

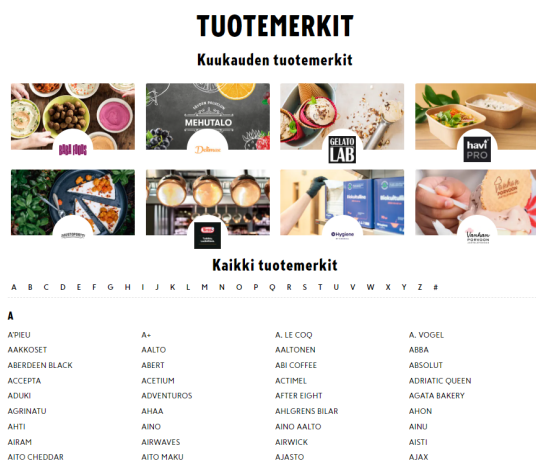
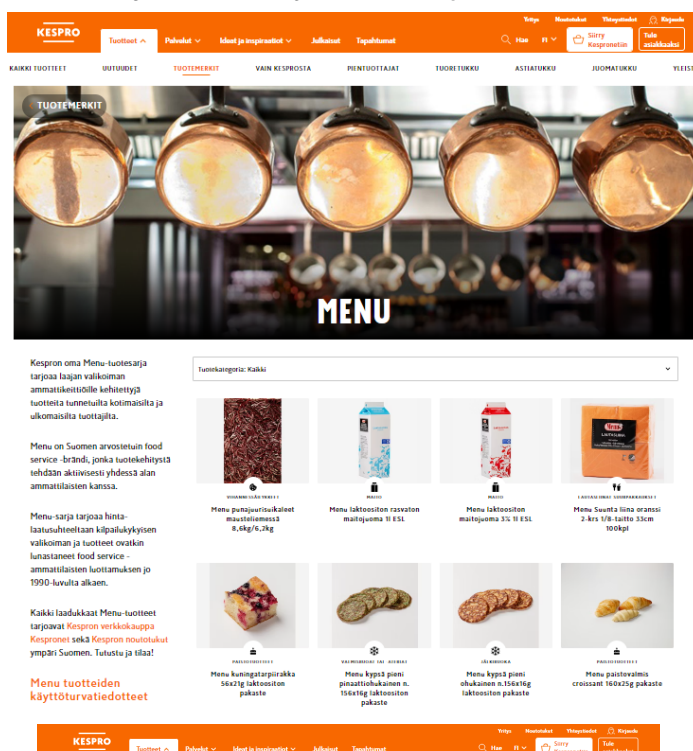
Partners' Basic Package

MEDIA CARD 2025

Partners' Basic Package contains a brand page that has a brand-specific selection of products available through Kespro and a Kespro.com article to drive visitors to the brand page.

Brand page brings out the story and essence of the brand with a search engine-optimized introductory text and at the same time improves the web visibility of the page. In the introductory text, you can talk about the brand, possible novelties or product features. The article will inspire Kespro.com visitors to visit your brand page and drive traffic to your brand page.

And all this just a click away from the Kespro.net sales channel!



Brand Page

Instructions:

Please, provide the materials via email. Kespro will provide instructions for link building after receiving the materials.

Text:

- Please provide product/brand information, preferably with include some subheadings in the text
- Maximum word amount 260
- Link building: a link to suppliers website is added to the text by Kespro. We kindly hope that the supplier also participates to the link building process by adding a link to kespro.com to their website.
- Kespro will provide the optimization of the text

Picture and logo:

- Please provide background picture and a logo
- 300 ppi, RGB-profiili
- 1400x500 px

See an example:

kespro.com/tuotteet/tuotemerkit

Please, provide the materials to:

kespro.digiaineisto@kesko.fi

Subject headline:

Kespro.com Brand Page + Company name

Contact person at Kespro:

Sanna Fagerlund
sanna.fagerlund@kesko.fi
puh. +358 407065818

KESPRO

Kespro.com article

MEDIA CARD 2024

Kespro.com is an inspirational online service for food service professionals. We strive to bring the most meaningful and fresh content to meet our professional readers' needs. We want our customers' business to flourish – our main goal is to offer inspiration and tips as well as to inform on new business trends and services.

Article can be executed either as a article you provide for us or as a Product Tips content by our content creation team. Please let your contact person know about your choice.

Schedule

Articles on Kespro.com are released according to the reservation order.

Please, provide the information latest on the 1st of the month previous to the one selected for the advertisement.

2023: Release schedule and content deadlines

January / content deadline 2024-12-01

February / content deadline 2025-01-01

March / content deadline 2025-02-01

April / content deadline 2025-03-01

May / content deadline 2025-04-01

June / content deadline 2024-05-01

July / content deadline 2025-06-03

August/content deadline 2025-07-01

September / content deadline 2025-08-01

October / content deadline 2025-09-02

November / content deadline 2025-10-01

December / content deadline 2025-11-01

NB:

Content required for the articles (e.g. text, artwork, product information) must be provided by the vendor according to the agreed schedule with Kespro. Any delayed content may not be accepted. The vendor will be charged according to the agreement for agreed, yet unrealized marketing operations due to the vendor.



Instructions

Products featured in the articles must be available in Kespro's assortment on the release date. The process is negotiated with Kespro's Product Manager responsible for the product category in question. Article content must be approved by Kespro Digital Sales.

Text:

- Email attachment (DOC or TXT)
- The text should include a short headline suitable for search engine optimization, an introduction text (maximum 256 characters) as well as some subheadings.

Artwork:

- Form: A separate email attachment to the main text (JPG format, preferably in 300 ppi RGB profile)
- Main image + images among text (horizontal)
- Maximum size: 1 Mt (1500x1000)
- Plus! Embedded videos (e.g. YouTube)

Please, provide the materials to:

kespro.digiaineisto@kesko.fi

Subject headline: Kespro.com article + Company name

Contact person at Kespro:

Ulla Telama
ulla.telama@kesko.fi
+358 503842839

IMPORTANT VALUES FOR KESPRO:

At Kespro, we value expertise and quality in all our marketing communications activities targeted at food service wholesalers. Thus, poor quality content or content against our principles may not be published.

KESPRO