

ProS€entti

MEDIA CARD 2024

ICE CREAM APPENDIX

SCHEDULE

PER CENT 3 ICE CREAMS PDF AND ONLINE MAGAZINE

CAMPAIGN VALID: 02/04-02/09/2024

CAMPAIGN PURCHASE PRICE VALID: 26/03-02/09/2024

Campaign product offers to the product manager 22/01/2024

Announcement materials / product images 16/02/2024

Date of publication 27 March 2024 (online magazine)

Material instructions

ICE CREAM APPENDIX

The Ice cream appendix has a separate online magazine between April 2 and September 2, 2024.

The ice cream appendix is also included in Per cent 3, which is valid from 7 May–2 September 2024

Promotional product details will be delivered on schedule to Kespro's product manager.

Email: firstname.lastname@kesko.fi

PRODUCT IMAGES FOR CAMPAIGN BOXES

Technical requirements:

Resolution 300 dpi, eps / tiff / jpg format

CMYK images: ISOcoated_v2_300_eci.icc

Pre-extracted images, width is approximately 8 cm.

Images extracted during production will be charged for.

The images must reflect good quality and delicious taste and arouse

interest among hotel, restaurant and catering professionals.

Deliver images to the address kespro.aineistot.fi/prosenttijaatelo

Mainostoimisto M1 / kespro@m1.fi

You can also send a link or credentials to the image bank.

ADVERTISEMENT MATERIAL A4 (1/1 page)

297 × 210 mm + 5 mm cutting let out / 300 dpi / CMYK colour

CMYK images: ISOcoated_v2_300_eci.icc

No text too close to the cut.

Print-ready material as a PDF file.

PDF delivery to the address kespro.aineistot.fi/prosenttijaatelo

Mainostoimisto M1 / kespro@m1.fi

ADVERTISEMENT MATERIAL 210 × 147 horizontal (½ page)

210 × 147 + 5 mm cutting let out / 300 dpi / CMYK colour

CMYK images: ISOcoated_v2_300_eci.icc

No text too close to the cut.

Print-ready material as a PDF file.

PDF delivery to the address kespro.aineistot.fi/prosenttijaatelo

Mainostoimisto M1 / kespro@m1.fi



NEW PRODUCT SECTION RELEASE IN THE PROSENTTI 3

The New products section displays new products selected for Kespro's offerings richly and broadly to foodservice professionals.

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

1/2 PAGE NEWS LEAFLET (EXCEL)

contains **max. 5 products**. The text of a 1/2 page news leaflet can be max 700 characters long, spaces included.

1/4 PAGE NEWS LEAFLET (EXCEL)

contains **max. 2 products**. The text of a 1/4 page news leaflet can be max 430 characters long, spaces included.

PRODUCT IMAGES FOR NEWS LEAFLETS

Technical requirements:

Resolution 300 dpi, eps / tiff / jpg format

CMYK images: ISOcoated_v2_300_eci.icc

Image width is approximately 10 cm.

The images must reflect good quality and a delicious flavour and

arouse interest among foodservice professionals.

Deliver images to the address

kespro.aineistot.fi/prosenttijaatelo

Mainostoimisto M1 / kespro@m1.fi

You can also send a link or credentials to the image bank.

Printing house: PunaMusta Oy

Material instructions: www.punamusta.com

Kespro contact:

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KESPRO