



THIRD PARTY MEDIA BRAND GUIDELINES

2023



THE CONTENTS OF THIS GUIDE INCLUDE PROPRIETARY BUSINESS INFORMATION OF LOBLAWS INC. ("LOBLAW") WHICH ARE STRICTLY CONFIDENTIAL AND ARE BEING SHARED FOR THE SOLE PURPOSE OF CONSIDERATION OF A POTENTIAL BUSINESS ENGAGEMENT WITH ADVANCE POWERED BY LOBLAW, AN AFFILIATE OF LOBLAW. THE SHARING OF THE CONTENTS OF THIS GUIDE WITH ANY THIRD PARTY AND FOR ANY OTHER PURPOSE IS STRICTLY PROHIBITED

TABLE OF CONTENTS

PROTECTING OUR CLIENTS' BRANDS	1
MEDIAAISLE PROGRAMMATIC	1
Content & Category Exclusions	1
Inclusion Lists, Exclusion Lists	2
3rd Party Blocking and Post Bid Verification.....	2
Third Party Tag Policy for MediaAisle	3
Authorized Publisher Inventory	3
PROGRAMMATIC	3
Content & Category Exclusions.....	3
Inclusion lists, Exclusion lists, & Keywords.....	4
3rd Party Blocking and Post Bid Verification.....	4
Authorized Publisher Inventory	5
SOCIAL MEDIA	5
Inventory Filters	5
SUMMARY	5

PROTECTING OUR CLIENTS' BRANDS

Guaranteeing all buys adhere to strict brand safety parameters to ensure proper suitability is a primary focus when transacting under Advance powered by Loblaw. As the ad marketplace becomes more complex and inventory supply more diversified, Advance powered by Loblaw employs several safeguards to mitigate risk and increase the effective value of a client's working media spend.

MEDIAAISLE PROGRAMMATIC

Formats: Display, OLV

Content & Category Exclusions

Leveraging Grapeshot's contextual analysis and blocking technology, domains and apps are analyzed for content, quality, and user experience. This is then built into a collection of categories and content to be blocked by MediaAisle during a campaign to limit the appearance of our platforms ads along content that is deemed less suitable. There are two tiers of Brand Safety within MediaAisle, the Essential tier only blocks analyzed inventory deemed unsafe but

will still bid on unanalyzed inventory. Maximum tier only bids on inventory that has been analyzed.

Inclusion Lists, Exclusion Lists

Domains and apps known to be unsafe due to fraudulent traffic, highly sensitive content, or ineffective placements are added to Loblaw Media's Universal Blocklists. This application is defaulted across all current and prospective advertisers to ensure minimum safety and performance standards are adhered to. Key indicators such as ad viewability, completion rates, and inconsistently high CTRs for mobile in-app placements also play a factor in evaluations.

Advance powered by Loblaw also accommodates brands with curated exclusion and inclusion lists to apply those at the campaign level. Files should be formatted as .CSV when possible. Implementation will follow standard trafficking timelines.

3rd Party Blocking and Post Bid Verification

Brand safety and suitability requires checks prior to an ad being placed on a page or in app, and balances after that impression has been served. This two-pronged approach holds all partners accountable: internal teams, buy side platforms, and publishers.

Third party agnostic services, such as MOAT and Integral Ad Science, act as universally agreed upon measurement solutions for viewability, ad fraud, and content classification.

MOAT: As the preferred verification partner, MOAT enables for cross channel measurement and reporting on 50+ MRC accredited metrics. Advance powered by Loblaw mandates that every campaign be tagged and/or wrapped before going live, including self-serve campaigns for auditing purposes and confirmation of advertisers' viewability partner of choice. Advance powered by Loblaw recommends the application of the MOAT viewability integration in addition to any other viewability tagging capabilities to ensure auditability and coverage in the case of issues or outages from the Advertiser's partner of choice. Real-time Performance tracking.

Advance powered by Loblaw follows MRC guidelines for viewability, which are below:

Web/App Display:

- Pixel Requirement: Greater than or equal to 50% of the pixels in the advertisement were on an in-focus browser tab on the viewable space of the browser page
- Time Requirement: The time the pixel requirement is met was greater than or equal to one continuous second, post ad render.

Web/App Video:

- Requirement is that 2 continuous seconds of the video advertisement is played, meeting the same Pixel Requirement necessary for a viewable display ad. This required time is not necessarily the first 2 seconds of the video ad; any unduplicated content of the ad comprising 2 continuous seconds qualifies in this regard.

Third Party Tag Policy for MediaAisle

Advance powered by Loblaw accepts the below third-party tags for campaigns being run through MediaAisle.

Third-Party Providers	MediaAisle Programmatic				PCX		Additional Notes
	Web Display	Mobile Display	OLV	CTV	Web Display	Mobile Display	
CM360	X	X	X*	X	Managed Service Only at Present		*Vast coming in Q1
MOAT/ Oracle	*	*	*				*Native MA integration for MOAT reporting only
IAS	*	*					* Must be tagged in CM360 for reporting only
DV	*	*					* Must be tagged in CM360 for reporting only

Authorized Publisher Inventory

Additional measures include buying from sellers that have been declared authorized by publishers to sell their inventory, running in low-risk social environments (Newsfeed, Stories & Messenger), and working with TAG certified vendors.

PROGRAMMATIC

Formats: Display, OLV, YouTube, DOOH

DSPs: Google DV360, The Trade Desk

Content & Category Exclusions

Leveraging Google’s classification technology, domains and apps are analyzed for content, quality, and user experience. This is then tiered and grouped into traditional digital content labels and categories. See current exclusions below.

Digital Content Label Exclusions

- DL-G: General audiences
- DL-PG: Audience with parental guidance
- DL-T: Teens and older audiences
- DL-MA: Mature audiences
- DL-?: Not yet labeled

Sensitive Category Exclusions

- Adult
- Derogatory
- Downloads & Sharing
- Weapons
- Gambling
- Violence
- Suggestive
- Profanity
- Alcohol
- Drugs
- Tobacco
- Politics
- Religion
- Tragedy
- Transportation accidents
- Sensitive social issues

App & URL Exclusions

- | | | |
|--|---|--|
| <input checked="" type="checkbox"/> Collections: Apple Store (Games) | <input checked="" type="checkbox"/> Politics – Politics | <input checked="" type="checkbox"/> News - News |
| <input checked="" type="checkbox"/> Collections: Google Play (Games) | <input checked="" type="checkbox"/> Games – Games | <input checked="" type="checkbox"/> World Location – Russia & CIS |
| <input checked="" type="checkbox"/> URL: trontv.com | <input checked="" type="checkbox"/> People & Society – Ethnic & Identity Groups | <input checked="" type="checkbox"/> World Location – Middle East |
| | <input checked="" type="checkbox"/> People & Society – Religion & Belief | <input checked="" type="checkbox"/> World Location – Northern Africa |
| | <input checked="" type="checkbox"/> People & Society – Social Issues & Advocacy | <input checked="" type="checkbox"/> World Location – West Asia |
| | <input checked="" type="checkbox"/> Music & Audio – Religious Music | <input checked="" type="checkbox"/> Law & Government - Military |
| | <input checked="" type="checkbox"/> Arts & Entertainment – Comics & Animation | <input checked="" type="checkbox"/> Reference – Military History |

Inclusion lists, Exclusion lists, & Keywords

Domains, apps and keywords known to be unsafe due to fraudulent traffic, highly sensitive content, or ineffective placements are added to Advance powered by Loblaw’s Universal Blocklists. This application is defaulted across all current and prospective advertisers to ensure minimum safety and performance standards are adhered to. Key indicators such as ad viewability, completion rates, and inconsistently high CTRs for mobile in-app placements also play a factor in evaluations.

Universal URL Channel Blocklist | Universal App Blocklist | Universal Keyword Blocklist

Advance powered by Loblaw also accommodates requests from brands with curated Blocklists, whitelists and keyword exclusion lists. Files should be formatted as .CSV when possible. Implementation will follow standard trafficking timelines.

3rd Party Blocking and Post Bid Verification

Brand safety and suitability requires checks prior to an ad being placed on a page or in app, and balances after that impression has been served. This two-pronged approach holds all partners accountable: internal teams, buy side platforms, and publishers.

Third party agnostic services, such as MOAT and Integral Ad Science, act as universally agreed upon measurement solutions for viewability, ad fraud, and content classification.

- MOAT: As the preferred verification partner, MOAT enables for cross channel measurement and reporting on 50+ MRC accredited metrics. Advance powered by Loblaw mandates that every campaign be tagged and/or wrapped before going live.
- IAS: Used for programmatic pre-bid blocking, Integral Ad Science provides both brand safety and ad fraud prevention (fig. 1a) based on historical data, cataloging placements in real time. All open exchange inventory is filtered for the following:

Unrateable	Exclude all	Hate Speech	Exclude High & Moderate Risk
Adult	Exclude High & Moderate Risk	Offensive Language	Exclude High & Moderate Risk
Alcohol	Exclude High & Moderate Risk	Violence	Exclude High & Moderate Risk
Illegal Downloads	Exclude High & Moderate Risk	Gambling	Exclude High & Moderate Risk
Drugs	Exclude High & Moderate Risk	Ad Fraud Prevention	Exclude High or Moderate Risk

Authorized Publisher Inventory

Additional measures include buying from sellers that have been declared authorized by publishers to sell their inventory, running in low-risk social environments (Newsfeed, Stories & Messenger), and working with TAG certified vendors.

SOCIAL MEDIA

Formats: Facebook (Feed, In-stream, and In-Article), Pinterest, Snapchat

Inventory Filters

Leveraging each social media platform's Inventory Filters, campaigns are set for sensitivity of content that your ads appear within/adjacent to.

Advance powered by Loblaw also accommodates requests from brands with curated filters, including Loblaw audiences, to enable across their campaigns.

SUMMARY

Buying in an ever-changing ecosystem, Advance powered by Loblaw's approach to brand safety continues to be an ongoing process. Being both vigilant and proactive is what differentiates and bolsters our offering. For special requests that go above and beyond the current parameters, contact a Client Services Lead.