

Astiakuvasto

MEDIA CARD 2021

Kespro's selection of household merchandise 2021

The Astiakuvasto publication presents Kespro's extensive selection of household merchandise comprehensively. Astiakuvasto is published on kespro.com website as an online magazine.

IMPORTANT FOR KESPRO:

The information about the products to be included in the publication, advertising material and images must be delivered in accordance with the instructions and within schedule. We do not accept material that arrives late. We charge for marketing measures that have been agreed upon but not implemented in accordance with the agreement.



Schedule

VALID: 1.9.2020–31.8.2021

Advertising material

29.4.2021

Publication date

30.8.2021

Kespro's contact person

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Material instructions

PRODUCT IMAGES

We need an individual product image for every product to be included on a product page. The image must have a white background or a clipping path (does not apply to advertising material).

TECHNICAL REQUIREMENTS:

Resolution 300 dpi

Eps / tiff / jpg format

CMYK IMAGES: ISOcoated_v2_300_eci.icc

Width of the image is about 8 cm.

Name the images: EAN code brand_productname.jpg

Delivery address: kespro.aineistot.fi/astiakuvasto

You can also send a link for credentials for an image bank.

A4 ADVERTISEMENT (1/1)

Size: 210 x 297 mm + 5 mm trimming allowance

Images: 300 dpi / CMYK colour

(Paper: G-Print 90 g)

Print-ready material as a PDF file.

Delivery address: kespro.aineistot.fi/astiakuvasto

Printing: PunaMusta Oy

Material instructions: www.punamusta.fi

KESPRO