

**POS Advertising**



The advertising platform  
with impact.

# Competition entry box

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**Facts &  
figures**





# Content

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## POS Advertising

## Competition entry box

## Facts & figures

### CONTACT

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# Competition entry box

## Facts & figures

### DESCRIPTION

Effective and targeted eye-catcher for ongoing competitions. Reserved for key promotions and partner promotions.

### SPECIFICATIONS

- Production of the prize draw box incl. pens by business partner.
- Maximum height, including header: 1.50m
- Delivery by business partner to Boost for distribution to points of sale by business partner.
- **EXTREMELY IMPORTANT:** The packaging of the individual prize draw box must not exceed 59 x 99 cm in its dimensions. Otherwise, the packages must be shipped as bulky goods, which generate additional transport costs that must be passed on to the business partner.

### Competition forms

- Forms (A6 vertical format) can be printed by Coop and delivered to Boost. The printing costs are borne by the business partner.



### PRICE\*

CHF 10,500

### DEPLOYMENT

- In the promotion  
**Important:** The 2nd point of sale must be arranged and guaranteed with the category.
- Format B or larger, 325 Coop retail POS, (national)

### DEADLINES

- On request
- Lead time: 7 weeks
- Duration: 2 weeks

\* includes placement of the prize draw box in the POS, stocking with competition forms, collection of the forms at the end of the competition, mailing of forms to business partners