SPECIFICATIONS ADVERTISING - ONLINE

On this page you will find the layout specifications and guidelines for the online resources of AH Media Services, which are used on AH.nl:

→ Online sampling
1. Product sampling
2. Product sampling with flyer

→ Online
1. Online AB testing
1. 2.Search banner
2. Banner on homepage AH.nl
3. Bonus banner on AH.nl/bonus
4. Bonus Booster
5. Promo box on category page
6. Banner in the Albert Heijn app
7. Banner on All kinds
8. Banner in AH Newsletter
9. Brand Page (Basic & Premium)
10. Run-of-Site deal
11. Extended Reach
12. Giveaway

Create the online artwork by following the steps below. A template is available for all resources via the 'Download the templates' button. In the template you will find all specifications, guidelines and some examples.

Online sampling
   Product sampling in online order:
- Reservation deadline Friday x-5
- Every sample has a unique EAN barcode
- Samples must be delivered via a separate sample stream to the agreed HSC(s) by the supplier itself
- Albert Heijn determines a delivery schedule, it is only possible to deliver on the date and time determined by us. This is usually on Tues, Wed or Thu prior to the sampling week.
- All pallets or roll containers, attn. Coordinator Operations, clearly provided with an A4 all around with the text: SAMPLE + Name product + Quantity CE
- No samples that contain glass or are fragile
- Samples must be ready to pick (i.e. the sample does not need to be unpacked by production)
- Samples have maximum dimensions: Length: 320 mm, Height: 262 mm, Width: 140 mm and a max weight: 1500 grams
- We do not sample alcohol
- Sample is only supplied on Euro pallets or one-way pallets without support slats. When delivery is made on other types of pallets (Chep, IPP, plastic), we cannot accept these. There is no return arrangement to the supplier.
- With targeted sampling, the supplier makes a proposal, AH determines the target group. Target group is a target article group and not a customer profile (e.g. male female)
- Large volumes may require multiple deliveries
- AH ensures that all samples are assigned to the orders
- Samples cannot be returned.

Product sampling + flyer:
It is possible to add a Flyer to the samples.
The conditions apply for this:

- Flyers and samples are delivered separately, so not on one pallet
- For the flyers, you must indicate how many are in a box.

Online

1. Online AB testing

- At Albert Heijn Media Services, we always want to learn from our campaigns. That is why we have put together a test menu with banner elements that we think are interesting to test on.
- View the test menu
- Indicate which elements you want to test for and supply two variants for this

2. Search banner
A search banner on ah.nl is called 'full width small editorial' and is used on a page with search results.

Specifications visual:
Step 1: Download the templates
The size of the 'full width small editorial' is 1534 x 224 pixels
Step 2: Open the Photoshop file and double click on the rectangular smart object logo that stands for 'CUSTOMIZE THIS LAYER'.
Step 3: In the new window where the Perla sample banner is visible, place your most important communication; the packshot(s) with any attributes or promo element, instead of the current image. The 'CHOOSE BACKGROUND COLOR' layer contains all background colors from which you choose a color.
Step 4: The image you modified in the new window will automatically fit in the template after it has been saved.
Step 5: In the template overview you can now see how your image scales and displays on different devices.
TIP: The most important thing is that your banner shows well on: desktop, iPhone X and Samsung Galaxy S8. These are the most common devices. You do not have to adjust the current Title and CTA text. This only serves as an example for where the text is and how the text flows over the image. The Title and CTA text is placed in Google DFP when the banner is booked by our digital team.
Step 6: Always supply a JPG of the banner

- Always supply a JPG of the banner (1534 x 224 pixels)
- The fullwidth small editorial may not be heavier than 100 kb.
- Keep the banner free of text.
- The visual must have a native background: one of thirteen pastel background colors. Without extra prints or patterns in the background.
- The use of your own 'stickers' is not allowed.
- The use of brand logos is not allowed.
- Tip: you can reduce the file size of your JPG image by compressing it in TinyPNG.

Specifications copy:
The copy is added by Albert Heijn, keep the banner free of text in the layout. Submit the copy via the guidelines, which are included in the zip file.
Keep these specifications in mind:

- Title: max. 45 characters
- Call to Action (CTA): up to 35 characters
- The copy has to be in Dutch

- No direct call to purchase (e.g. "Buy now!")
- No exclamation mark or dots at the end of a title or CTA
- No trademark symbols (trakemark)
- No text in capitals
- Please note: because the website scales when you visit AH.nl via a laptop, tablet or mobile, the left and right sides of banners will be cut off on these smaller screens.
- **How does the photoshop template work? [Watch the video](#)**

3. Banner on homepage AH.nl
A banner on the homepage is called a 'half width editorial'.
Specifications visual:

Step 1: Download the templates
The size of the 'half width editorial' is 714 x 224 pixels
Step 2: Open the Photoshop file and double click on the rectangular smart object logo that stands for 'CUSTOMIZE THIS LAYER'.
Step 3: In the new window where the AH banner is visible, place your most important communication; the packshot(s) with any attributes or promo element, instead of the current image. The 'CHOOSE BACKGROUND COLOR' layer contains all background colors from which you choose a color.
Step 4: The image you modified in the new window will automatically fit in the template after it has been saved.
Step 5: In the template overview you can now see how your image scales and displays on different devices.
TIP: The most important thing is that your banner shows well on: desktop, iPhone X and Samsung Galaxy S8. These are the most common devices. You do not have to adjust the current Title and CTA text. This only serves as an example for where the text is and how the text flows over the image. The Title and CTA text is placed in Google DFP when the banner is booked.
Step 6: Always supply a JPG of the banner, so that minor adjustments can be made if necessary.

- The size of the 'half width small editorial' is 714 x 224 pixels.
- The half width editorial should not be heavier than 40 kb.
- Keep the banner free of text.
- The visual must have a native background: one of thirteen pastel background colors. Without extra prints or patterns in the background.
- The use of your own 'stickers' is not allowed. In consultation it is possible to use AH stickers. This is only possible in combination with an AB test.
- The use of brand logos is not allowed.
- Tip: reduce the file size of your JPG image by compressing it in TinyPNG.

Specifications copy:
The copy is added by Albert Heijn, keep the banner free of text in the layout. Submit the copy via the guidelines, which are included in the zip file.
Keep these specifications in mind:
- Title: max. 45 characters
- Call to Action (CTA): up to 35 characters
- Copy in Dutch
- No direct call to purchase (e.g. 'Buy/Order now!')
- No exclamation mark or dots at the end of a title or CTA
- No trademark symbols
- No text in capitals

Please note: because the website scales when you visit AH.nl via a laptop, tablet or mobile, the left and right sides of banners will be cut off on these smaller screens.

- **How does the photoshop template work? Watch the video**

4. Bonus Banner on AH.nl/bonus

A banner on the Bonus page is called a 'half width editorial'

Specifications visual:

Step 1: Download the templates

The size of the 'half width editorial' is 714 x 224 pixels

Step 2: Open the Photoshop file and double click on the rectangular smart object logo that stands for 'CUSTOMIZE THIS LAYER'.

Step 3: In the new window where the fresh pack sample banner is visible, place your most important communication; the packshot(s) with any attributes or promo element, instead of the current image. The 'CHOOSE BACKGROUND COLOR' layer contains all background colors from which you choose a color.

Step 4: The image you modified in the new window will automatically fit in the template after it has been saved.

Step 5: In the template overview you can now see how your image scales and displays on different devices.

TIP: The most important thing is that your banner shows well on: desktop, iPhone X and Samsung Galaxy S8. These are the most common banner formats. You do not have to adjust the current Title and CTA text. This only serves as an example for where the text is and how the text flows over the image. The Title and CTA text is placed in Google DFP when the banner is booked.

Step 6: Always supply a JPG of the banner

- The half width editorial should not be heavier than 40 kb.
- The size of the Bonus Regular 'half width small editorial' is 714 x 224 pixels.
- Keep the banner free of text.
- The visual must have a native background: one of thirteen pastel background colors. Without extra prints or patterns in the background.
- The use of your own 'stickers' is not allowed. In consultation it is possible to use AH stickers. This is only possible in combination with an AB test.
- The use of brand logos is not allowed.
- Tip: reduce the file size of your JPG image by compressing it in TinyPNG.

Specifications copy:

- The copy is added by Albert Heijn, keep the banner free of text in the layout. Submit the copy via the guidelines, which are included in the zip file.
- Keep these specifications in mind:
- Title: max. 45 characters
- Call to Action (CTA): up to 35 characters
- Copy in Dutch
- No direct call to purchase (e.g. 'Buy/Order now!')
- No exclamation mark or dots at the end of a title or CTA
- No trademark symbols
- No text in capitals
  Please note: because the website scales when you visit AH.nl via a laptop, tablet or mobile, the left and right sides of banners will be cut off on these smaller screens.

5. Bonus Booster

The Bonus Booster banner is directly visible at the top of the Bonus page. The featured product must always be on sale (in Bonus).

Please note: as of week 15, the Bonus Booster Banners must be submitted in format. To do this, use the steps below to be able to manufacture the banner:

Step 1: Download the templates
Step 2: Watch the video tutorial
<u>Step 3:</u> Ask the account manager for the exact action mechanism

Specifications copy:

- The copy is added by Albert Heijn. Keep these specifications in mind:
- Title: max. 45 characters
- Call to Action (CTA): up to 35 characters
- Copy in Dutch
- No direct call to purchase (e.g. 'Buy/Order now!')
- No exclamation mark or dots at the end of a title or CTA
- No trademark symbols
- No text in capitals
- The use of brand logos and atmospheric images is not permitted.
  Please note: because the website scales when you visit AH.nl via a laptop, tablet or mobile, the left and right sides of banners will be cut off on these smaller screens.

6. Promo box on category page

A promo box on ah.nl is always in the first position on product pages.

Specifications visual:

Step 1: Download the templates

- The size of the promo box is 144 x 144 pixels.
- The promo box may not be heavier than 50 kb.
- The promo box always has a white background.
- Ambient images cannot be added.
- Always supply a JPG of the banner

Specifications copy:
The copy is added by Albert Heijn, keep the banner free of text in the layout. Submit the copy via the template that is included in the zip file. Keep these specifications in mind:

- Title: max. 45 characters
- Call to Action (CTA): max. 30 characters
- Copy in Dutch
- No direct call to purchase (e.g. 'Buy/Order now!')
- No exclamation mark or dots at the end of a title or CTA
- No trademark symbols
- No text in capitals
- The use of brand logos is not allowed.

7. Banner in the Albert Heijn app (Mobile Banner)

7.1 App Bonus Regular banner & App Search banner

The specifications of these two banners are the same and are described below.

- Please note: two banners must be supplied for each App <u>search</u> campaign (so not for App Bonus Regular). A search in the app shows two different banners at the same time, so make sure that the banners differ enough from each other. The banners must differ at least on the following points:

- Other pastel shade
- Other copy
- Other image; different SKUs and look & feel

Specifications visual:
- Step 1: Download the templates
- The size of the visual for an Albert Heijn app banner is 1000 x 200 pixels.
- The visual must have a native background: one of thirteen pastel background colors. Without extra prints or patterns in the background.
- The image must not be heavier than 130 kb.
- Place a maximum of 3 products in the banner 'workspace'; between the 2 blue lines/rulers
- The use of your own 'stickers' is not allowed.
- Always supply a JPG of the banner
- Keep the banner free of text.

Specifications copy:
The copy is added by Albert Heijn, keep the banner free of text in the layout. Submit the copy via the template that is included in the zip file. Keep these specifications in mind:
- Title: max. 45 characters
- CTA: max. 20 characters
- Submit a search query in the app as a 'landing page' (so no URL)
- Copy in Dutch
- No direct call to purchase (e.g. 'Buy/Order now!')
- No exclamation mark or dots at the end of a title or CTA
- No trademark symbols
- No text in capitals
- The use of brand logos is not allowed.
- Note: because the app scales when you visit it via different mobile devices, the left and right sides of the banner will be cut off. Hence the limited 'workspace' for the visuals.

7.2 App Allerhande Search banner
The specifications of the banner for the Allerhande Recipe/Search pages are as follows:

Specifications visual:
- Step 1: Download the templates
  The copy is added by Albert Heijn, keep the banner free of text in the layout.
- The size of the visual for the App Recipes Search banner is 720x343 pixels.
  - Note: The banner can be cut off on the sides to adapt to the image size. Use the 'rulers' for the safe margins as indicated in the template, so that the main elements are always visible.
- The visual must not be heavier than 130 kb.
- Always supply a JPG of the banner
- Preview App Recipes Search banner

Specifications copy:
- Title: max. 50 characters (Tip: include the cta in the title)
- Submit a search query in the app as a 'landing page' (so no URL)
- Copy in Dutch

- No direct call to purchase (e.g. 'Buy/Order now!')
- No exclamation mark or dots at the end of a title or CTA
- No trademark symbols
- No text in capitals

8.0 Banner on Allerhande

8.1 Specifications visual + copy Allerhande pages:

The specifications of the banner for the Allerhande Recipe/Search pages are as follows:

Specifications visual:
- Step 1: Download the templates
  The copy is added by Albert Heijn, keep the banner free of text in the layout.
- The size of the visual for an Allerhande Search banner is 720x343 pixels.
  - Note: The banner can be cut off on the sides to adapt to the image size. Use the 'rulers' for the safe margins as indicated in the template, so that the main elements are always visible.
- The visual must not be heavier than 150 kb.
- Always supply a JPG of the banner
- Preview Allerhande Recipe
- Preview Allerhande Search

Specifications copy:
- Title: max. 50 characters (Tip: include the cta in the title)
- Copy in Dutch
- No direct call to purchase (e.g. 'Buy/Order now!')
- No exclamation mark or dots at the end of a title or CTA
- No trademark symbols
- No text in capitals
- The use of brand logos is not allowed.

8.2 Specifications Allerhande search pages:

View example

The Allerhande Search banner is visible on the 3rd position of the search results on the Allerhande search page.

The specifications of the banner for the Allerhande search pages are as follows:

Specifications visual:
The copy is added by Albert Heijn, keep the banner free of text in the layout.
- The size of the visual for an Allerhande Search banner is 720x343 pixels.
- The visual must not be heavier than 150 kb.
- Always supply a JPG of the banner

Specifications copy:
- Title: max. 50 characters (Tip: include the cta in the title)
- Copy in Dutch
- No imperative (e.g. "Buy now!")

8.3 Specifications visual + copy All kinds of theme pages:

View example   The formats of the banners for the Allerhande theme pages are as follows:

Desktop (banners visible in 4 positions, of which billboard 2x)
- Super leaderboard: 970(W) x 90(H) pixels

- Billboard: 970(W) x 250(H) pixels
- Skyscraper: 120(W) x 600(H) pixels

Tablet (banners visible in 4 positions, of which leaderboard 3x)
- Leaderboard: 728(W) x 90(H) pixels
- Medium rectangle: 320(W) x 50(H) pixels

Mobile (banners visible in 4 positions, of which both banners 2x)
- Mobile Rectangle Lead: 320(W) x 250(H) pixels
- Mobile Rectangle Large: 320(W) x 100(H) pixels

8.4 Specifications visual + copy Allerhande App Cooking banner:
Step 1: Download the templates
- The size of the visual for an Albert Heijn Cooking app banner is 1000 x 200 pixels.
- The visual must have a native background: one of thirteen pastel background colors. Without extra prints or patterns in the background.
- The image must not be heavier than 130 kb.
- Place a maximum of 3 products in the banner 'workspace'; between the 2 blue lines/rulers
- The use of your own 'stickers' is not allowed.
- Always supply a JPG of the banner
- Keep the banner free of text.

9. Banner in AH Newsletter
A banner in the weekly newsletter of Albert Heijn

Specifications visual + copy:
View example
- Open files of the visual
- Provide 2 formats: 1440x260 for desktop and 720x350 for mobile
- Keep the bottom right corner (120px high by 120px wide, calculated from the corner) free for the CTA button added by AH
- Communication (copy) in Dutch
- The use of brand logos is not allowed
- Make sure there is always a CTA in the banner
- URL: where should the banner link to?

10. Brand Page (Basic & Premium)
A brand page is your brand page within the ah.nl domain. Here you can explain your (marketing) message and products through content enrichment with image, video, text and more.

Download the guidelines and examples below:
- Brand Page Guidelines
- Brandpage Basic (max. 3 components)
- Brandpage Premium (max. 5 components)

Theme page
The same components and dimensions can be used for a theme page as the Brandpage Guidelines, with the exception of the header component:
- 1440x300px (Desktop)
- 960x200 (Mobile)

- Make sure the most important elements are on the right of the image. The title is placed on the left.
- Note: the title will be placed on the banner later. Do not put in the image itself.

11. Run-of-Site deal
Increase the reach on specific target groups

Specifications positions:
Via ROS you, as an advertiser, can increase the reach within specific target groups on ah.nl. ROS enables advertisers to show specific target groups, regardless of where they are on ah.nl, a relevant targeted advertisement. The focus at ROS is on reaching the right target groups, at the right time, in the right place on ah.nl.

Run-of-Site Positions:
- Homepage Top = see point 3 à Banner on homepage AH.nl
- Bonus Regular Banner = see point 4 à Bonus banner on AH.nl/bonus
- Allerhande recipes = see point 8.1 à Banner on all kinds of pages
- Promo box on category page = see point 6 à Promo box on category page
  - Note: all banners within a ROS campaign have the same Title and CTA

12. Extended Reach
Reach audiences with your message via display banners on many different websites or via video advertisements on YouTube.

Specifications Extended Reach
We would like to receive HTML5 banners (note, no animated gif), formatted in accordance with the formats and specs below. The formats in bold must in any case be formatted:
- Billboard (970x250)
- Large mobile (320x100)
- Large rectangle (336x280)
- Medium rectangle (300x250)
- Leader board (728x90)
- Mobile banner (320x50 & 300x50)
- (Wide) Skycraper (120x600 & 160x600)
- Half page (300x600)
- For YouTube we need a bumper (6 sec) or Instream ad (10-15 sec) + YouTube link. This is separate from the banners.

The following points of attention apply:
- Note: banners must always be supplied in HTML5 (note, no animated GIF)
- We must also receive a backup JPG banner per format. A campaign cannot go live without this banner.
- The banners must be branded in your own style, with a small AH logo (bottom or top right or left).
- The banners must have a button (call-to-action)
- Always test the banners using this: test link

13. Win action
A win action is one of the best ways to stimulate and promote interest in your product or brand.

Specifications Competition
- View example

Submitting input giveaway page:

- Win action title
- Short descriptive text in 3 to 4 lines.
- Header banner without text: 1440x300 (please submit in Photoshop file)
- In bullets how the customer can participate in the promotion, for example:
    - Buy a product X from date to date in the store or online.
    - Fill in your details below
    - Upload your receipt with product X before date
    - Promotional conditions in PDF

Submitting input article to Ah.nl/acties:

- Title: catchy title in Dutch
- Win acion description: 4 to 5 sentences
- Image: 500 x 500 px