MEDIA SHEET 2018

Uutuustori

THE PUBLICATION PRESENTS NEW PRODUCTS FOR KESPRO´S CUSTOMERS.

The publication provides a comprehensive presentation of the new products selected for inclusion in Kespro's selections.

IMPORTANT FOR KESPRO:
We expect our business partners to respect the stages and schedules of the campaign process. **NOTICE!** Information on new products, advertisement materials and images must be supplied within the schedule as instructed in the media sheet. Materials arriving late from the schedule are not accepted. Agreed marketing actions which are not implemented are charged in accordance with the agreement.

Schedule

NO. 1 VALIDITY PERIOD: 03 JAN. – 30 APR. 2018

Campaign product information, ad materials / product images	10 Nov. 2017
Issue date	02 Jan. 2018

NO. 2 VALIDITY PERIOD: 02 MAY – 31 AUG. 2018

Campaign product information, ad materials / product images	09 Mar. 2018
Issue date	27 Apr. 2018

NO. 3 VALIDITY PERIOD: 01 SEP. – 31 DEC. 2018

Campaign product information, ad materials / product images	20 Jun. 2018
Issue date	31 Aug. 2018

Instructions

• NOTICE ON NEW PRODUCTS
A notice on new products (Kespro's Excel notice template) must be supplied to Kespro's Product Manager in accordance with the schedule.
E-mail: firstname.lastname@kesko.fi

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

• PRODUCT IMAGES FOR NOTICES ON NEW PRODUCTS
Resolution 300 dpi
Eps / tiff / jpg format
The images must communicate the idea of quality and deliciousness in addition to being interesting to horeca professionals.
Delivery address: aineisto@m1.fi
Advertising agency M1 / tel. +358 40 840 0239
You may also send a link or user ID for the 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 COVER
Size: 210 x 234 mm + 5 mm bleed
Images: 300 dpi. CMYK ICC profile: ISOcoated_v2_300_eci.icc
(Paper: LumiArt 150 g)

Press quality material as a PDF file. Please, clearly indicate which issue the material is intended for.
Delivery address: aineisto@m1.fi
Advertising agency M1 / tel. +358 40 840 0239

• LINKING TO A NOVELTY FEATURED AT THE ONLINE MAGAZINE, VIDEO, RECIPE OR OTHER CONTENT.
Please clearly notify the picture or web address to be linked.
Delivery address for the material: aineisto@m1.fi
Advertising agency M1 / tel. +358 40 840 0239

Kespro contact person:
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