

ProS€ntti

MEDIA CARD 2024

Schedule

NO. 1

CAMPAIGN VALID:	8 JANUARY TO 4 MARCH 2024
CAMPAIGN PRICE VALID:	28 DECEMBER 2023 TO 4 MARCH 2024
Campaign product offers to the product manager	1 November 2023
Advertisement materials/product images	16 November 2023
Publication date	4 January 2024

NO. 2

CAMPAIGN VALID:	5 MARCH TO 6 MAY 2024
CAMPAIGN PRICE VALID:	27 FEBRUARY TO 6 MAY 2024
Campaign product offers to the product manager	2 January 2024
Advertisement materials/product images	18 January 2024
Publication date	27 February 2024

NO. 3 (INCL. ICE CREAM ATTACHMENT)

CAMPAIGN VALID:	7 MAY TO 2 SEPTEMBER 2024
CAMPAIGN PRICE VALID:	29 APRIL TO 2 SEPTEMBER 2024
Campaign product offers to the product manager	21 February 2024
Advertisement materials/product images	8 March 2024
Publication date	3 May 2024

NO. 4

CAMPAIGN VALID:	3 SEPTEMBER TO 4 NOVEMBER 2024
CAMPAIGN PRICE VALID:	27 AUGUST TO 4 NOVEMBER 2024
Campaign product offers to the product manager	14 June 2024
Advertisement materials/product images	24 July 2024
Publication date	30 August 2024

NO. 5

CAMPAIGN VALID:	5 NOVEMBER 2024 TO 7 JANUARY 2025
CAMPAIGN PRICE VALID:	29 OCTOBER 2024 TO 7 JANUARY 2025
Campaign product offers to the product manager	2 September 2024
Advertisement materials/product images	18 September 2024
Publication date	31 October 2024



IMPORTANT TO KESPRO:

We expect our partners to respect the campaign process work stages and schedules.
PLEASE NOTE: Information, advertisement materials and campaign product images to be included in the publication must be delivered according to the instructions and on schedule. Any late materials will not be accepted. Agreed but unrealised marketing measures will be charged according to the agreement.

KESPRO

ProS€ntti

MEDIA CARD 2024

Material instructions

CAMPAIGN PRODUCT SECTION

Promotional product information must be delivered on schedule to the Kespro product manager.

Email: firstname.lastname@kesko.fi

PRODUCT IMAGES FOR CAMPAIGN BOXES

Technical requirements:

Resolution 300 dpi, format eps/tiff/jpg

CMYK images: ISOcoated_v2_300_eci.icc

Pre-extracted images, width approximately 8 cm.

Images to be extracted during production will be subject to a separate charge.

The images should reflect good quality and delicious taste, and raise interest among hospitality professionals.

Send images to kespro.aineistot.fi/prosentti.

Mainostoimisto M1/kespro@m1.fi

You can also send a link or credentials to a photo gallery.

NOVELTY SECTION

The Novelty section extensively displays new products selected for Kespro's range to foodservice professionals.

The new products Excel spreadsheet must be delivered to Kespro's product manager according to the media card's schedule.

1/2 PAGE NEW PRODUCTS LEAFLET (EXCEL)

Including **max 5 products**. The text of a 1/2 page novelty leaflet can be max 700 characters, including spaces.

1/4 PAGE NEW PRODUCTS LEAFLET (EXCEL)

Including **max 2 products**. The text of a 1/4 page novelty leaflet can be max 430 characters, including spaces.

PRODUCT IMAGES FOR NOVELTY LEAFLETS

Technical requirements:

Resolution 300 dpi, format eps/tiff/jpg

CMYK images: ISOcoated_v2_300_eci.icc

Image width approximately 10 cm.

The images should reflect good quality and delicious taste, and

raise interest among foodservice professionals.

Send images to kespro.aineistot.fi/prosentti.

Mainostoimisto M1/kespro@m1.fi

You can also send a link or credentials to a photo gallery.



ADVERTISEMENT MATERIALS A4 (1/1 page)

210 x 297 mm + 5 mm cutting let out/300 dpi/CMYK colours

CMYK images: ISOcoated_v2_300_eci.icc

No text too close to the cut.

Print-ready materials as a PDF file.

Send the PDF to kespro.aineistot.fi/prosentti.

Mainostoimisto M1/kespro@m1.fi

ADVERTISEMENT MATERIALS 210 X 147 horizontal (1/2 page)

210 x 147 + 5 mm cutting let out/300 dpi/CMYK colours

CMYK images: ISOcoated_v2_300_eci.icc

No text too close to the cut.

Print-ready materials as a PDF file.

Send the PDF to kespro.aineistot.fi/prosentti.

Mainostoimisto M1/kespro@m1.fi

ADVERTISEMENT MATERIALS BACK COVER

210 x 267 mm + 5 mm cutting let out/300 dpi/CMYK colours

CMYK images: ISOcoated_v2_300_eci.icc

No text too close to the cut.

Print-ready materials as a PDF file.

Send the PDF to kespro.aineistot.fi/prosentti.

Mainostoimisto M1/kespro@m1.fi

Printing house: PunaMusta Oy

Material instructions: www.punamusta.com

Kespro contact person:

Päivi Nykopp, Marketing Planner

paivi.nykopp@kesko.fi

ProS€entti

MEDIA CARD 2024

Material instructions

CURRENT PRODUCTS IN THE COMPREHENSIVE ASSORTMENT

In this section, we present current products from the comprehensive assortment. The products showcased in this section do not need to be part of the chain assortment.

- On the spread, the supplier's products are presented attractively in a picture along with the price, order code, name, and a usage recommendation of up to 40 characters.
- Marketing at Kespro handles the usage recommendation. The supplier can send a suggestion or request to the product manager along with the other product details.
- One spread can feature 5–15 products.
- The image for the Comprehensive Assortment Current Spread is generated using artificial intelligence. Supplier images are used in electronic integrations.

The information on the new products in the overall range must be submitted to Kespro's product manager in accordance with the schedule on the ProS€entti media card.

Email: firstname.lastname@kesko.fi

Printing house: PunaMusta Oy

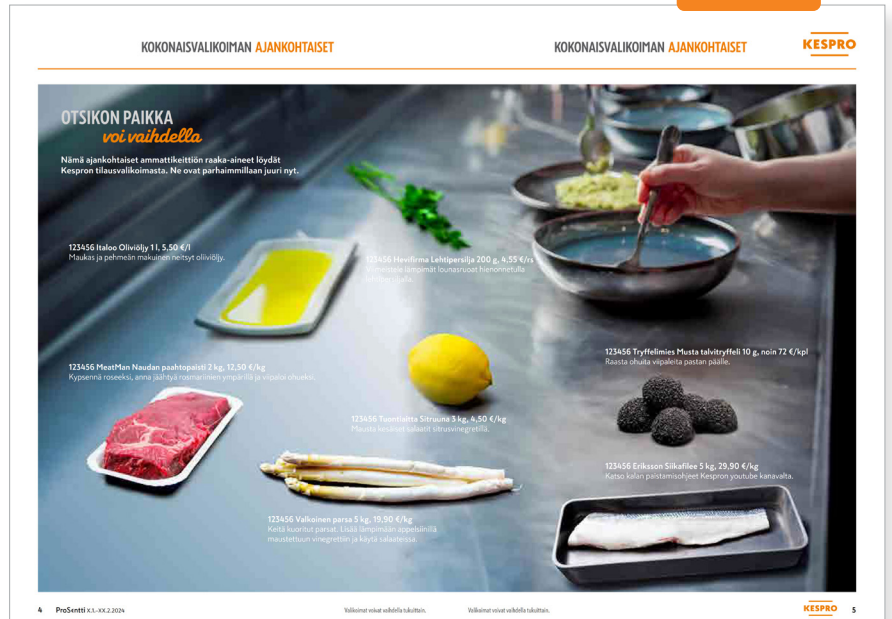
Material instructions: www.punamusta.com

Kespro contact person:

Päivi Nykopp, Marketing Planner

paivi.nykopp@kesko.fi

NEW



KESPRO