be used in place of a pack shot.
  - Please note that additional costs may be incurred for any requested pack shot(s) changes that would require an additional creative version unless additional creative versions are supplied to us.

**BODY COPY**

- ITC Avant Garde Gothic Std family of fonts is preferred
- Font size requirements are specified within the templates
- Any copy should be gender and family neutral
- Avoid lifestyle assumptions, particularly about customer traits, lifestyle and demographics. Specifically:
  - YES: a family; a child; a baby; a home
  - NO: your family; your child; your baby; your house; your pet/cat/dog
- The following are NOT permitted:
  - Websites/URLs, Hashtags, social media handles/directives or QR Codes
  - Competitive claims

**RECIPE (if applicable)**

- Please keep recipe copy above the coupon area as not to lose important recipe information when the customer removes the coupon on the bottom of the page.
- Font size requirements are specified within the templates
- Be sure to include:
  - Internal meat temperature and any necessary information on safe meat preparation
  - Serving size
  - Preparation and cooking/baking time
  - At the end of instructions, add "Serve immediately" and/or "Refrigerate any leftovers" and/or "Store in an airtight container."
- Alcohol references need to be optional or a non-alcoholic option provided for substitution (orange liqueur/orange juice)
- May not include use of other brands not owned by participating CPG
- Hyphens will be used in place of "to" in all ranges given in a recipe

Note: Guidelines and rules are subject to change. Any questions regarding these guidelines and rules will be reviewed by the editorial board. These can be referenced in the Kroger Standard Coupon Guidelines document.