

Multichannel Max 22 vol %

Wine and Other Drinks Package

MEDIA CARD 2024

INTERESTING CONTENT ABOUT DRINKS

The package provides suppliers with multichannel visibility in Kespro media and channels.

Package content

- Content or video spot in Kespro's Juomatukku drinks wholesale newsletter
- One product is displayed on wholesale outlet screens for a month
- One featured product highlight in the Kespronet order channel carousel for one month
- Advertisement (1/1) in the Alcoholic Beverages Price List
- 3 x featured product highlight with an image in the Alcoholic Beverages Price List

Bookings

Make a booking with Kespro's product manager (firstname.lastname@kesko.fi).

1. Always agree first with the Kespro product manager about the product and message you want to appear in the package.
2. When a measure and its date have been agreed, submit the information about the product or content to Kespro's product manager and content creator at least 2 months prior to the agreed date of publication.

Contact information for any further questions

Ruut Laakso, Purchasing and Sales Manager, Beverages
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Kespro Content Creator Ulla Telama
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Material instructions

All materials must be submitted within the set time limits.

Material submitted late will not be accepted.

For the agreed measures, we charge as agreed.

Please refer to the **Alcoholic Beverages Price List media card** for material instructions for the items below:

- Advertisement (1/1) in the Alcoholic Beverages Price List
- 3 x featured product highlight with an image in the Alcoholic Beverages Price List

Please also refer to the **Juomatukku newsletter media card** (beverage wholesale newsletter).

For featured product highlights in the **Kespronet** order channel, submit images:

Images should be submitted as an email attachment in jpg format.

Minimum **image size** 72/1,500 x 1,000 px, in RGB profile, horizontal images.

Text content must be submitted by email to the contact person. Kespro's content creation team will edit the text.

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