



VALIUZ Adz

 boulangier

BOULANGER - eRetail Media Offering
Technical Specifications 2024



On site

Formats Boulanger

Technical Specifications



Pages & formats (Desktop , Mobile & APP)

PLP/SRP

TBC -
Subject to
approval

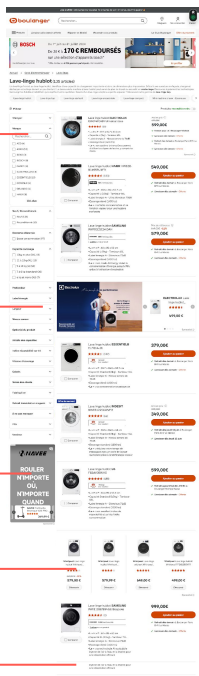
LINE 0
Top natif

LINE 4
Billboard & Sword (category)
SP (search)

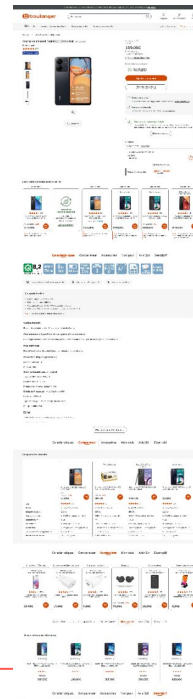
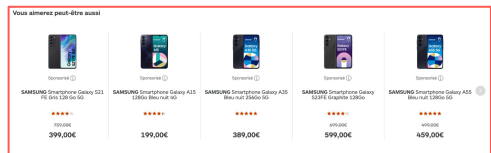
Left Gutter (Desktop only)
Totem

LINE 8
SP (category)

Bottom line
SP (category)



PDP



Bottom line
SP (PDP)

Graphic specifications

General rules

Image or Video Asset

- There is no longer a "safe zone" concept, as the asset will automatically adapt to its container. However, it is necessary to provide visuals that adhere to the highest common denominator (e.g., for the sword display, it's 360x640px). This denominator is indicated on the slide for each format.

Additional rules for display format visuals :

- Text: Minimum 18px, and 14px minimum for legal notices.
- Place the brand logo at the top of the visual.
- Do not include the Boulanger logo.
- Do not use a white background on the visual.
- Do not include a call to action (CTA) on the visual.
Text on the visual should not exceed 50 characters, except for exceptions (e.g., contests, rebates) which may go up to 100 characters.



Formats : Display

Technical Specifications

Technical Specifications

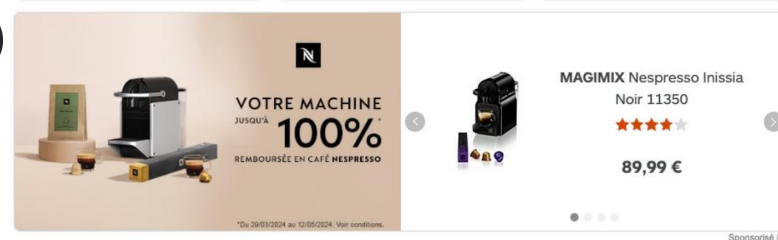
Billboard Display

Desktop et mobile (site mobile et app)

We need :

- Image: 16:9 ratio, 640x360px, 150kb, jpeg/png/jpg
- List of sponsored products:
 - between 1 and 5 products
- Option: URL redirection

Illustration



Technical requirements

- Category and online search 3.5

Technical Specifications

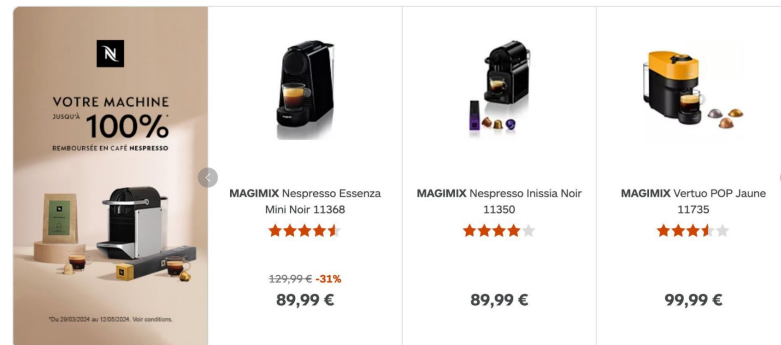
Sword Display

Desktop & Mobile

We need :

- Image: 360x640px, 150kb, jpeg/png/jpg
- List of sponsored products:
 - between 3 and 5 products
- Option: URL redirection

Illustration



Sponsorisé

Technical requirements

- Category and online search 3.5

Technical Specifications

Totem Display

Desktop only

We need :

- Image: 360x640px, 150kb, jpeg/png/jpg
- List of sponsored products:
 - between 1 and 5 products
- Option: URL redirection

Illustrations



Comparer

- Mémoire interne : 128 Go
- Capteurs photos : 3 IM MP en capteur principal
- Mémoire RAM : 6 Go - Processeur : 8 cœurs jusqu'à 2.6 GHz
- Le + : Capteur principal 48MP avec stabilisation optique : des photos stables et nettes, même en mouvement.

1 pack émissible pour ce produit

Retrait dès demain à Boulanger Paris Issy-les-Moulineaux

Livraison dès samedi 13 juillet

<p>Sponsoring</p> <p>SAMSUNG Smartphone Galaxy S24 Ultra Gris 512Go</p> <p>★★★★★</p> <p>1469,00€</p>	<p>Sponsoring</p> <p>HONOR Smartphone Pack Magic 6 Lite 256Go Vert 5G+Encore</p> <p>★★★★★</p> <p>299,99€</p>	<p>Sponsoring</p> <p>HONOR Smartphone Pack 90 Smart Noir 5G</p> <p>★★★★★</p> <p>199,99€</p>	<p>Sponsoring</p> <p>SAMSUNG Smartphone Galaxy S24+ Argent 512Go</p> <p>★★★★★</p> <p>1169,99€</p>
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Offre du moment

<p>Smartphone XIAOMI Redmi 13C 256Go Noir</p> <p>★★★★★ (30)</p> <p>Boulanger ramène votre smartphone</p>	<p>Ancien prix (1) 189,99€</p> <p>159,99€</p> <p>Ajouter au panier</p>
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Technical requirements

- Category and search in the left-hand menu



Formats Video

Technical Specifications

Technical Specifications

Billboard Video

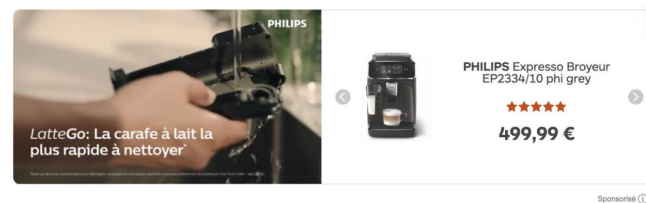
Desktop & Mobile

We need :

- Video: 16:9, mp4, 50mb max
- List of sponsored products:
 - between 1 and 5 products
- Please note: no redirection possible

The file will be compressed without affecting the quality of the Video

Illustration



Technical requirements

- Category and online search 3.5

Technical Specifications

Sword Video

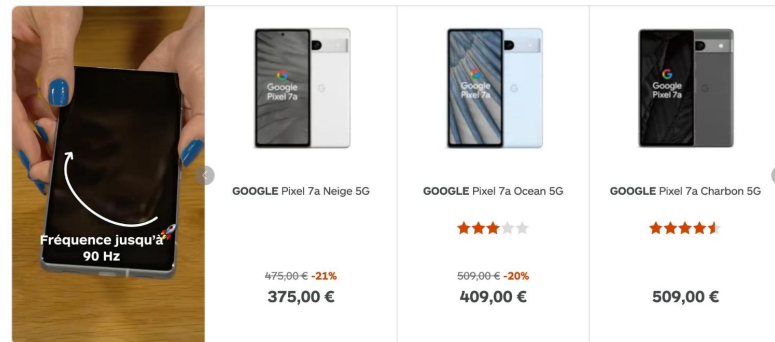
Desktop & Mobile

We need :

- One Video: 9:16, mp4, 50 Mb max
- List of sponsored products:
 - between 3 and 5 products
- Please note: no redirection possible

The file will be compressed without affecting the quality of the Video

Illustration



Sponsorisé ©

Technical requirements

- Category and online search 3.5

Technical Specifications

Totem Video

Desktop only

We need :

- Video: 9:16, mp4, 50mb max
- List of sponsored products:
 - between 1 and 5 products

The file will be compressed without affecting the quality of the Video

Illustrations

Retrait dès demain à Boulanger Paris
Hauterive Maison

Livraison dès samedi 13 juillet

• Mémoire interne : 128 Go
• Capteurs photos : 3 IM MP en capteur principal
• Mémoire RAM : 6 Go - Processeur : 8 coeurs jusqu'à 2.6 GHz
• Le + : Capteur principal 48MP avec stabilisation optique : des photos stables et nettes, même en mouvement.

1 pack éligible pour ce produit

Sponsorisé	Sponsorisé	Sponsorisé	Sponsorisé
SAMSUNG Smartphone Galaxy S24 Ultra Gris 512Go	HONOR Smartphone Pack Magic 6 Lite 256Go Vert 5G+Inocente	HONOR Smartphone Pack 90 Smart Noir 5G	SAMSUNG Smartphone Galaxy S24+ Argent 512Go
★★★★★	★★★★★	★★★★★	★★★★★
1469,00€	299,99€	199,99€	1169,99€

Offre du moment

Smartphone XIAOMI Redmi 13C 256Go Noir	Ancien prix (1) 189,99€
★★★★★ (30)	159,99€
Boulanger ramène votre smartphone	Ajouter au panier

Technical requirements

- Category and search in the left-hand menu



SP

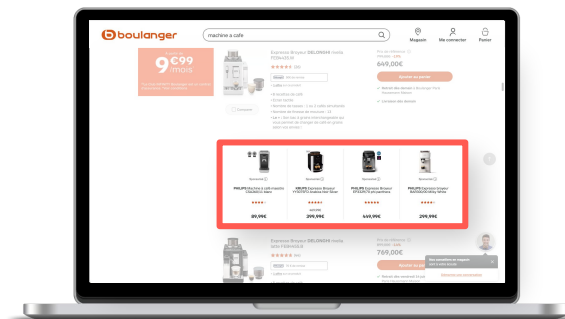
Technical Specifications



SP guidelines

Sponsored products will be available :

- On category page and search page :
 - Line 4
 - Line 8
 - Footer
- On products page: footer





Creative
advertising
services



An integrated advertising creative offering



If you want to communicate in audience expansion or "on site" but don't yet have suitable advertising formats, we can work with you in collaboration with a quality creative studio for **any type of format** : display or video, within a maximum of 14 days after receipt of your briefs.

Technical requirements

- What is the objective of the advertising campaign?
- What are the key messages to be conveyed? What is the tone?
- What is the target audience for the advertising format?
- Company logo and visuals
- Advertiser's graphic charter (typeface, color, etc.)
- Obligations / Prohibitions for advertising creation

Advertising formats price list



Process time : 14 days

	Format	Pricing HT	Return to technical specifications Pricing HT
Extension d'Audience	Kit 5 IAB - Statiques	998 €	140 €
	Kit 5 IAB - GIF	1670 €	220 €
	Habillage	600 €	140 €
	Native	600 €	140 €
	Instream 1 à 30s	1960 €	-
	Instream 30 à 60s	2580 €	-
Onsite	Totem - Display	600 €	140€
	Totem - Vidéo	1960 €	-
	Sword - Display	600 €	140€
	Sword - Vidéo	1960 €	-
	Billboard - Display	600 €	140€
	Billboard - Vidéo	1960 €	-

The logo for VALIUZ Adz features the word "VALIUZ" in white uppercase letters, with a red dot above the letter "i". To the right of "VALIUZ" is a red circle containing the word "Adz" in white lowercase letters. The background is dark with a white curved shape on the left and a red curved shape on the right. There are also several small geometric shapes: a teal pentagon, an orange diamond, a purple circle, and a white square, all scattered across the dark background.

VALIUZ Adz

Thank you