

Uutuustori

MEDIA SHEET 2020

The publication presents new products for Kespro's customers.

The publication extensively showcases new products selected for inclusion in Kespro's selections to foodservice professionals.

IMPORTANT FOR KESPRO:

We expect our business partners to respect the stages and schedules of the campaign process.

PLEASE NOTE! Information on new products, advertisement materials and images must be submitted within the schedule as instructed in the media sheet. Materials that arrive late will not be accepted.

Agreed marketing actions which are not implemented are charged in accordance with the agreement.



Schedule

ISSUE 1, VALIDITY 2 JAN. - 30 APR. 2020

New product-excel to Product Manager 04 Nov. 2019
Ad materials / product images 18 Nov. 2019
Issue date 03 Jan. 2020

ISSUE 2, VALIDITY 4 MAY - 31 AUG. 2020

New product-excel to Product Manager 21 Feb. 2020
Ad materials / product images 09 Mar. 2020
Issue date 29 April 2020

ISSUE 3, VALIDITY 1 SEPT. - 31 DEC. 2020

New product-excel to Product Manager 15 Jun. 2020
Ad materials / product images 20 Jul. 2020
Issue date 28 Aug. 2020

Instructions for submitting materials

• NOTICE OF NEW PRODUCTS

A notice of new products (Kespro's Excel notice template) must be submitted to Kespro's Product Manager in accordance with the schedule.

E-mail: firstname.lastname@kesko.fi

• 1/2 PAGE NOTICE

of new products can cover a maximum of 5 products. The text on a 1/2 page notice on new products can have no more than 700 characters including spaces.

• 1/4 PAGE NOTICE

of new products can cover a maximum of 2 products. The text on a 1/4 page notice of new products can have no more than 430 characters including spaces.

• PRODUCT IMAGES FOR NOTICES OF NEW PRODUCTS

Resolution 300 dpi, picture width approx. 10 cm.

Eps / tiff / jpg format

The images must communicate the idea of quality and deliciousness in addition to being interesting to horeca professionals.

Delivery address: kespro.aineistot.fi/uutuustori

Advertising agency Mainostoimisto M1 / kespro@m1.fi

You may also send a link or user ID to an image bank.

• ADVERTISEMENT MATERIAL A4 (1/1)

Size: A4 (210 x 297 mm) + 5 mm bleed

Images: 300 dpi. CMYK ICC profile: ISOcoated_v2_300_eci.icc (Paper: G-Print 100 g)

• MATERIAL FOR THE FRONT COVER

Size: 210 x 297 mm + 5 mm bleed

Images: 300 dpi. CMYK ICC profile: ISOcoated_v2_300_eci.icc (Paper: LumiArt 150 g)

• MATERIAL FOR THE BACK COVER

Size: 210 x 278 mm + 5 mm bleed

Images: 300 dpi. CMYK ICC profile: ISOcoated_v2_300_eci.icc (Paper: LumiArt 150 g)

Print quality material as a PDF file.

Delivery address: kespro.aineistot.fi/uutuustori

Advertising agency Mainostoimisto M1 / kespro@m1.fi

• LINKING TO A CAMPAIGN PRODUCT FEATURED IN THE ONLINE MAGAZINE, VIDEO, RECIPE OR OTHER CONTENT.

Please clearly specify the picture and web address to be linked.

Address: kespro.aineistot.fi/uutuustori

Advertising agency Mainostoimisto M1 / kespro@m1.fi

Kespro contact person:

Marketing Planner Päivi Nykopp

paivi.nykopp@kesko.fi

Printing: Painotalo PunaMusta Oy

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