

POS Advertising



The advertising platform
with impact.

Shelf talker frozen produce

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**Facts &
figures**





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CONTACT

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Content

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SPECIFICATIONS

Format

A7 crosswise
105 × 74 mm (W × H)
+3 mm bleed on all 4 sides

Data delivery

- 1:1 components
- End resolution: 240–300 dpi
- Colour profile: PSO Coated V3

A FORMAT

525 Coop retail POS, national
Additional shelf space

B-FORMAT

325 Coop retail POS, national
Additional shelf space

PRICE*

CHF 14,900
CHF 2,500

CHF 12,900
CHF 2,000

POSITIONING

- Shelf talkers can only be placed in freezer **cabinets**.
- They CANNOT be displayed in/on the chest freezers.

DEADLINES

- **Lead time:** 6 weeks
- **Duration:** at least 2 weeks

* incl. printing