BREAKFAST *solutions*

MEDIA CARD 2024

Schedule

PUBLICATION VALID:	**STARTING 5 FEBRUARY 2024**
Offers on materials	
for product manager	20 November 2023
Materials/product images	12 December 2023
Publication date	2 February 2024

Material instructions

TECHNICAL REQUIREMENTS:
Brand colour: CMYK or RGB values
Logo, images and product images: Resolution 300 dpi, eps / tiff / jpg format. CMYK images: ISOcoated_v2_300_eci.icc
Pre-extracted product images, width approximately 8 cm.
Images extracted during production will be charged for.
The images must reflect good quality and a delicious flavour and arouse
interest among foodservice professionals.
Texts: written directly in the material system.
Materials are submitted to the data system at:
kespro.aineistot.fi/aamiaisjajalkiruokaratkaisut
Mainostoimisto M1 / kespro@m1.fi
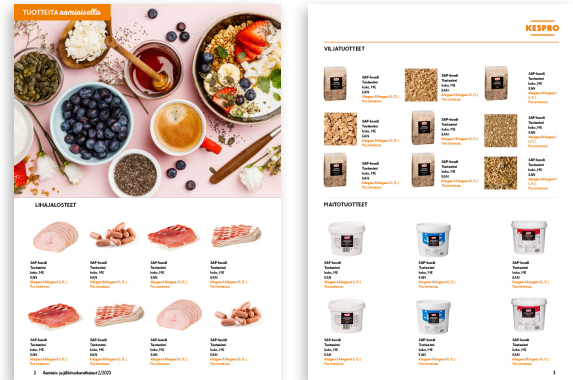You can also send a link or credentials to the image bank.

Printing house: PunaMusta Oy
Material instructions: www.punamusta.com

Kespro contact:
Marketing Planner Päivi Nykopp
paivi.nykopp@kesko.fi

Product category section

Product tile information
- SAP, EAN, product name, size, UoM
- Special diet markings
- approx. 8 cm extracted product image, see the material instructions

Solution section
- page character counts

Presentation of inspiration/solutions for the products in the product section

Solutions 1/1 page max. 3 products
- Title max. 40 characters
- Lead paragraph and body text max. 700 characters
- Customer benefits and tips for use max. 700 characters
- Tip and highlight text max. 150 characters

Solutions 1/2 page, portrait orientation, 1 product
- Title max. 40 characters
- Lead paragraph and body text max. 700 characters

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DESSERT *solutions*

MEDIA CARD 2024

Schedule

PUBLICATION VALID:	STARTING FROM 5 FEB 2024
Offers for material to the product manager	20 Nov 2023
Materials/product images	12 Dec 2023
Publication date	2 February 2024

The solution section is divided into three segments
- Buffet dessert
- Dish dessert
- Ingredients for desserts

Implementation models:
- Solutions 1/1 page max. 3 products
- Solutions 1/2 page, portrait orientation, 1 product

Material instructions

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Solution section
- page character counts

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- Tip and highlight text max. 150 characters

1/2 page, portrait orientation, 1 product
- Title max. 40 characters
- Lead paragraph and body text max. 700 characters

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