

ProS€NTTI

CAMPAIGN PUBLICATION FOR THE CUSTOMERS OF KESPRO

We have collected a great number of seasonal products, price advantages, ideas and inspiration.

IMPORTANT FOR KESPRO:

We expect our business partners to respect the stages and schedules of the campaign process.

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



Schedule

NO. 1

VALIDITY PERIOD: 03 JAN. – 28 FEB. 2018

Campaign product information,
ad materials / product images 10 Nov. 2017
Issue date 02 Jan. 2018

NO. 2

VALIDITY PERIOD: 01 MAR. – 02 MAY 2018

Campaign product information,
ad materials / product images 08 Jan. 2018
Issue date 27 Feb. 2018

NO. 3

VALIDITY PERIOD: 03 MAY – 03 SEP. 2018

Campaign product information,
ad materials / product images 09 Mar. 2018
Issue date 30 Apr. 2018

NO. 4

VALIDITY PERIOD: 04 SEP. – 31 OCT. 2018

Campaign product information,
ad materials / product images 20 Jun. 2018
Issue date 31 Aug. 2018

NO. 5

VALIDITY PERIOD: 01 NOV. 17 – 02 JAN. 19

Campaign product information,
ad materials / product images 13 Sep. 2018
Issue date 30 Oct. 2018

Instructions

• CAMPAIGN PRODUCTS

Campaign product information must be supplied to Kespro's Product Manager in accordance with the schedule.
E-mail: firstname.lastname@kesko.fi

• PRODUCT IMAGES FOR CAMPAIGN BOXES

Resolution 300 dpi
Eps / tiff / jpg format
The images must communicate the idea of quality and deliciousness in addition to being interesting to horeca professionals.
Delivery address: aineisto@m1.fi
Advertising agency M1 / tel. +358 40 840 0239
You may also send a link or user ID for the image bank.

• ADVERTISEMENT MATERIAL A4 (1/1)

Size: A4 (210 x 297 mm) + 5 mm bleed
Images: 300 dpi
(Paper: G-Print 100 g)
Press quality material as a PDF file. Please, clearly indicate which issue the material is intended for.
Delivery address: aineisto@m1.fi
Advertising agency M1 / tel. +358 40 840 0239

• **LINKING TO A CAMPAIGN PRODUCT FEATURED AT THE ONLINE MAGAZINE, VIDEO, RECIPE OR OTHER CONTENT.**
Please clearly notify the picture or web address to be linked.

Delivery address: aineisto@m1.fi
Advertising agency M1 / tel. +358 40 840 0239

Kespro contact person:

Marketing planner Päivi Nykopp
paivi.nykopp@kesko.fi
tel. +358 1053 24142 (wherever possible use e-mail)

Printing: Painotalo PunaMusta Oy
www.punamusta.com

ProS€NTTI

Ideat & inspiraatiot

Kespro messuilla esiteltäviä tuotteita ja jouluvalkoima

Ideat & inspiraatiot

SYYS-LOKAKUU

Jatka kesää!
Gluteenittomat ja laktoositon leikkeet

1/2

Mustikkakiisseli ja vaniljaista jogurttia
30 annosta

1/2

Vegaani muffini
Sopii vegaaniseen ruokavalioon • sulata ja tarjoile

1/2

Kylmäsavuporodippi puikularanskiksille
4 annosta

1/4

Tuoreet vohvit 100 % jauhasta

1/4



IDEAS & INSPIRATION THEMES

The ideat & Inspiraatiot section emphasizes the following themes and seasonal content.

- Nro 1** Lunch: blinis (Russian Pancakes) and roe, light food – Runeberg Day, Valentine's Day and Shrove Tuesday.
- Nro 2** Light food, vegetable recipes, vegetarian, vegan – Easter and May Day.
- Nro 3** Eating out, Mother's Day, graduation, casual dining, impulse products.
- Nro 4** The festive season: Christmas party food, Christmas food selection, Halloween and Oktoberfest.
- Nro 5** The festive season: Christmas party food and Christmas food selection.

OPTIONS

- ¼ - pages
- ½ - pages

INSTRUCTIONS

1/2-PAGE COLUMN:

maximum number of characters in text 1.000, including spaces. Text in Word format.

1/4-PAGE COLUMN:

maximum number of characters in text 600, including spaces. Text in Word format.

TECHNICAL IMAGE REQUIREMENTS:

Resolution 300 dpi

Eps / tiff / jpg format

Image width:

c. 10 cm in a ½-page column

Delivery address of texts:

Kespro Product Managers (firstname.lastname@kespro.fi) and paivi.nykkopp@kesko.fi

ALTERNATIVELY READY MATERIAL

1/4 page: 88x112 mm

1/2 page horizontal: 180x112 mm

1/2 page vertical: 88x234 mm

Press quality material as a PDF file.

Delivery address of images: aineisto@m1.fi

Kespro has the right to restrict the number of images used.