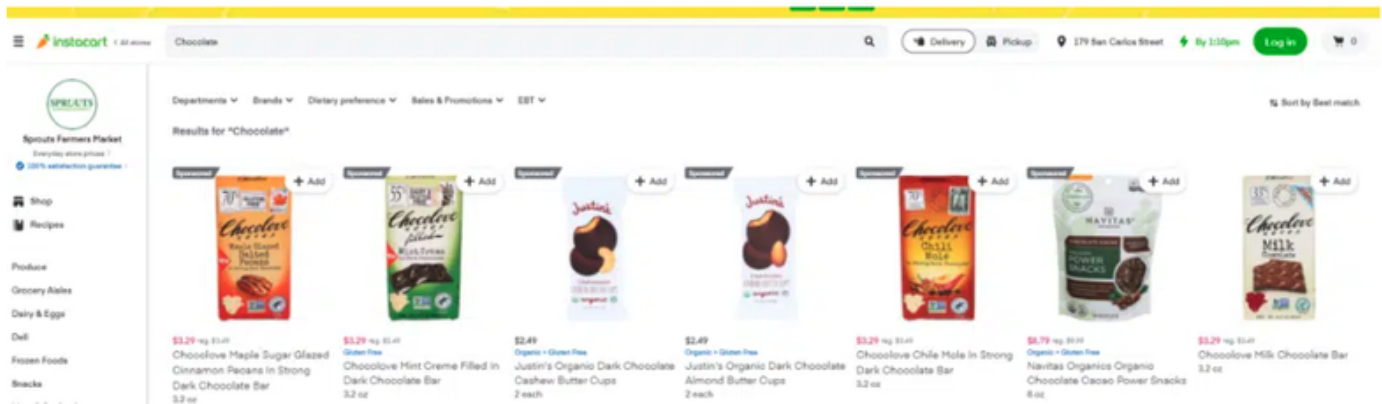


Specifications INSTACART



Sponsored Product

Sponsored product ads highlight your product throughout the consumer journey. Consumers see sponsored product ads on the Instacart homepage, in search results, and while browsing, among other places.

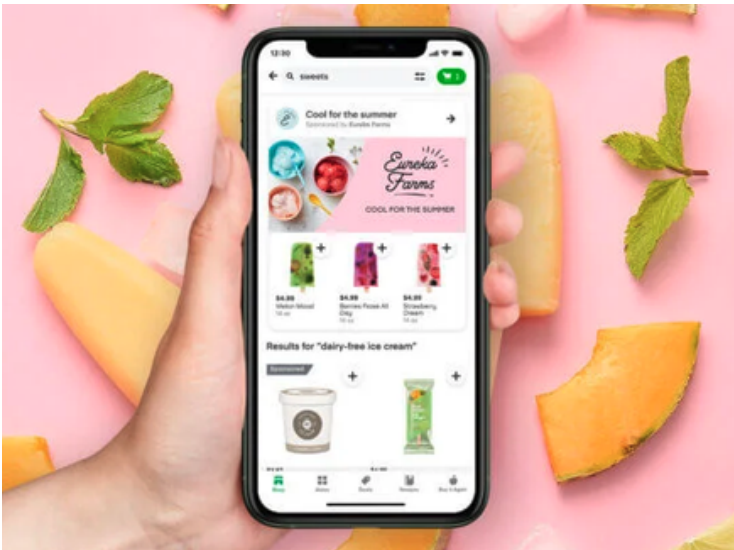


Items Needed for a Sponsored Product Campaign

- List of UPCs for each product that is being promoted
- List of branded and unbranded keywords if choosing the manual bidding option in the Instacart platform
 - If you choose manual bidding for your bid settings, you can add keywords to bid against. Keywords are words or phrases customers might search for on Instacart. For example, if a customer wants to buy bread, the customer might search for terms like "bread," "loaf," "whole grain," etc. If you win a keyword auction, your product appears in a sponsored placement when a customer searches for that term on Instacart
- If you choose the optimized bidding strategy, this takes the heavy-lifting and guesswork out of keyword bidding. Instacart's advanced algorithm finds relevant keywords and calculates optimal bids in an effort to maximize sales. With this strategy, keywords are not needed.

Shoppable Display Guidelines

These guidelines apply to the shoppable display ad format, which includes lifestyle imagery, a logo, tagline, and showcases up to 3 UPCs on mobile and 5 UPCs on desktop. Shoppable displays click out to brand pages.



Lifestyle Images

File Format	JPG or PNG
Ratio	Mobile: 16:9 Desktop: 16:9
Resolution	Minimum: 1067x600px Maximum: 1600x900px
Image Requirements <i>For the best performance, make sure your images are focused, contextualized, and not text heavy.</i>	<ul style="list-style-type: none">• Image Focus: Use images with a single focus area• Image Context: Use an image that highlights your product’s benefits. This may include functional or emotional benefits, examples of how it’s used in real life, or common pairings with other items.• Image to Text ratio: Images should have minimal text displayed
Ad Copy	22 Characters Max - Taglines can include brand names, slogans, value propositions, or seasonal language

Logos

File Format	JPG or PNG
Dimensions <i>Note: Logos are cropped into circles.</i>	Mobile: 120x120 Desktop: 120x120
Ratio	Mobile: 1:1 Desktop 1:1
Resolution	Minimum: 72x72px Maximum: 120x120px
Image Requirements <i>For the best performance, make sure your images are focused, contextualized, and not text heavy.</i>	<ul style="list-style-type: none">• Image Focus: Use images with a single focus area• Image Context: Use an image that highlights your product’s benefits. This may include functional or emotional benefits, examples of how it’s used in real life, or common pairings with other items.• Image to Text ratio: Images should have minimal text displayed
Ad Copy	22 Characters Max - Taglines can include brand names, slogans, value propositions, or seasonal language

Display Ad Banner Guidelines

Note: Currently available in the U.S. only.

These guidelines apply to the display ad format, which is a banner that appears on the storefront, departments, aisles, and search results pages. To ensure a timely campaign launch we recommend submitting your creatives for approval at least 3 days prior to your start date.

Asset Requirements

(4) Creative Banners	Desktop and mobile banners with CTA Desktop and mobile banners without CTA
Dimensions	Mobile: 3200x800 Desktop: 3200x400
File Format	JPG or PNG 2.5 MB max size
Ratio	Mobile 4:1 Desktop 8:1
Resolution	At least 3200px wide (mobile and desktop)
Ad Copy	At least 15px (mobile and desktop) Bold type recommended at smaller scales
Button Image <i>if applicable</i>	<ul style="list-style-type: none">• 3:1 ratio• At least 100x30 pixels (mobile) or 120x40 pixels (desktop)• Bold type recommended at smaller scales

Instacart Alcohol Responsibility Statement Requirement

For all alcohol-related Instacart advertising materials, it is mandatory to include a clear "alcohol responsibility statement" disclaimer. Please ensure the following message is prominently displayed on all creatives: "Drink Responsibly. Must be 21+ to enjoy." This policy aligns with Instacart's commitment to responsible advertising practices and is essential for compliance with alcohol brand promotions on the platform.