

Uutuustori

MEDIA SHEET 2019

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. 2019

Product information,
ad materials / product images 09 Nov. 2018
Issue date 03 Jan. 2019

NO. 2 VALIDITY PERIOD: 02 MAY – 31 AUG. 2019

Product information,
ad materials / product images 08 Mar. 2019
Issue date 29 Apr. 2019

NO. 3 VALIDITY PERIOD: 01 SEP. – 31 DEC. 2019

Product information,
ad materials / product images 20 Jun. 2019
Issue date 30 Aug. 2019

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: <https://www.m1partner.fi/uutuustori>

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.

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• 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.

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Kespro contact person:

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www.punamusta.com

KESPRO