KITWAVE FOODSERVICE DIVISION DIGITAL SUPPLIER OPPORTUNITIES



CREED THE FOODSERVICE COMPANY

WestCountry FOODSERVICE

TOTAL foodservice

KITWAVE® Wholesale group

FAQs

Where on the website can I advertise?

There are a number of advertising spaces to choose from that have been strategically placed around the website to help you reach customers at every stage of their journey. Specific locations of ads and advertising Packs are detailed in this document.

What are the benefits?

- Target relevant customers.
- Guaranteed impressions - each advert space is in a high traffic area.
- Increase brand awareness.
- Increased sales - Ads can link straight to the product or brand page (one click away from a purchase).
- Impressions are measurable.
- Several options to choose from to suit the advertising budget.

Do I need to supply my own ad creative?

Yes, please provide artwork in line with the dimensions provided for each space in jpg or png format.

Where can I link my ad to?

Ads can link to a specific product, product range, your brand category page or your brand storefront.

How much does it cost?

Please discuss packages with your buyer.

ADVERTISING PACKS

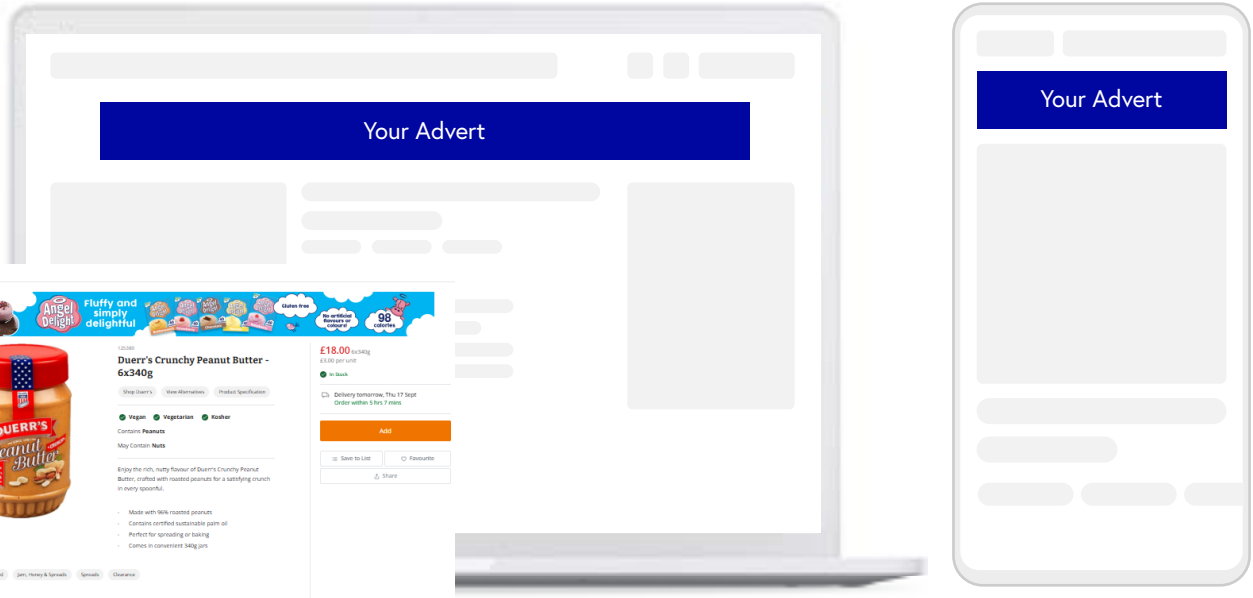
A group of banner adverts to promote the same subject across multiple areas

1. Product Pack

Product Detail Page

A banner at the top of all product detail pages.
Desktop: 1200 x 112 px / **Mobile:** 450 x 100px

VERY HIGH VISIBILITY, BANNER APPLIED TO ALL PRODUCTS ACROSS KITWAVE GROUP



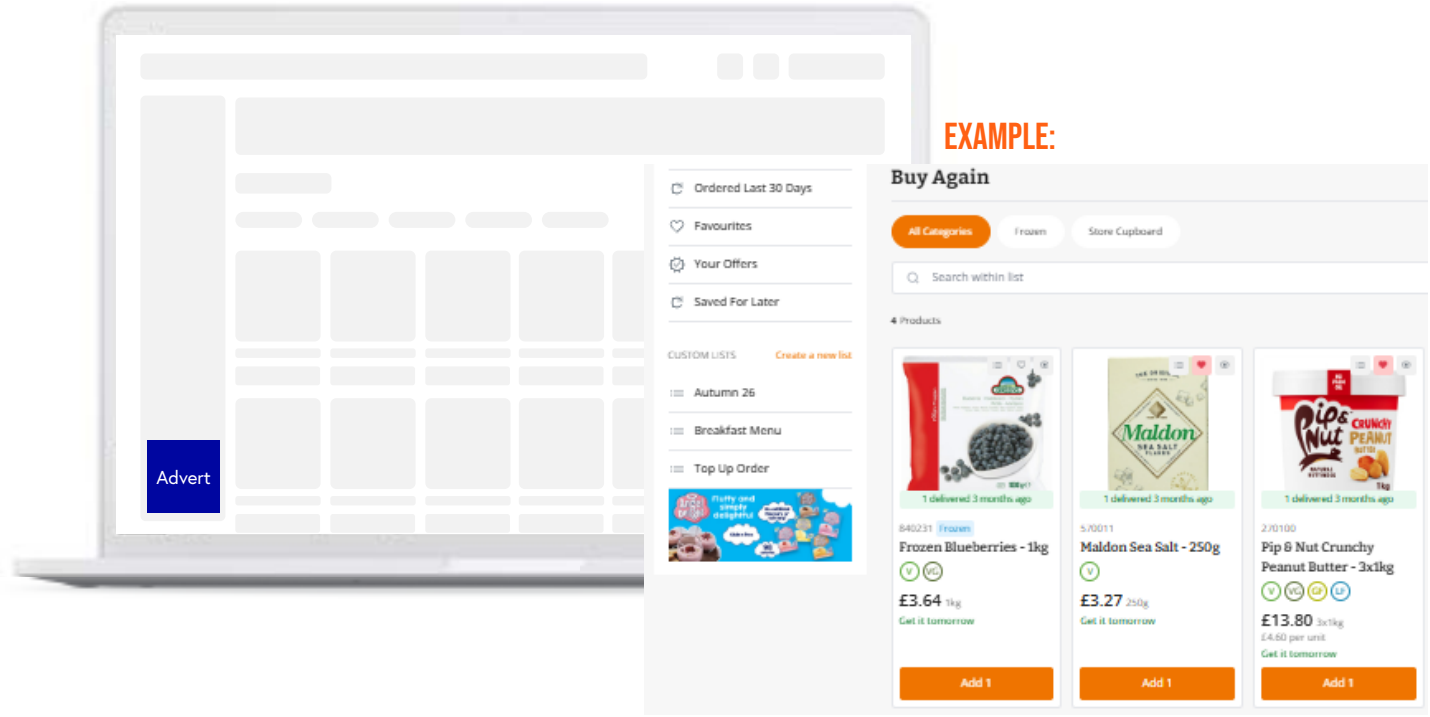
EXAMPLE:

1. Product Pack Cont.

Lists Sidebar

A square banner in the sidebar of all the Shopping Lists pages.

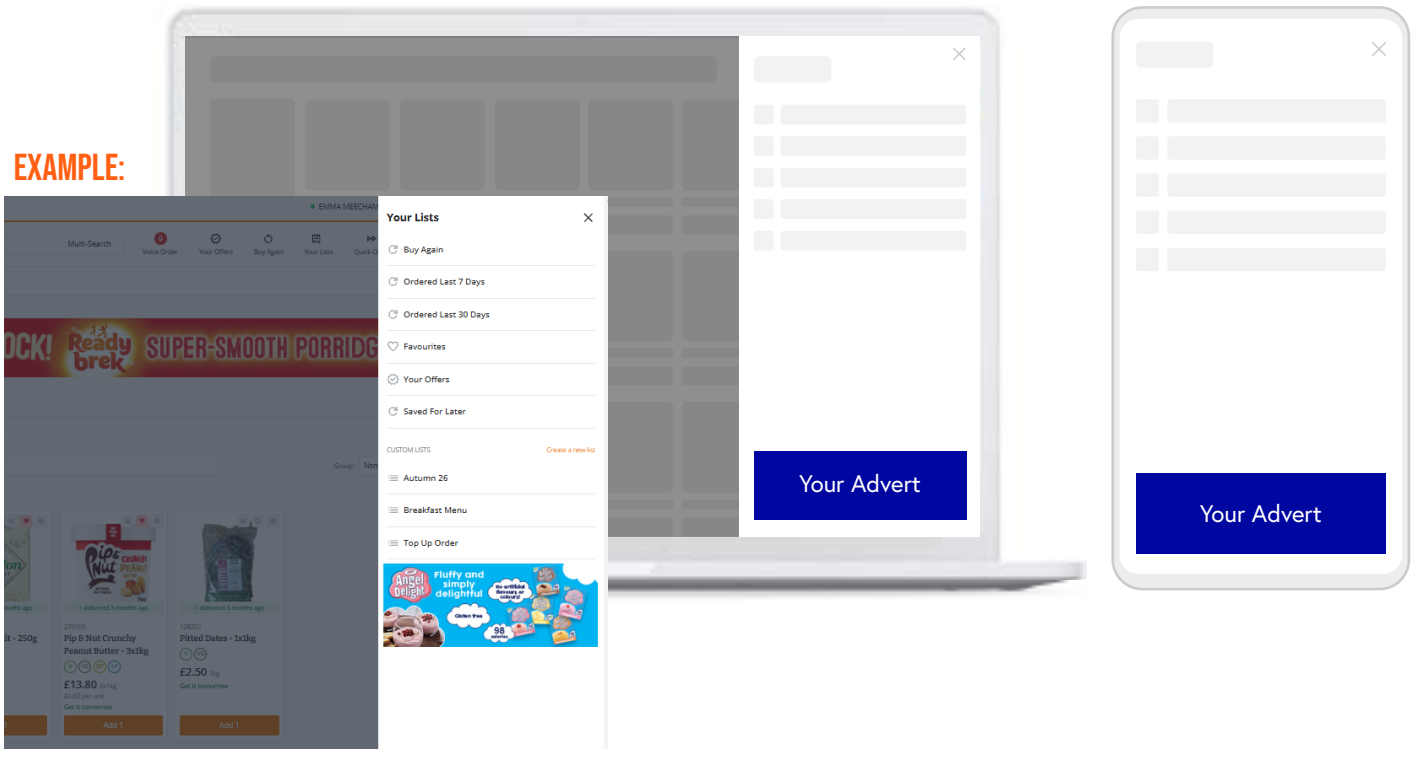
Desktop: 250 x 250px / **Mobile:** 360 x 140px



Lists Menu

Display a banner at the bottom of the Shopping Lists Menu.

Desktop / Mobile: 360 x 140px



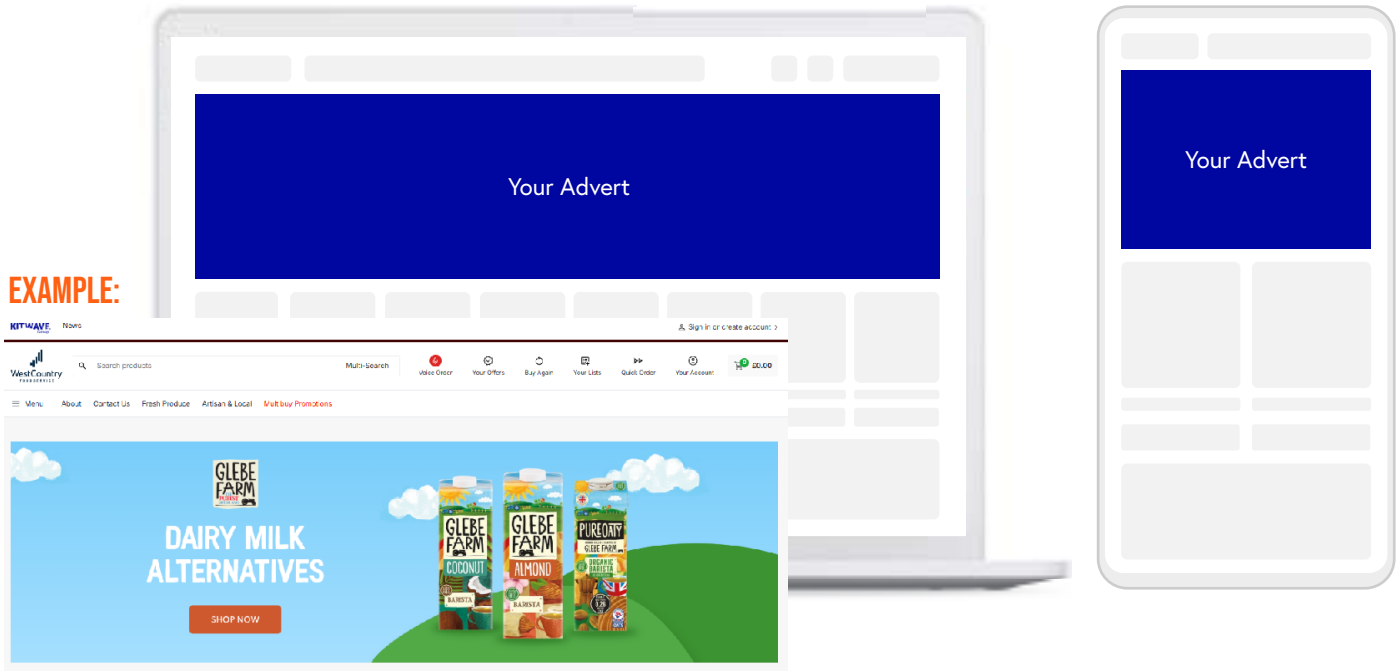
2. Hero Pack

Hero

Display a large banner on the homepage slider. *The Hero homepage spot!*

Desktop: 2000 x 512px / **Mobile:** 1875 x 1500px

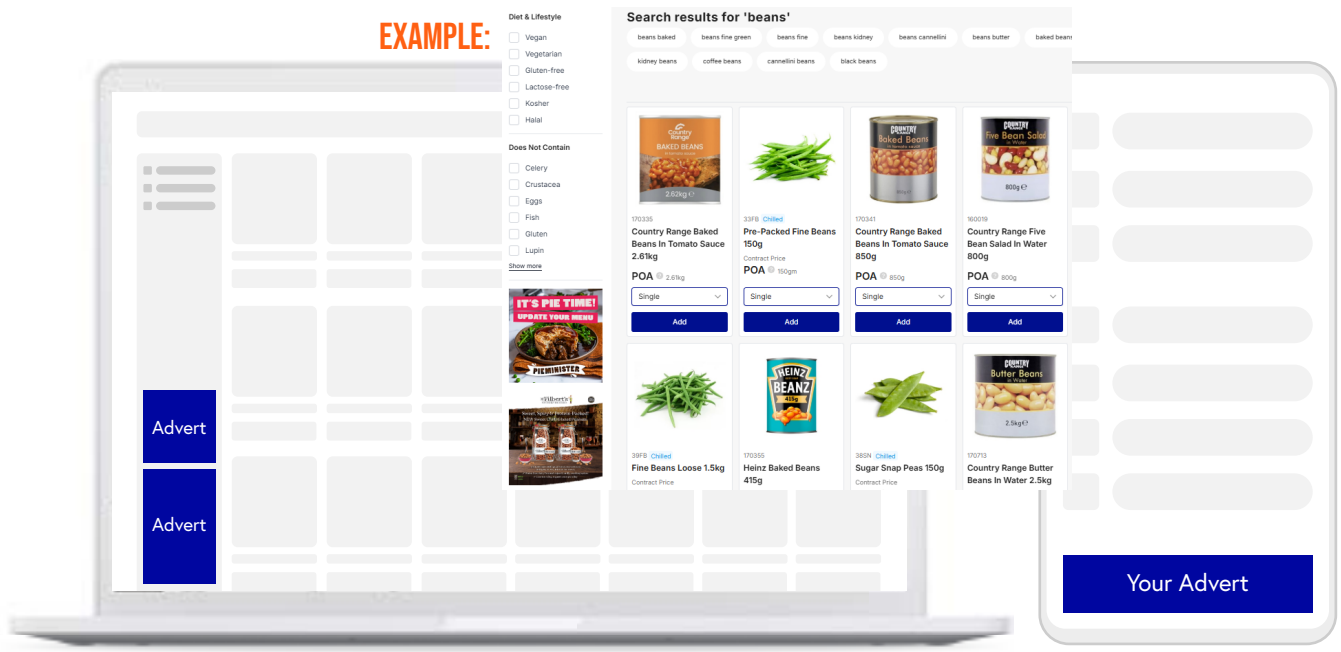
THESE BANNERS RECEIVE OVER 250,000 IMPRESSIONS PER MONTH ACROSS ALL 3 SITES



Category Page Sidebar + Search Result Sidebar

Square banner in the sidebar of all category pages and all search results pages.

Desktop: 250 x 250px / **Mobile:** 360 x 140px



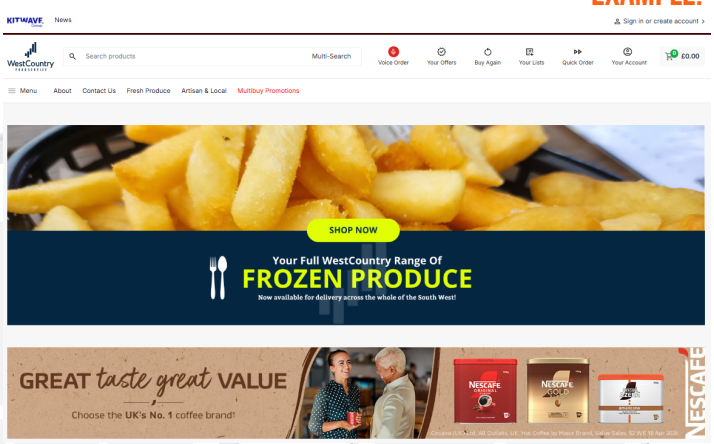
3. Headline Pack

Rectangle

Display a ‘Rectangle’ banner anywhere on the homepage.

Desktop: 1200 x 112 px / **Mobile:** 450 x 100px

EXAMPLE:



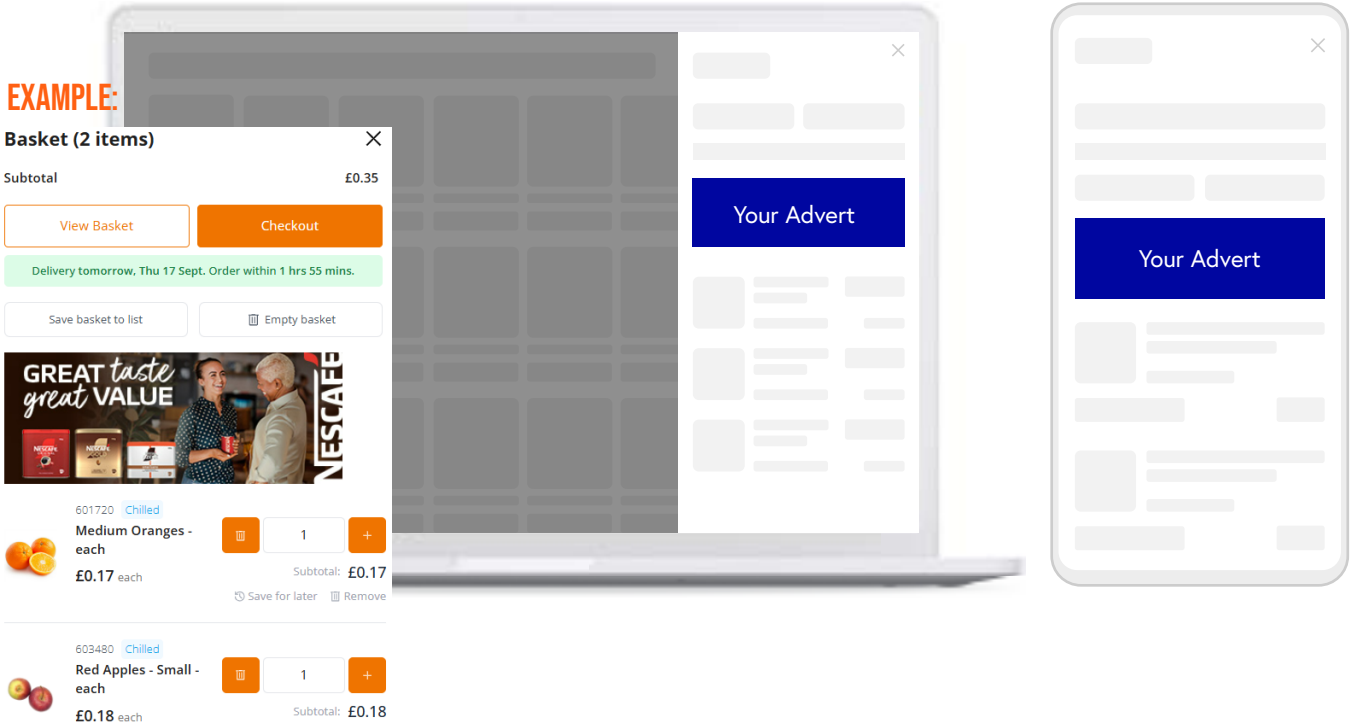
Minicart

A banner at the bottom of the mini cart view.

Desktop / Mobile: 360 x 140px

THIS SPACE RECEIVES OVER 97,000 VIEWS MONTHLY, LEADING TO OVER 100 CONVERSIONS TO CLICK THROUGH

EXAMPLE:



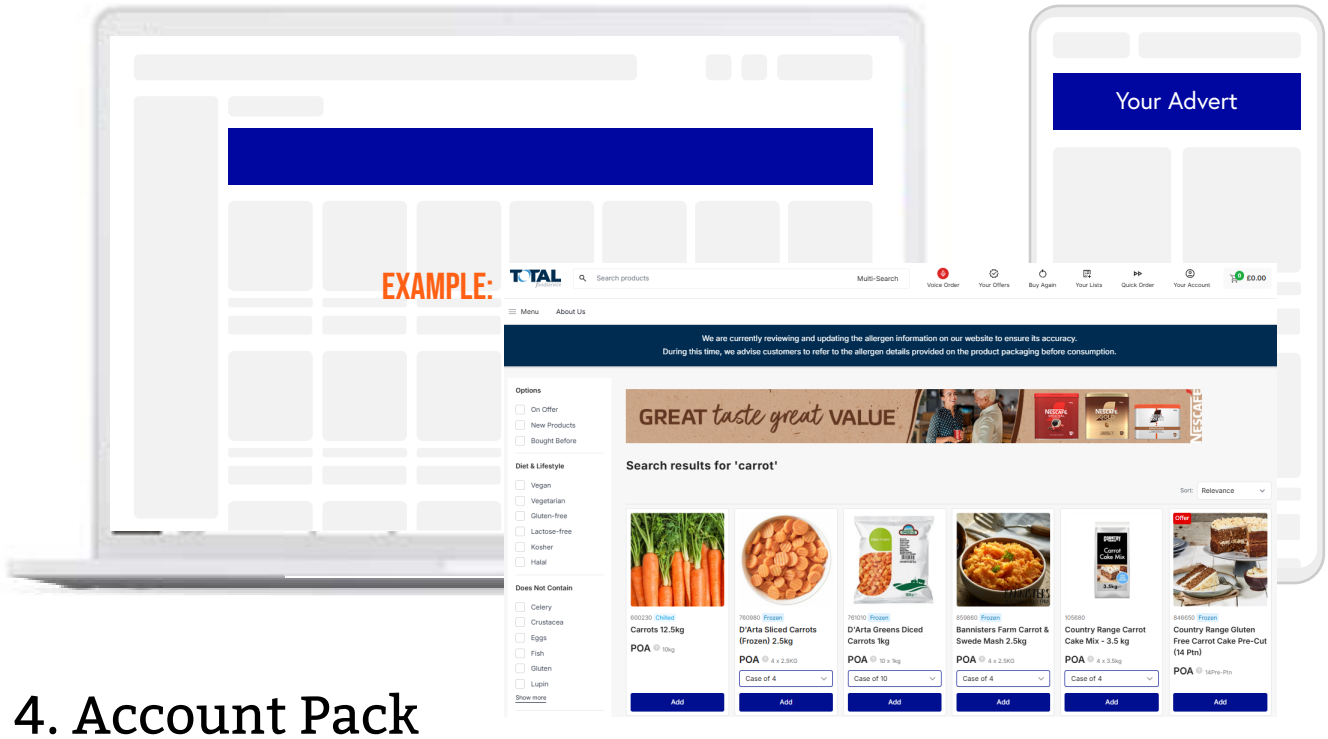
3. Headline Pack Cont.

Search Results Top

A ‘rectangle’ banner at the top of the search results page.

Desktop: 1200 x 112 px / **Mobile:** 450 x 100px

OUR CUSTOMERS RELY HEAVILY ON SEARCH RESULTS TO ADD PRODUCTS TO BASKET



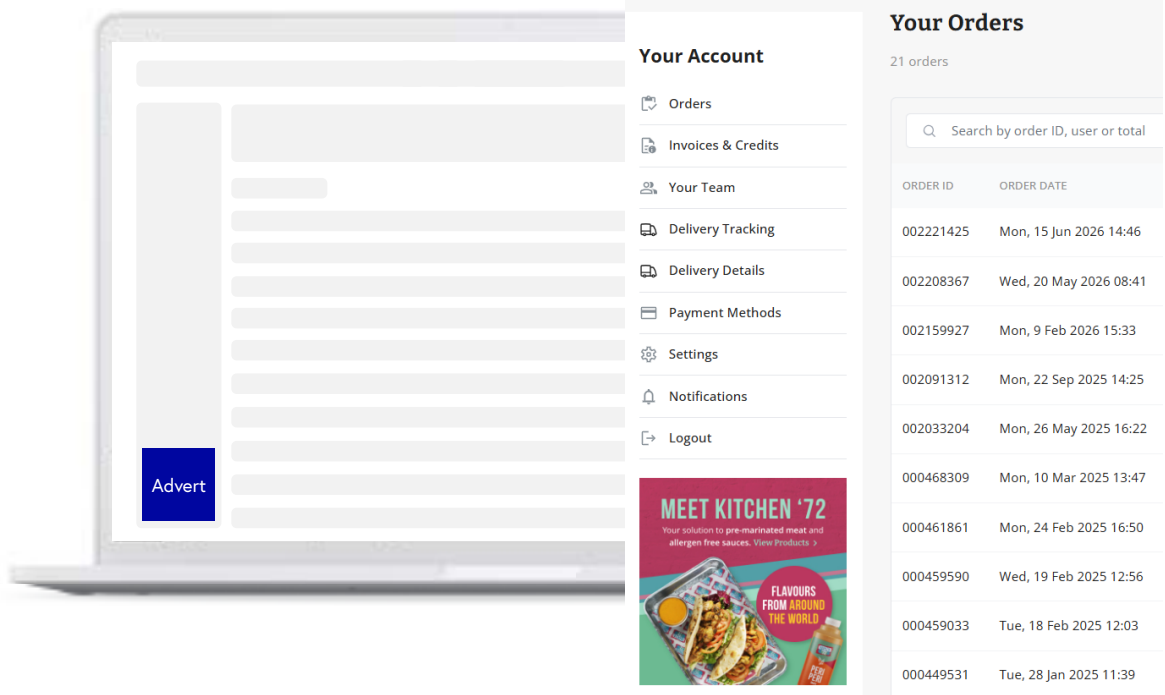
4. Account Pack

Your Account Sidebar

A square banner in the sidebar of all the ‘Your Account’ pages.

Desktop: 250 x 250px / **Mobile:** 360 x 140px

EXAMPLE:



4. Account Pack Cont.

Your Account Menu

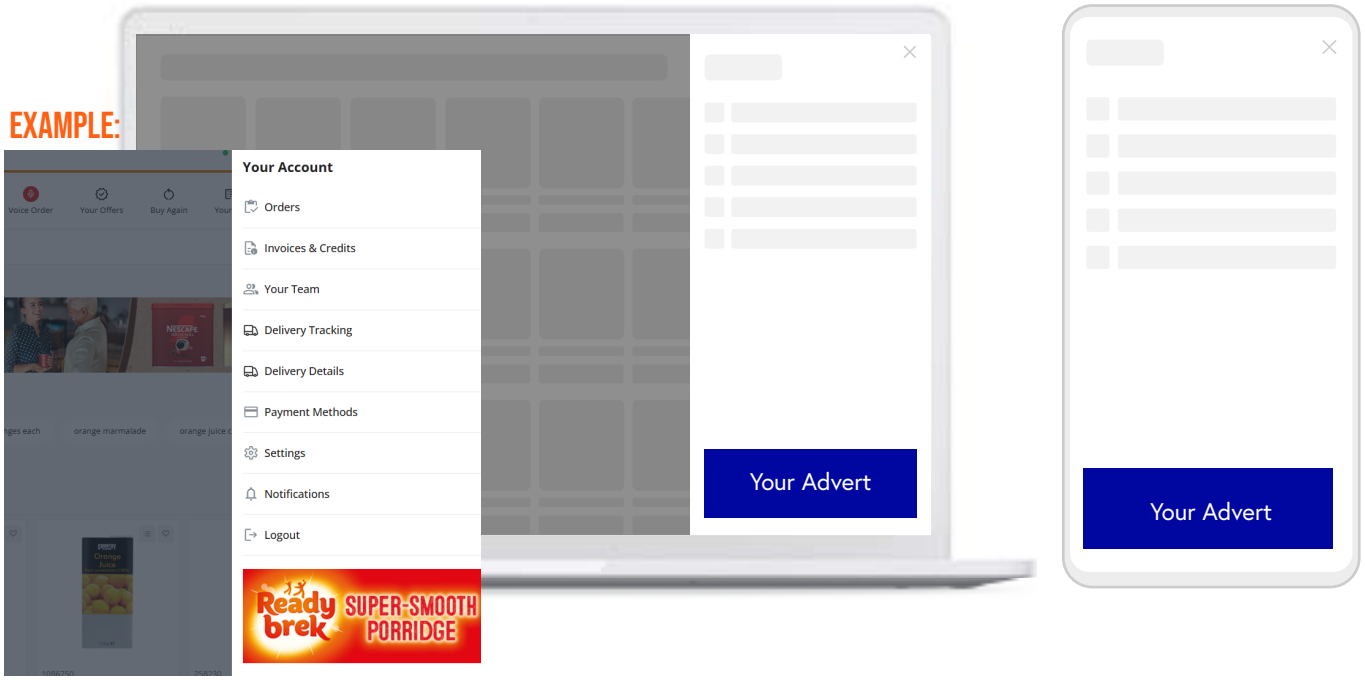
A banner at the bottom of the 'Your Account' Menu.

Great visibility for active shoppers building their baskets!

Desktop / Mobile: 360 x 140px

THE ACCOUNT AREA IS THE CENTRAL HUB FOR ALL ORDERS & INVOICES, LOW COMPETITION FOR VISIBILITY

EXAMPLE:

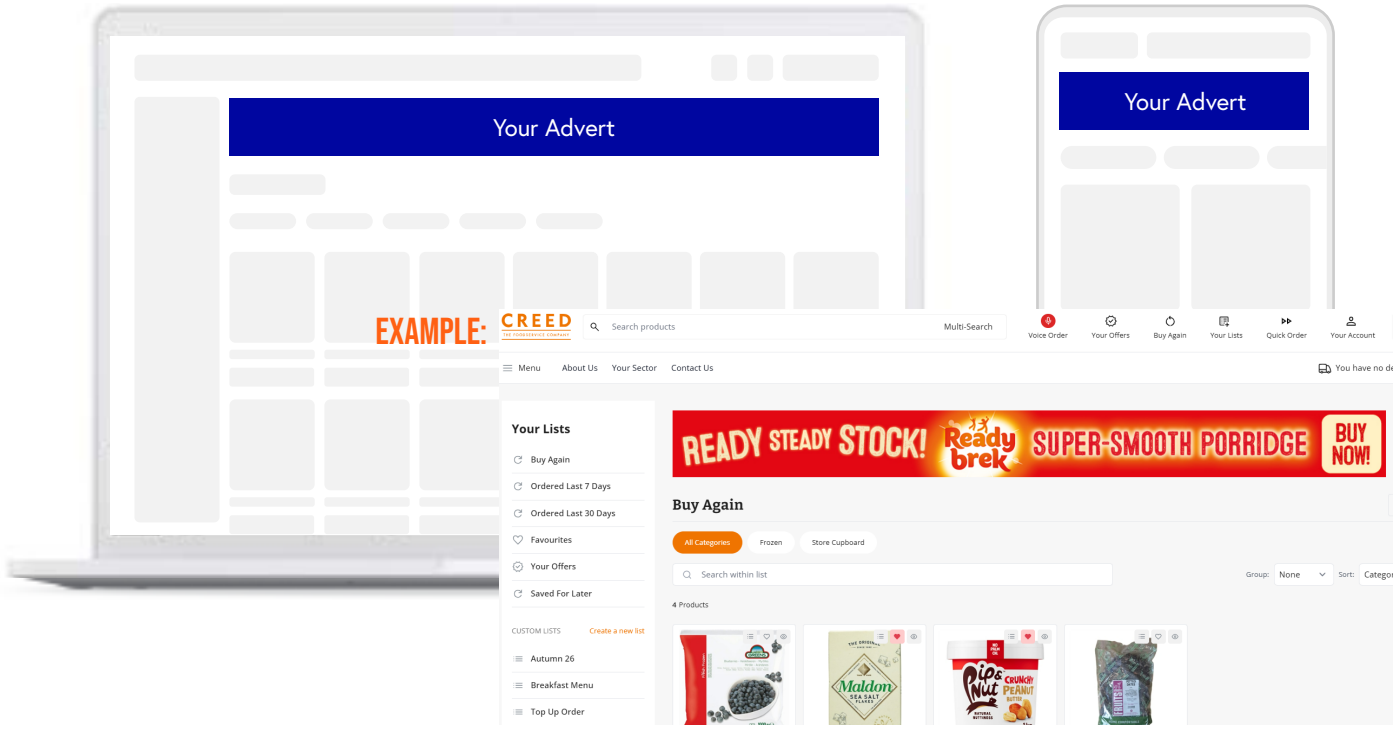


Lists Page Top

Appears at the top of customer shopping list pages.

Desktop: 1200 x 112 px / **Mobile:** 450 x 100px

EXAMPLE:



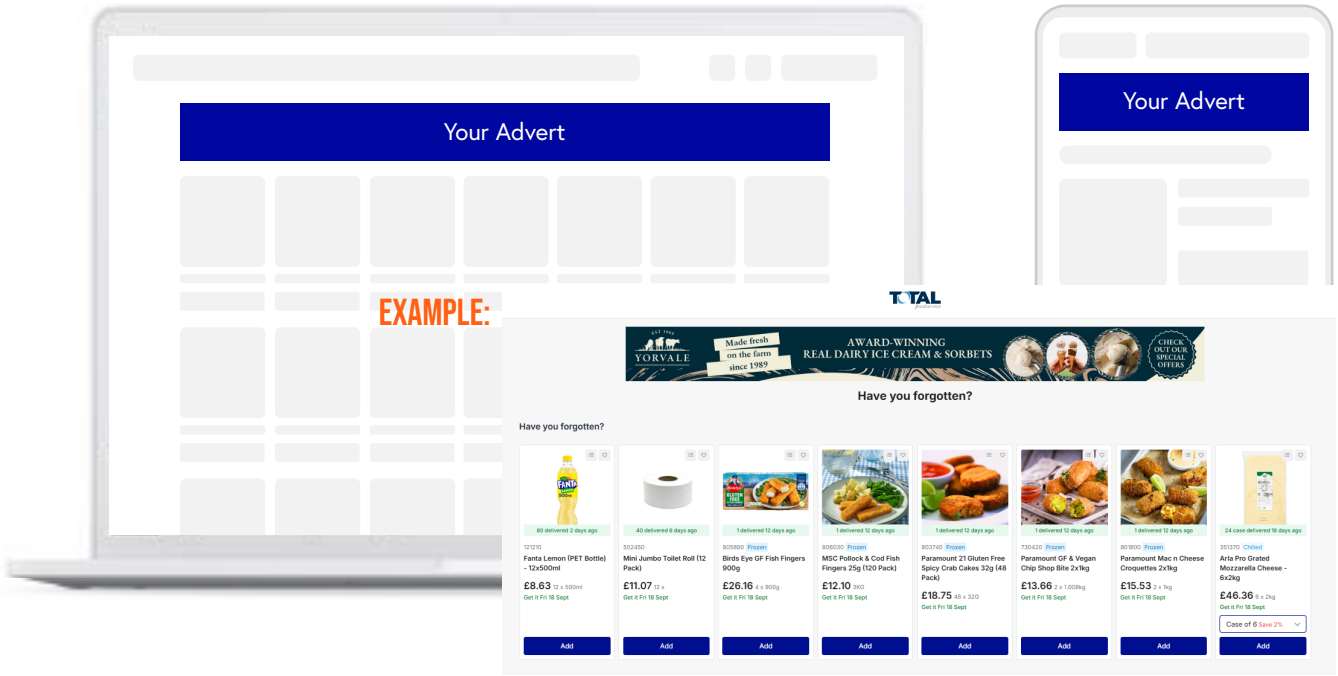
5. Basket Pack

Before You Go Banner

Display a banner at the top of the page between basket and checkout.

Extremely valuable, targetting the checkout process itself!

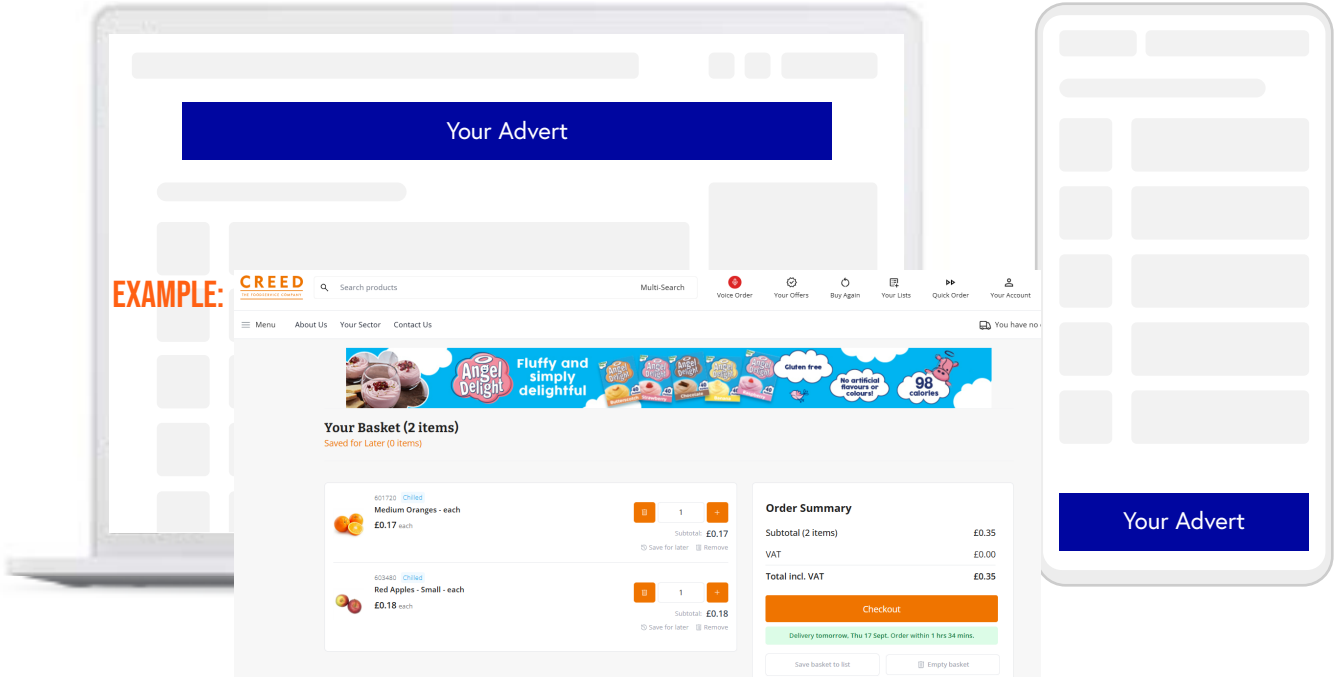
Desktop: 1200 x 112 px / **Mobile:** 450 x 100px



Basket Top

Display a banner at the top of the basket page on desktop and the bottom on mobile.

Desktop: 1200 x 112 px / **Mobile:** 450 x 100px



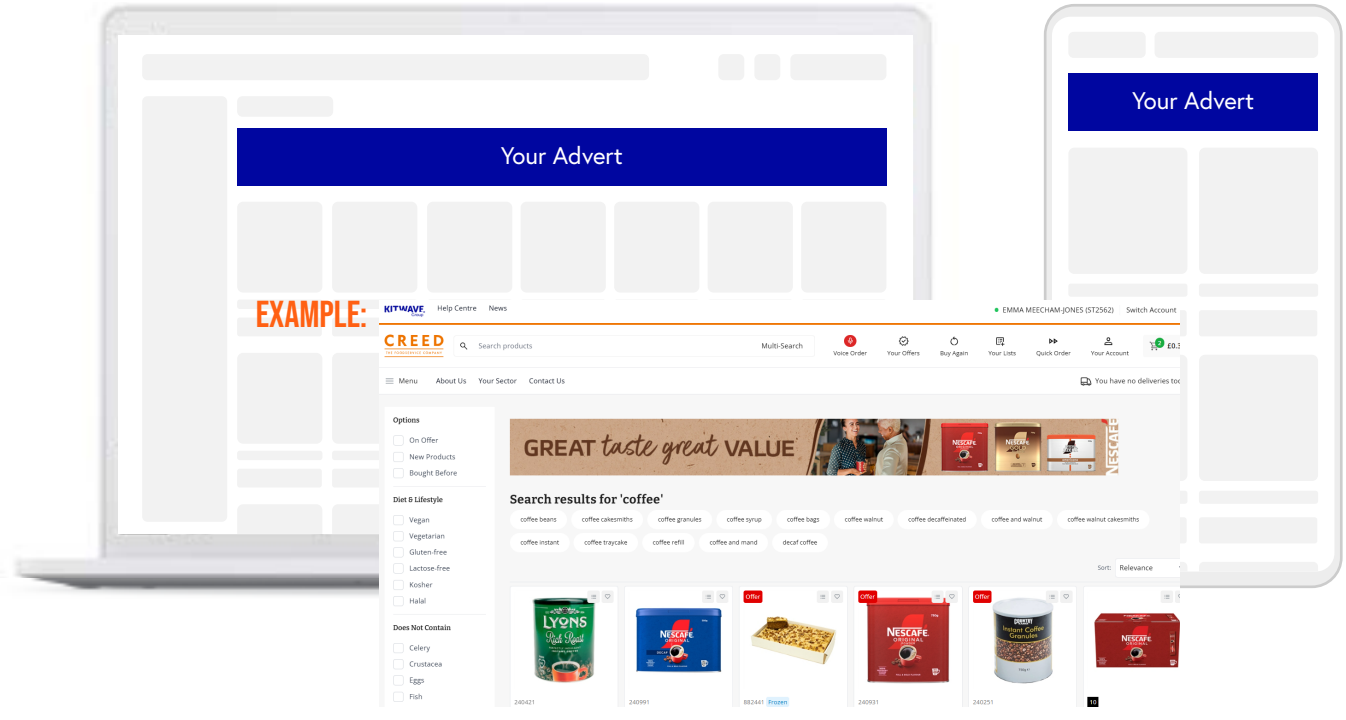
INDIVIDUAL LOCATIONS

Activity opportunities sold individually

1. Search Keyword Banner

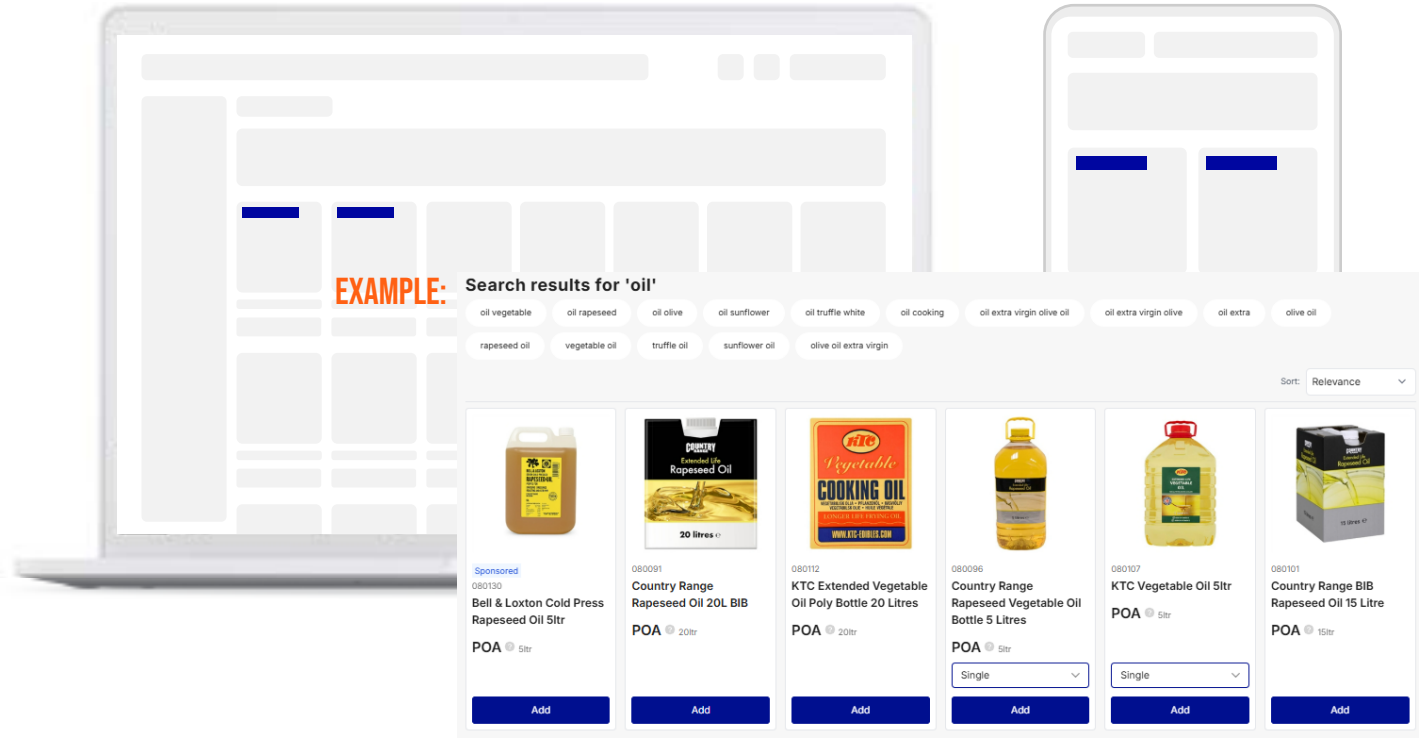
Display a banner dynamically when a user has a specific keyword in their search term.

Desktop: 1200 x 112 px / Mobile: 450 x 100px **IDEAL FOR A MORE TARGETED APPROACH**



2. Sponsored Products

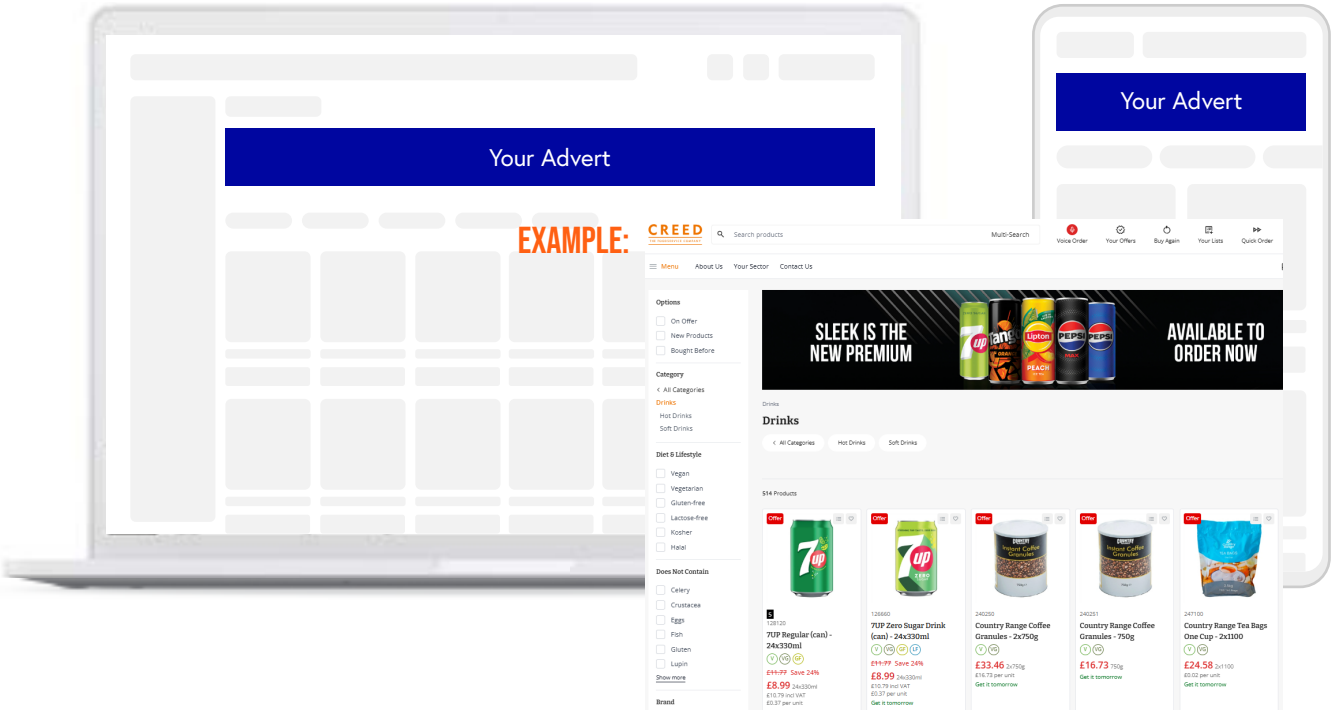
Promote specific products directly within search results.



3. Primary Category Banner

A ‘rectangle’ banner at the top of any selected main category.

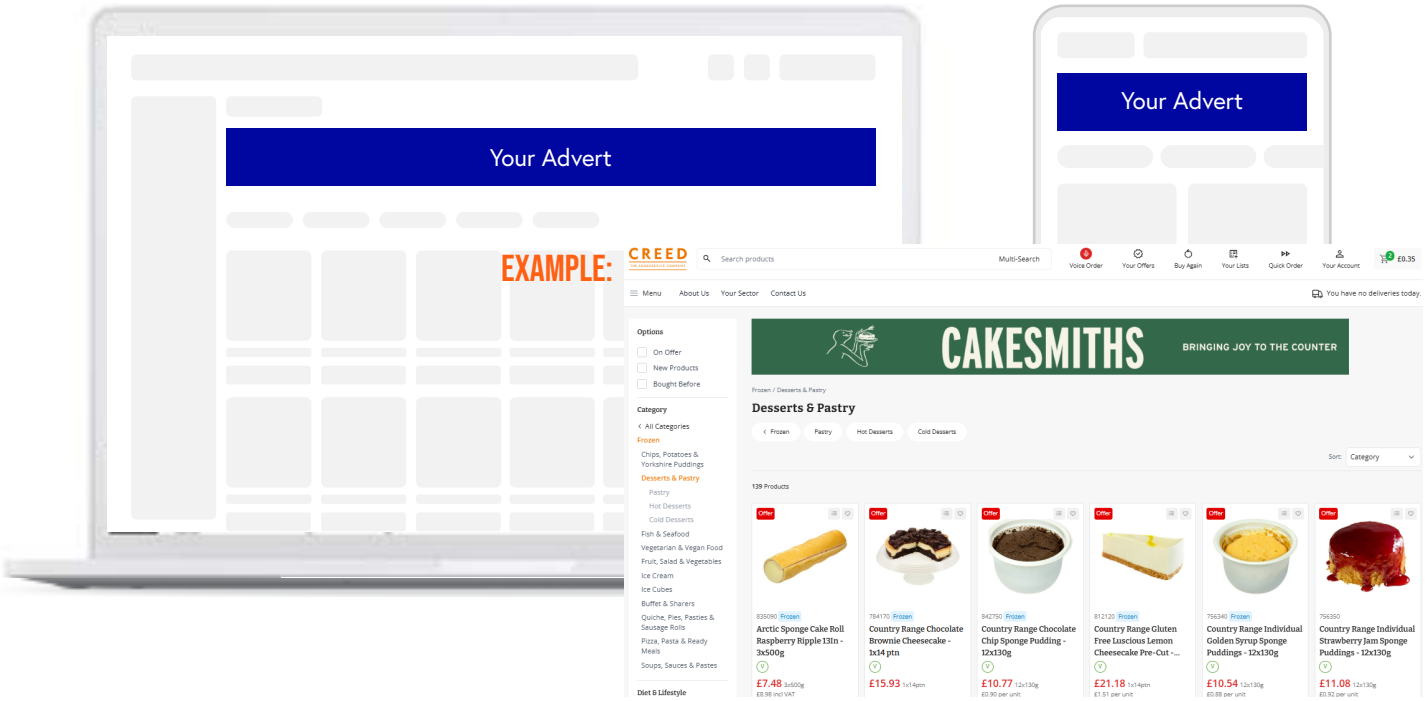
Desktop: 1200 x 112 px / **Mobile:** 450 x 100px



4. Sub Category Banner

A ‘rectangle’ banner at the top of any selected sub category

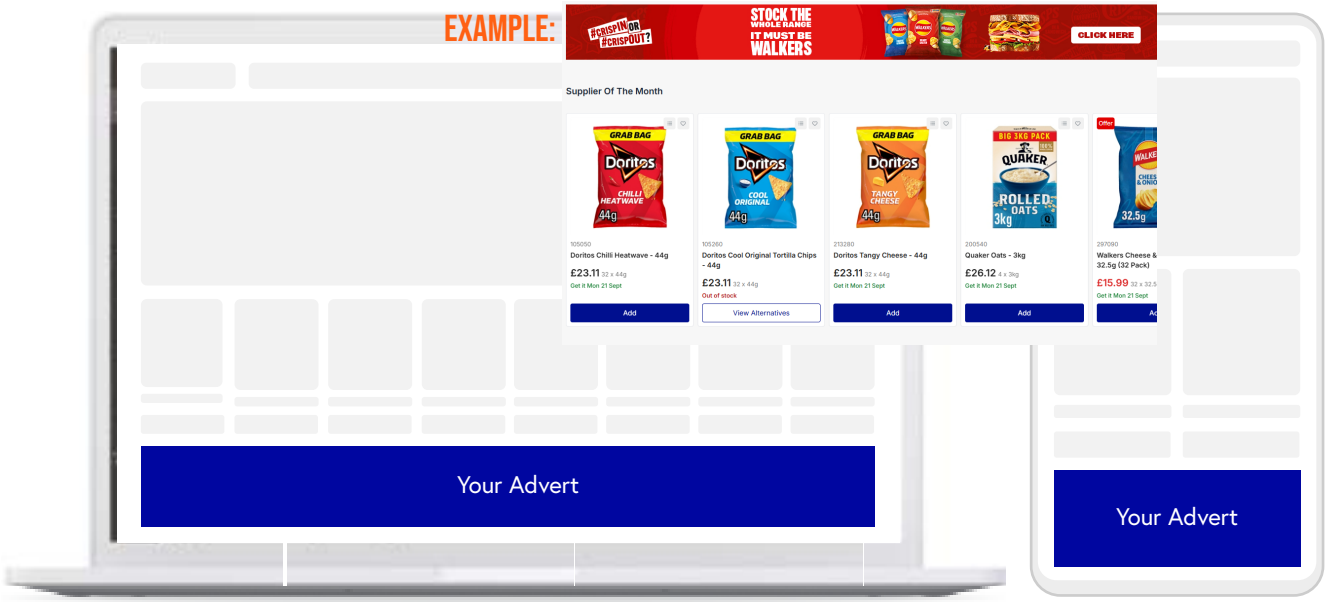
Desktop: 1200 x 112 px / **Mobile:** 450 x 100px



5. Supplier of the Week

Display a ‘Rectangle’ banner anywhere on the homepage & product carousel.

Desktop: 1200 x 112 px / **Mobile:** 450 x 100px



5. Campaign Partner

Display a banner the core campaign pages e.g. Christmas, Trends.

High traffic, all marketing comms driving customers to these pages.

Desktop: 1200 x 112 px / Mobile: 450 x 100px

EXAMPLE:

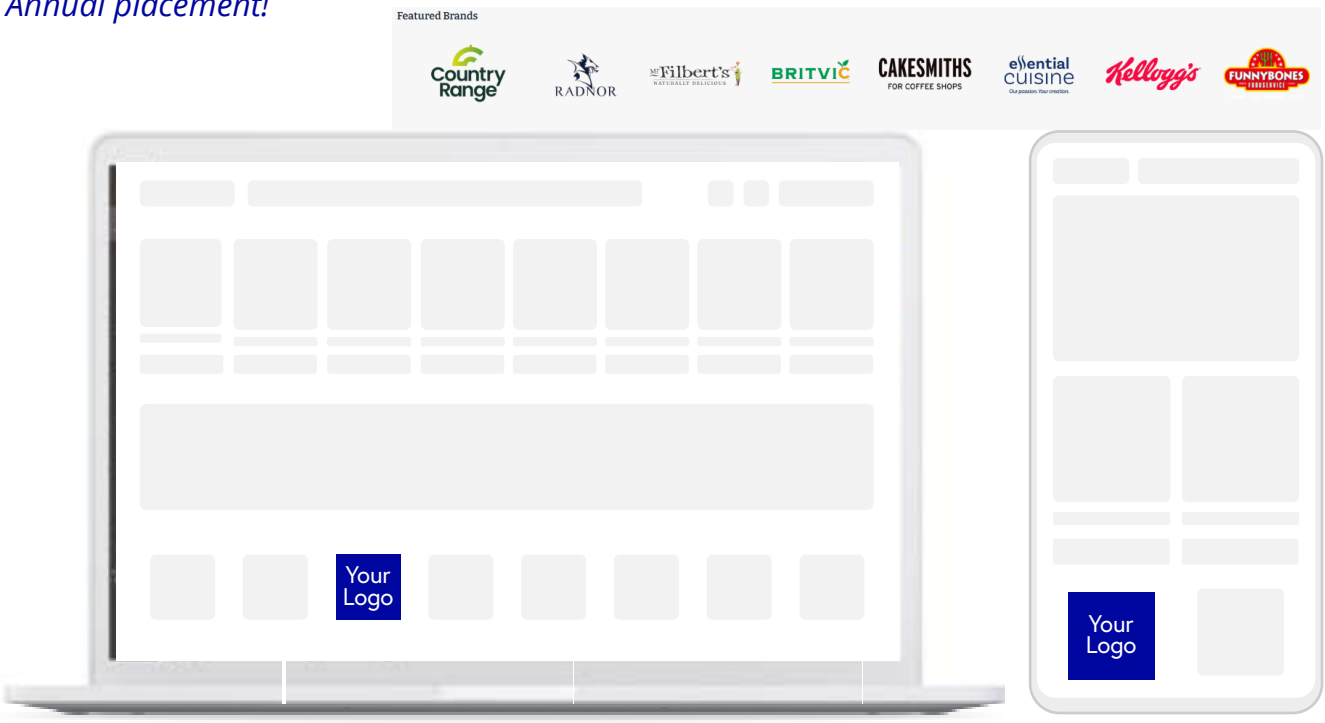


6. Featured Brands

Display a your Logo on the homepage.

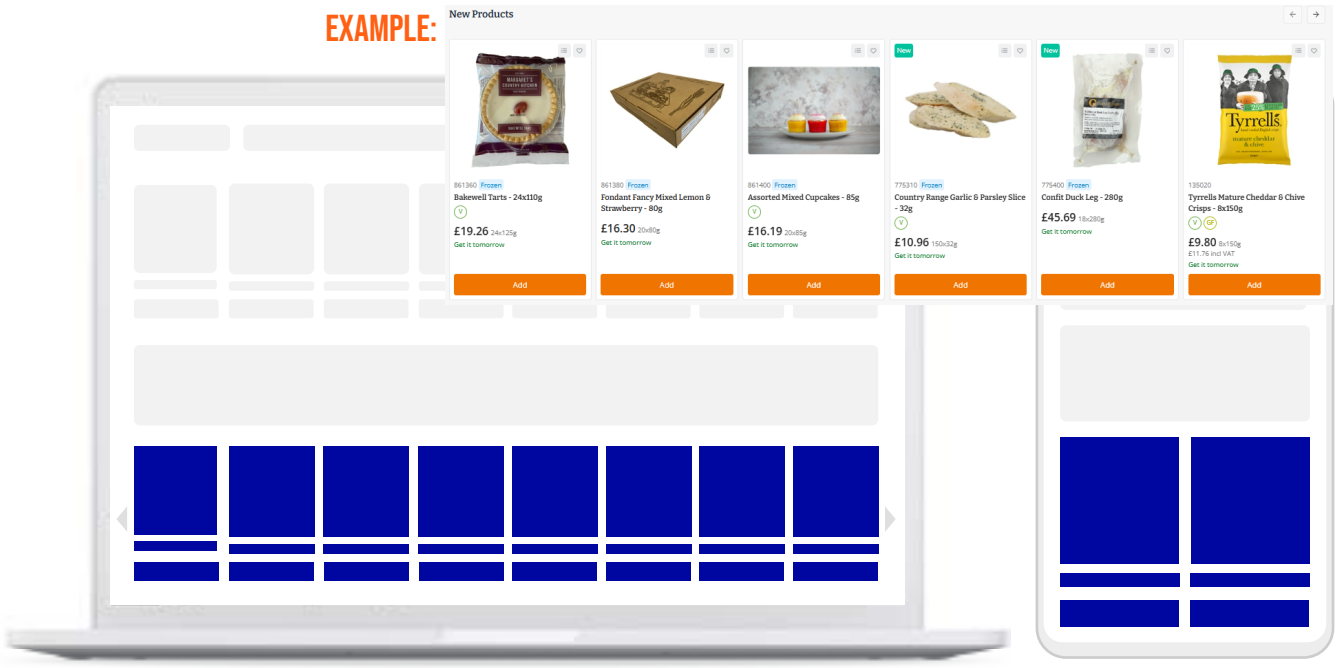
Annual placement!

EXAMPLE:



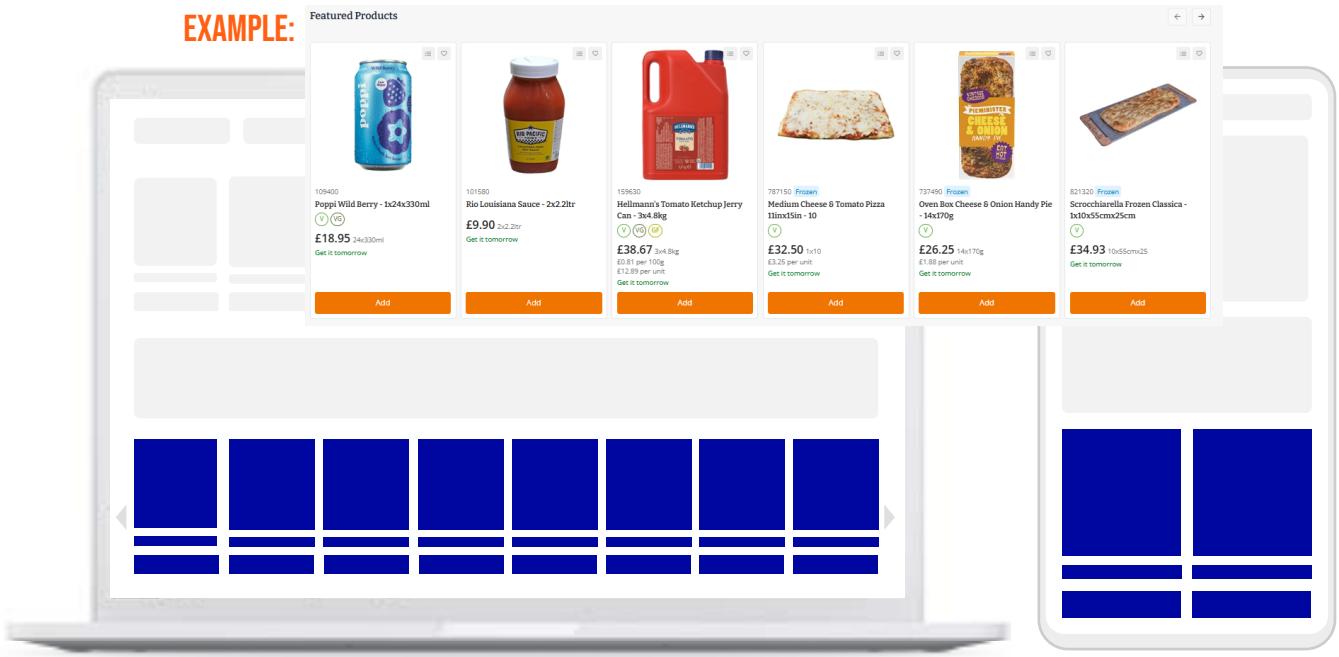
5. New Products

Display a carousel of New Products on the homepage.



6. Featured Products

Display a carousel of Featured Products on the homepage.



7. Asset Hub Banner

A banner on asset hub page.
The home of all our added value!

Desktop: 1200 x 150px

8. Sector Hub Partner

A banner on asset hub page & a relevant PDF.
Position yourself as an industry leader!

Desktop: 1200 x 150px

10. Homepage Hero Banner

A banner within our headline homepage carousel.
Be the first thing our customers see. Additional spaces alongside headline pack.

Desktop: 2000 x 512px / Mobile: 1875 x 1500px

11. Search Side Bar

Square banner in the sidebar of all search results pages, additional to that available in the pack.

Desktop: 250 x 250px / Mobile: 360 x 140px

12. Sales Aid

Distributed internally to our sales teams and exernally to our customers!

PDF Document.

13. Email Newsletter Supplier Spotlight

We'll create the content for you!Seen by our entire customer database.

14. Social Media

Your content across all our platforms for maximal reach.

Short caption required with imagery OR video content!

Facebook & Linkedin: 1080 x1080px

Instagram Stories: 1080 x 1920px

Twitter: 1024 x 512px

Banner Dimensions

Position	Desktop Size (px)	Mobile Size (px)
Homepage	Hero: 2000 x 512 Rectangle: 1640 x 216	Hero: 1875 x 1500 Rectangle: 450 x 220
Category Page Top Search Results Top Product Detail Page Basket Before You Go Checkout Lists Top Account Top	1200 x 112	450 x 100
Sidebars*	Square: 250 x 250 Rectangle: 250 x 400	360 x 140
Your Account Menu	360 x 140	360 x 140
Your Lists Menu	360 x 140	360 x 140