

Take away *-ratkaisut*

MEDIA CARD 2021

Publication for Kespro's customers

Take away -solutions relating to food packing and transport, as well as hygiene, that make our customers' everyday lives easier are collected in the publication.

IMPORTANT FOR KESPRO:

We expect our partners to respect the work phases and schedules of the process.

Note: 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 the 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: February 2021

Advertising material 25.11.2020

Product information to product managers 9.11.2021

Publication date 1.2.2021

Kespro's contact person

Marketing Planner Päivi Nykopp
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Material instructions

ADVERTISING MATERIAL 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).

ADVERTISING MATERIAL, TEXTS

Marketing text with content about products, product families or the brand. Max ½ page 700 characters of text and one image. The text must be delivered in Word format.

Delivery address, texts: Kespro's product managers

Resolution 300 dpi

CMYK images: ISOcoated_v2_300_eci.icc

Eps / tiff / jpg format

Width of the image is about 8 cm.

Name the images: EAN code brand_productname.jpg

Delivery address, images: kespro.aineistot.fi/takeaway

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

Printing: PunaMusta Oy

KESPRO