

ADS POLICY

Last Updated: September 27, 2024

- Endemic advertisers' media programs shall click to pages within Walmart.ca. No external links are permitted unless approved by Walmart Connect Canada.
- Non-endemic advertisers' media programs are permitted to click to pages outside of Walmart.ca, subject to Walmart Connect Canada approval.
- Banner tab positions are selected by Walmart Connect Canada.
- Vendor must deliver a complete creative brief and all required assets in a single upload session, within the lead times required for their particular campaign, and by the deadline indicated by Walmart Connect Canada.
- Vendor is responsible for uploading featured products to Walmart.ca and/or following up with Walmart merchants for replenishment in order to ensure that relevant products are live, available, and in stock on Walmart.ca by campaign launch. Rush campaigns require that all products already be live and in stock on Walmart.ca. Walmart does not guarantee the purchase of incremental product volume tied to the purchase of advertising campaigns.
- Any legal requirements (i.e. disclaimers) or licensing implications (i.e. request for licensor approvals) must be communicated in the creative brief.

Demo & Sampling Policy for Events

- Vendor will be charged for program fees, training, signage and fulfillment
- Vendor is responsible for item selection, instructions on how to prepare or assemble item, and recommended setup/serving details.
- Vendor will work with Walmart contact (Merchant or Connect Sales) on item approvals and manage demand lifts and inventory flow.

Creative Design & Approvals

Walmart merchant teams are responsible for approving pricing and graphic pricing treatments (i.e. rollbacks, EDLP).

There will be two (2) rounds of revisions for creative, involving both Walmart and the Vendor. Additional revisions may result in a \$500 fee to Vendor per additional round of creative review, at Walmart's sole discretion, and may result in delayed launch.

Walmart provided French translation may not be modified.

Vendor's review and confirmation of creative is required within timelines established by Walmart Connect Canada. Failure to respect said timelines will result in campaign launch delay. Extension of run dates are subject to additional cost and availability.

Design, integration, and development work follows the responsive nature of the Walmart.ca website, and is adapted to Internet Explorer versions IE9 and higher.

For in-store sampling, demo or retailtainment events:

Vendor will provide creative assets (ie. Logos, brand guidelines, signage details and designs) at least 4 weeks before event date. If the vendor shares the creative assets less than 4 weeks before event date, Walmart reserves the right to charge a late fee of \$6 per item. All creative is subject to Walmart approvals and must align with Walmart brand guidelines

Vendor is responsible for any coupons, booklets or informational materials. Walmart shall not produce any such materials.