

# Astiakuvasto

## MEDIA SHEET 2020



### Kespro's 2020 Non-food Selection

*Kespro's illustrated non-food catalogue is a comprehensive presentation of Kespro's versatile selection of non-food products. The catalogue is published on the kespro.com website and as a print version with a print run of some 3,500 copies.*

#### IMPORTANT FOR KESPRO:

Information on campaign products, advertisement materials and images for the campaign publication must be submitted within the schedule as instructed in the media sheet. Materials that arrive late will not be accepted. Agreed marketing actions which are not implemented are charged in accordance with the agreement.

#### Schedule

**VALIDITY PERIOD: 01 SEP. 2020 - 31 AUG. 2021**

Advertisement materials 29 Apr. 2020

Issue date 28 Aug. 2020

#### Kespro's contact person

Product Manager Henna Lehmus  
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#### Instructions on materials

##### PRODUCT IMAGES

Individual images are required of all products to be shown on the product pages. Product images must have white backgroundcolor and path. This does not apply to advertising material.

##### TECHNICAL REQUIREMENTS:

Resolution 300 dpi  
Eps / tiff / jpg format  
Width of the image approx. 8 cm  
File naming: EAN-code\_brand\_product.jpg  
Delivery address: [kespro.aineistot.fi/astiakuvasto](mailto:kespro.aineistot.fi/astiakuvasto)  
You may also send a link or user ID to an image bank.

##### A4 ADVERTISEMENT (1/1)

Size: A4 (210 x 297 mm) + 5 mm bleed  
Images: 300 dpi / CMYK colour  
(Paper: G-Print 90 g)

Print quality material as PDF file.

Delivery address: [kespro.aineistot.fi/astiakuvasto](mailto:kespro.aineistot.fi/astiakuvasto)

Printing: PunaMusta Oy  
Instructions: [www.punamusta.fi](http://www.punamusta.fi)

**KESPRO**