



KIABI - Offre eRetail Media

Technical Specifications

2024

Technical Specifications

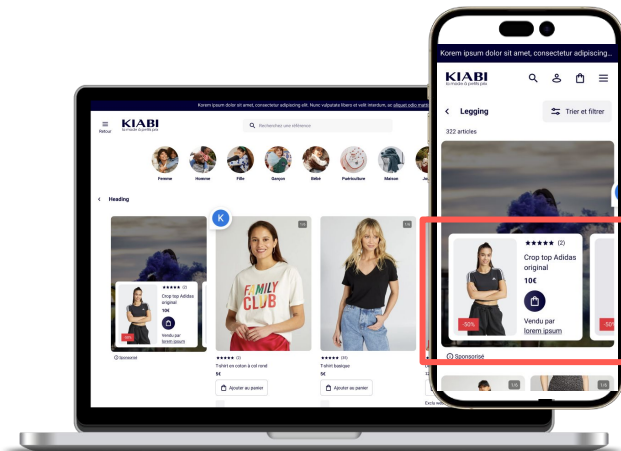
Totem Search/Catég

Desktop et mobile (mobile site& app)

We need :

- An image: 480x640px (safe zones defined on PSD)
- Number of products :
 - between 1 and 5 products
- Colorimetry :
 - the image is not modified by Kiabi. A slightly darker image will make the products stand out better.

Illustration



[Link PSD](#)

Broadcast pages

- Category and search
- Position 7 or 10 (depending on sales activity)

Technical Specifications

Bannière

Desktop et mobile (site mobile et app)

We need :

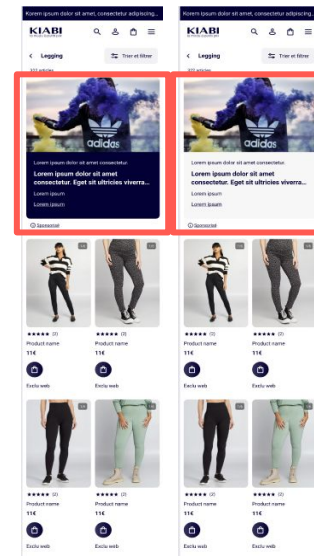
- Image: 480x640px (safe zones defined on PSD)
- Text (Roboto typeface) :
 - Toptext: 48 characters
 - Title: 38 characters
 - Subtitle: 36 characters
 - Call to Action: 36 characters
- Colorimetry :
 - Text and Background: free
 - Must be legible according to WCAG standard

Placement / size :

- Toptext : 14 px
- Title : 18px bold
- Subtitle : 14px
- Call to action : 14px

[Link PSD](#)

Illustration



Broadcast pages

- Category and search
- Top of page position



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 - Animés GIF	1670 €	220 €
	Habillage	600 €	140 €
	Native	600 €	140 €
	Instream 1 à 30s	1960 €	-
	Instream 30 à 60s	2580 €	-
Onsite	Totem - Display	600 €	140€
	Format HP - Display	A venir	

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