

POS Advertising



The advertising platform
with impact.

Shelf brochure

—
Facts &
figures





POS Advertising

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CONTACT

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Content

Shelf brochure

Facts & figures

SPECIFICATIONS

Format

DIN A6 portrait
105 × 148 mm (W × H)
+3 mm bleed on all 4 sides

Paper

White, gloss, coated
115 or 135 g/m²

Data delivery

- Colour profile: ISO Coated V2 300
- Data in German, French and Italian required
- Low-res PDF in all languages
- High-res PDF in all languages
- No open data

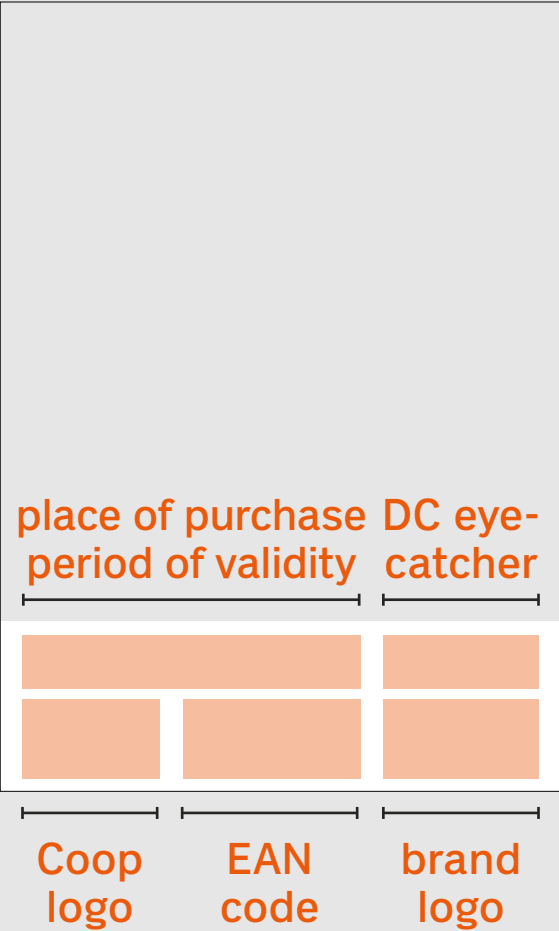
Design

- Design by business partner
- for images, graphics or background colours that reach the edge of the format, 3 mm must be allowed for
- If a **coupon** is incorporated, the [Coop guidelines](#) must be observed.
- The DC eye-catcher must be integrated, if there is an integrated coupon.

DESIGN OF LOGO BAR

- white background
- Coop logo on the left
- EAN code in the centre
- brand logo on the right
- incorporation of the place of purchase and period of validity (from / until) must be clearly visible.
- minimum size of EAN code: 18 × 10 mm (W × H)

Visualization



Example



Shelf brochure

Shelf brochure

FORMAT A

525 Coop retail POS, national*

Additional shelf space

incl. 31 department stores*

Additional shelf space

FORMAT B

325 Coop Retail VST, national*

Additional shelf space

incl. 31 department stores*

Additional shelf space

PRICE**

CHF 25,800

CHF 3,500

CHF 30,800

CHF 4,000

CHF 19,800

CHF 3,000

CHF 24,800

CHF 3,500



DEADLINES

- ➔ On request
- ➔ Lead time: 6 weeks before before publication
- ➔ Duration: 2 weeks

POSITIONING

- ➔ The shelf brochure is placed right next to the product on the shelf.

* Display on shelf and pinboard

** excl. printing

Shelf brochure

Combi-shelf brochures with various brands

FORMAT A

525 Coop retail POS, national*

Additional shelf space
for different brands

incl. 31 department stores*

Additional shelf space
for different brands

FORMAT B

325 Coop Retail VST, national*

Additional shelf space
for different brands

incl. 31 department stores*

Additional shelf space
for different brands

PRICE**

CHF 25,800

CHF 13,000

CHF 30,800

CHF 16,000

CHF 19,800

CHF 10,000

CHF 24,800

CHF 13,000



DEADLINES

- On request
- Lead time: 6 weeks before publication
- Duration: 2 weeks

POSITIONING

- The shelf brochure is placed right next to the product on the shelf.

* Combi-shelf brochures with various brands and additional placements

** excl. printing

Shelf brochure

Digital coupon/physical coupon

DESCRIPTION

The EAN code is made available to an extended target group online in an additional channel. The coupon is always applied.

Consumers receive coupons via the Supercard app or website that they can activate. Activated coupons are automatically applied at the till when the relevant product is purchased and the Supercard presented.

Important: Digital coupons can only be booked in addition to physical coupons for printed advertising materials. Digital-only coupons are not provided.



PRICE

CHF 7,000
in addition for each EAN code generated (irrespective of module booked)

DEADLINES

- **Lead time:** 6 weeks
- **Duration:** according to campaign