

### All coupon details will be submitted into CAAM

#### CAAM Details:

- Additional resources, FAQs and Training can be found within the Prism Learning Center located [here](#).
- Access Information:
  - Navigate to [CAAM](#)
  - Log in with the same Prism or 84.51° Stratum login credentials used across all systems
  - If new access is needed, please contact your Loyalty Marketing Consultant
  - If login issues are experienced, please contact [service.desk@8451.com](mailto:service.desk@8451.com)

#### Submission Requirements & Specifications:

- Any gray fields in CAAM have auto populated from Prism.

#### Coupon Wording & Brand and Item Name:

- Should resemble wording from Prism. Please refer to the Nomination Agreement email for additional details.
- Brand and Item Name must NOT include product sizing.

#### Pack Shot:

- Image:
  - Only one file can be uploaded, but may contain 1–3 individual product package shots that do not overlap. Image may not contain more than three products.
  - Items must match the redemption UPC list
  - Must have a white background
  - Must be 4 color/CMYK
  - Must not contain any text, logos, websites/QR codes, or starbursts
  - No art, layered files or body copy
  - Items included must have full distribution in all participating divisions
- Size
  - At least 300 DPI
  - 3x3 inches in size
  - 900x900 pixels
  - Max file size is 25MB
- File Type
  - Hi-res EPS, JPEG, JPG & TIFF are accepted

#### Barcode:

- All offers require a supplier provided GS1 barcode. In special circumstances where a GS1 barcode is unable to be provided, 84.51° will request a Kroger generated barcode.\* For consideration/approval, please contact your Loyalty Marketing Consultant and/or Campaign Manager.
  - \*Please note after an approval is provided, the expectation is that clients will work to provide a GS1 barcode for all future participation, unless otherwise stated.
- Digital only offers (Boost Monthly/Quarterly, LCM Boost Exclusive, New At Kroger) should select "Kroger Generated"

#### Legal Copy:

- All offers using a GS1 barcode must specify a clearinghouse address.

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.