



# Vendor Tagged Ad Guide

January 2025

# Vendor Advertising

Vendor-tagged ads are created by our vendors to promote their products on Walmart.com and in our stores.

Review this section for guidance on VTAs, including details on our approval process, accepted categories, required branding elements, and more.



# Criteria Checklist

Please review the following criteria to determine if a product or brand is eligible for a vendor-tagged ad. If you answer no to one or more of these questions, a VTA is not permitted.

<b>Supplier Relationship</b>	Supplier Relationship	<input type="radio"/> Do we have an existing relationship with this supplier? (i.e., Zoom, PayPal, etc.)? <input type="radio"/> Have we collaborated with this supplier in the past (catalog, store, etc.)?
	Brand Reputation	<input type="radio"/> Does this supplier have a known reputation consistent with our “live better” focus? <input type="radio"/> Does the brand support “live better” positioning? <input type="radio"/> Does the supplier have an average rating of 4+ stars online?
	Media Guidelines	<input type="radio"/> Is the ad in line with media guidelines? <input type="radio"/> Is the ad free from TV-MA ratings, political themes, medical or police reality shows, or non-family-friendly programming? <input type="radio"/> Is the ad free from controversial or derogatory content that could have a negative impact on Walmart?
<b>Category Criteria</b>	Product Check	<input type="radio"/> Is the product a Walmart exclusive or new product? <input type="radio"/> Is the item shared on both online and in stores? <input type="radio"/> Is the product relevant for a current season or category theme? <input type="radio"/> Do we have enough inventory to support an ad?
	Family-Friendly	<input type="radio"/> Is the product on the accepted category list?



## Accepted Categories

Accepted VTA products fall into the preapproved categories listed here. Any content from our “Category Exclusions” list is ineligible for a VTA.

Accepted Categories	
Apparel	Ladies', men's, children's, accessories, shoes, infant/toddler clothes, intimate apparel, jewelry, accessories
Home	Storage, furniture, cooking & dining, crafts & fabric, home decor, bath, bedding
Entertainment	Photo, electronics, media & gaming, cellular
Toys	Girls' toys, boys' toys, preschool toys, activities, bikes, outdoor toys
Seasonal	Seasonal, celebrations
Hardlines	Sporting goods, automotive, hardware, stationary, lawn & garden
Food	Bakery, service deli, meat, seafood, produce, dry grocery, frozen, dairy, commercial bread, deli, candy impulse, DSD, snacks, adult beverages
Services	Services, financial services, digital acceleration, cards & lending, digital merchandising (delivery, pickup, payments, etc.)
Consumables	Personal care, beauty, pets, paper goods, cleaning supplies, baby consumables, OTC
Wellness	Health & Wellness, vitamins, pharmacy services

Category Exclusions	
Alcohol	Including any content on drinks, recipes, any related diseases, news about DUI, drinking, associated violence, birth defects, etc.
Drugs & Narcotics	Including drugs and narcotics, drug culture, busts, crime, drug effects on people, rehab, and personal stories
Firearms & Ammunition	Including content about firearms, ammunition, shooting, guns laws, the National Rifle Association, etc.
Gambling & Casino Games	Including gambling, betting casinos, online gambling, and gambling related news
Tobacco	Including tobacco, the tobacco industry, or tobacco's negative impact such as diseases
Entertainment File Sharing & Download	Including pages where users will download music, movies, or TV shows illegally
Sex-related Products	Including content that would be deemed inappropriate for “family-friendly” programming such as reproductive aids, male enhancement products, nudity/semi-nudity, sex life, sex advice, medical sex and education sex, or sex-related products
Government-related products	Including content state, government, the body politic, public administration, policymaking, elections, propaganda, military, war, etc.(delivery, pickup, payments, etc.)
Profane Language	Inappropriate use of profane language, cursing, swearing, and hate speech of any kind



## VTA Dos & Don'ts

**The ad must:**

- Be approved by buyer and complete all Walmart approvals to be accepted.
- Feature a product that is new (introduced within past 6 months) and/or exclusive at Walmart.
- Conform to Walmart brand standards and guidelines.
- Conform to Walmart accepted categories list.
- Contain family-safe content.
- Strengthen Walmart's "live better" message.
- Use "Only at" or "New at" Walmart tags ONLY with new or exclusive products.

**The ad must not:**

- Contain, be adjacent to, or reference a coupon.
- Have a price listed. No "net math" permitted.
- List other retailers besides Walmart
- Include Walmart bags, boxes, associates, or store visuals.
- Use Walmart proprietary assets (i.e., Rollback, Made in America, two-day delivery, or pickup today logos).
- Look like a Walmart ad.
- Contain sexual or misleading content.
- Advertise competitive content.



## Roles & Responsibilities

---

### Merchants

- Review supplier request and approve against category plans/ guidelines
- Escalate to DMM/ VPs as required for any high-urgency, exception-based requests
- Inform supplier of approval and/or any rejects and why

### Brand marketer/creative lead

- Review request against VTA criteria and brand standards
- Confirm VTA fit with broader campaign strategy
- Confirm messaging with corp comms (as needed)
- Share feedback, non-approvals, or approval with PM

---

### PM

- Confirm Merchant approval before submitting
- Obtain all required documentation from supplier
- Supply vendor with tagged ad guidelines and assets
- Record request
- Review and manage feedback workflow
- Inform supplier of approval and/or any rejects and why
- Provide supplier with Approval No.

### Media

- Review media plan against media criteria and schedule
- Review planned media buy to identify any conflicts
- Share feedback, non-approvals, or approval with PM

---

### Retail marketer

- Understand VTA fit with broader strategy
- Evaluate VTA with AOP and planned in-market activations
- Share feedback, non-approvals, or approval with PM

### Legal

- Review creative and approval
- Share feedback, non-approvals, or approval with PM



## Influencer Guidelines

We only permit partnerships with influencers who embody our ethics and values. Their association with Walmart should enhance our brand's credibility and foster positive public sentiment around Walmart and our products.

-  Influencer must not have any past posts that featured any of the following:
  - Disparaging or negative commentary about Walmart
  - Profanity
  - Sexual references
  - Political commentary or activism
  - Disparaging remarks about other ethnicities, religions, political figures, etc.
  - Body shaming

-  Influencer must disclose the sponsor of the blog/post.



## Exceptions to VTA Guidelines

- If a VTA is requested for a supplier or product outside our approved criteria, an escalation review with Merch DMM/ VP and Retail Marketing VP approval is required for submission.
- In rare cases, multiple retailer tagging may be permitted. Strategic exception may be allowed with escalated approval by the Merchandising DMM/ VP, Brand Marketer, and Marketing Creative Lead.
- Use beyond standard VTA tags, such as event or special partnerships request require escalated approval to DMM/ VP and Retail Marketing VP required



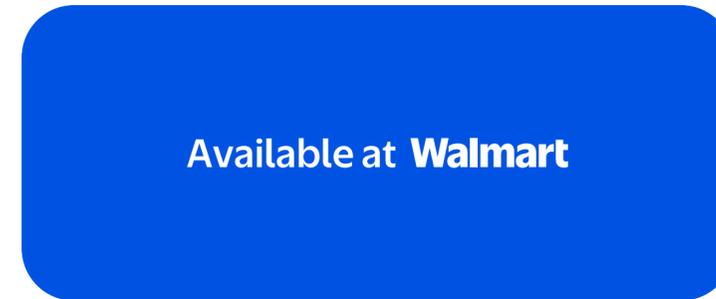
## VTA Lockups, Horizontal

Vendors must choose from our list of approved VTA lockups. Here are our horizontal English language lockups, which are also available in a stacked vertical format for use in small spaces (see next page).

Use when next to shared retailers



Use for general products



Use for exclusive products



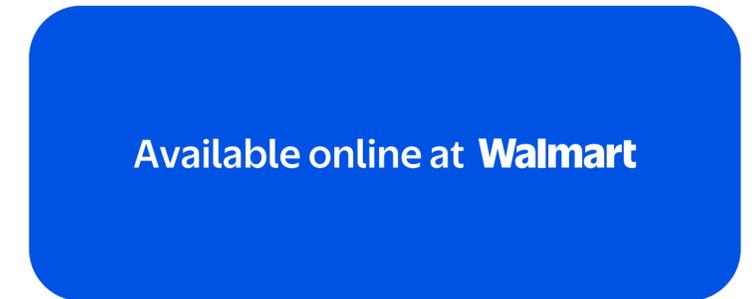
Use within six months of product arrival



Services only



Online only





## VTA Lockups, Stacked

Vendors can use our stacked VTA lockups in layouts with limited space.

Use when next to shared retailers



Use for general products



Use for exclusive products



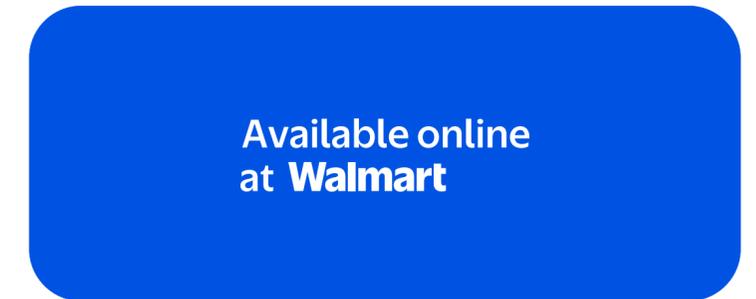
Use within six months of product arrival



Services only



Online only





## Spanish VTA Lockups, Horizontal

Spanish language versions of our VTA lockups can be used in Spanish-dominant markets. These are also available in both horizontal and stacked formats (see next page).

Use when next to shared retailers



Use for general products



Use for exclusive products



Use within six months of product arrival



Services only



Online only





## Spanish VTA Lockups, Stacked

Stacked versions of our Spanish VTA lockups can be used in layouts with limited space.

Use when next to shared retailers



Use for general products



Use for exclusive products



Use within six months of product arrival



Services only



Online only





## Color

All VTA lockups are provided in two colorways—Bentonville Blue and White Use whichever provides the best contrast against your background.

**Bentonville Blue**  
Light backgrounds



**White**  
Dark backgrounds



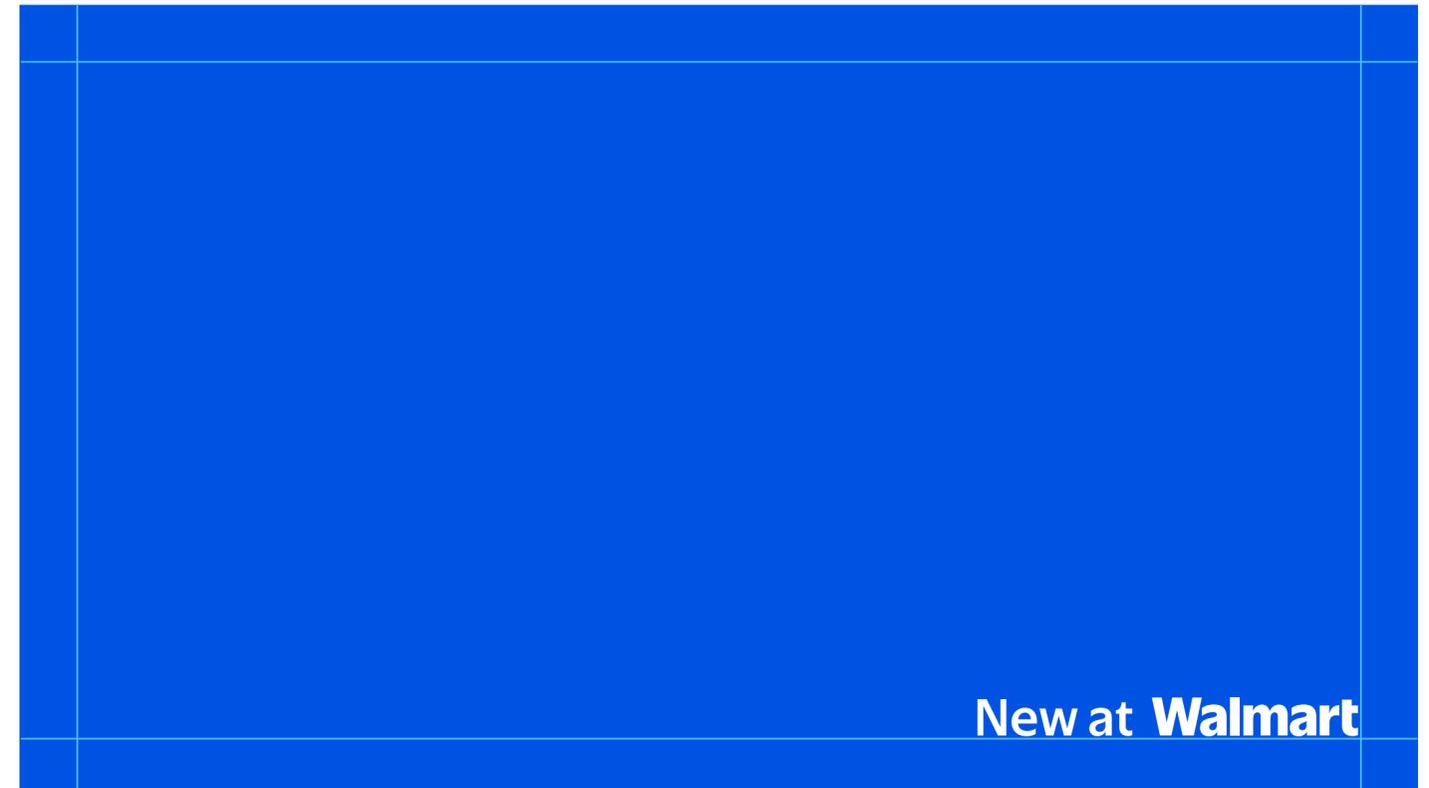
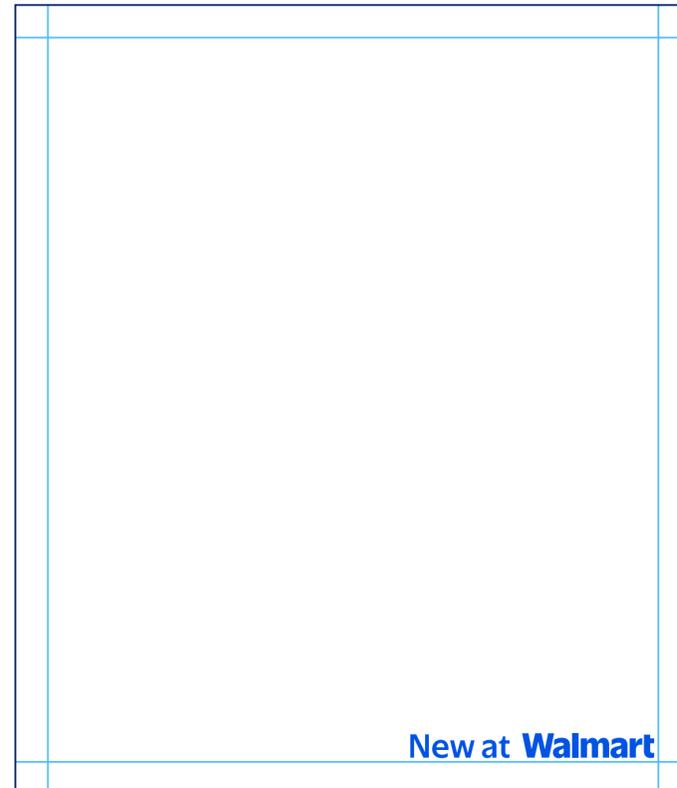


## Sizing & Placement

Walmart branding always appears in the lower right corner of an ad, aligned to the edges of the margin (print/digital) or title safe area (TV). Scan lines are at 98 HD and 45 SD. In flash or rich media banners, Walmart branding should always appear on the last frame.

Walmart branding should be small but legible. It must never dominate an ad or be featured more prominently than vendor branding. Accompanying ad copy may utilize the Walmart name, but not the Walmart logo. If applicable to the format, the Walmart name must be linked to the product page on Walmart.com.

Keep tags clear from clutter and obstructions. Make sure they don't touch or overlap other graphic elements, especially vendor branding.





# Animation & Timing

Please follow this approved animation and timing when using Walmart branding in motion advertisements.

1

Walmart branding slides in from the right edge of the frame 3 seconds from the end of a spot. For longer read VO, branding slides in slightly earlier with 4.5 seconds remaining.



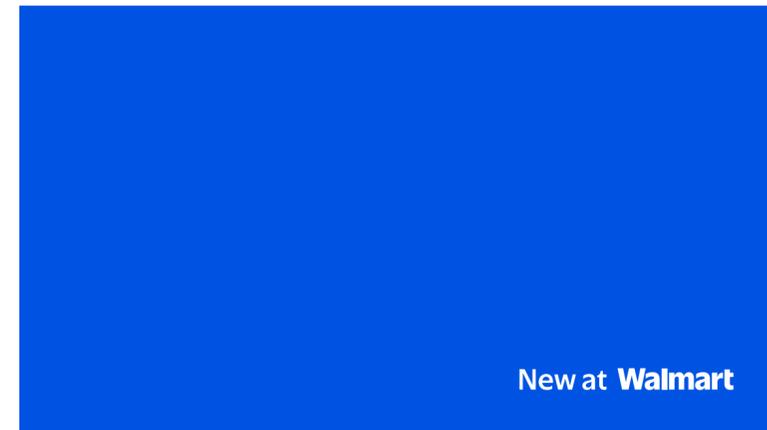
2

As Walmart branding slides in, a sliding sound indicates its entry. Slide motion occurs quickly, lasting approximately 0.5 seconds.



3

Walmart logo should be in place for 2.5 seconds with shorter read VO and up to 4 seconds for longer read VO.





## Voiceovers

Vendors may choose from six preapproved Walmart voiceovers for use in a VTA. Vendors must use these exact voiceovers and may not create their own.

The Walmart VO must appear at the end of a spot and may not be followed by any other VO. Allow a half-second between the end of the vendor VO and the beginning of the Walmart VO. Walmart branding should be timed to appear when we hear the Walmart VO.

Do not mention Walmart outside of the approved Walmart VO. Remember to mix the Walmart VO at the same volume as the vendor VO.

### Short Options 1.5 Seconds

Available at Walmart.

New at Walmart.

Only at Walmart.

### Long Options 3 Seconds

Available at Walmart for a low price, every day.

New at Walmart for a low price, every day.

Only at Walmart for a low price, every day.



# Thank You