

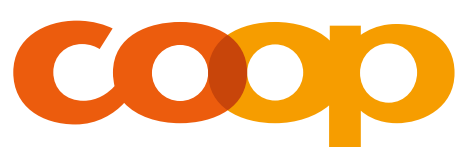
Advertising on the go

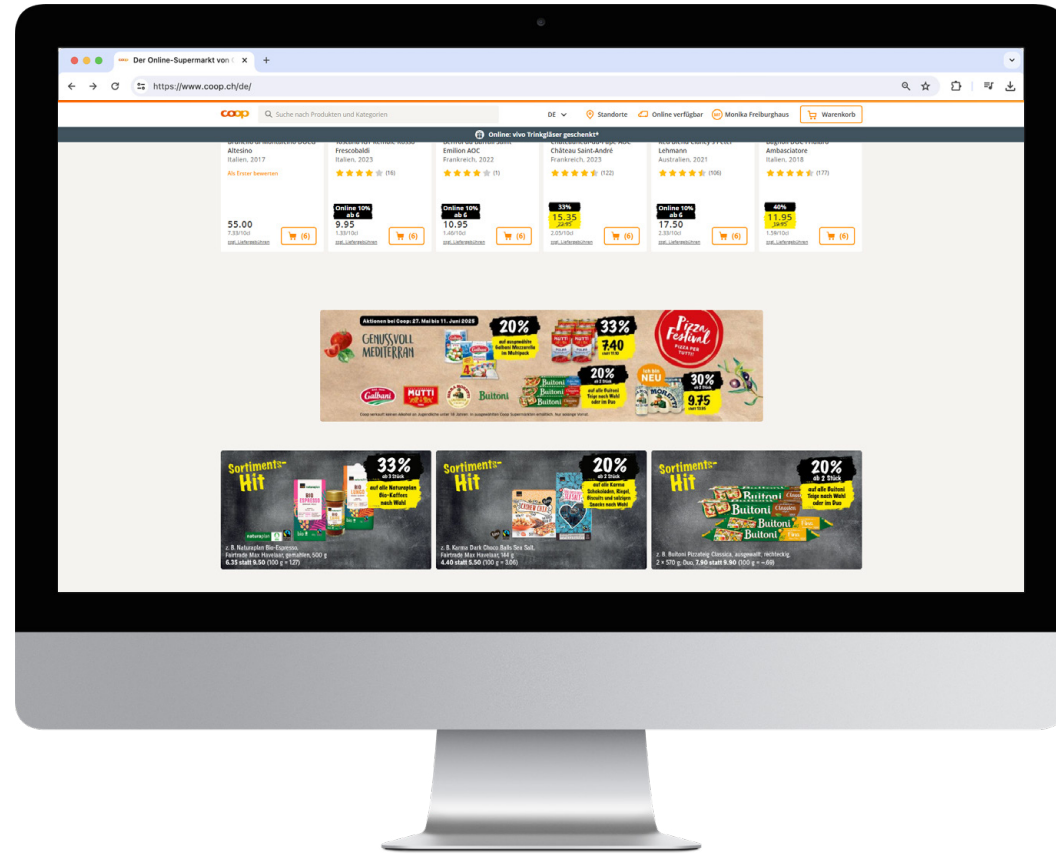


The advertising platform
with impact.

coop.ch

—
**Facts &
figures**





Content

Advertising on the go

—
coop.ch

—
**Facts &
figures**

CONTACT

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coop.ch

Overview of services

OVERVIEW OF SERVICES

On average, more than 6 million sessions per month on coop.ch and the Coop app create ideal conditions for successful advertising.

TEMPLATES, MASTER FILES

- You can download the templates for the content slider banner, video banner, text documents and price fields [here](#).
- Download the guidelines for creating banners [here](#).

DATA DELIVERY

- Please send as email attachments, not zip files.
No server links.

coop.ch

Content slider

SPECIFICATIONS

Format

Desktop/Tablet: 1491 x 375 px
 Mobile: 1106 x 623 px
 App: 1920 x 768 px

Labelling of file names

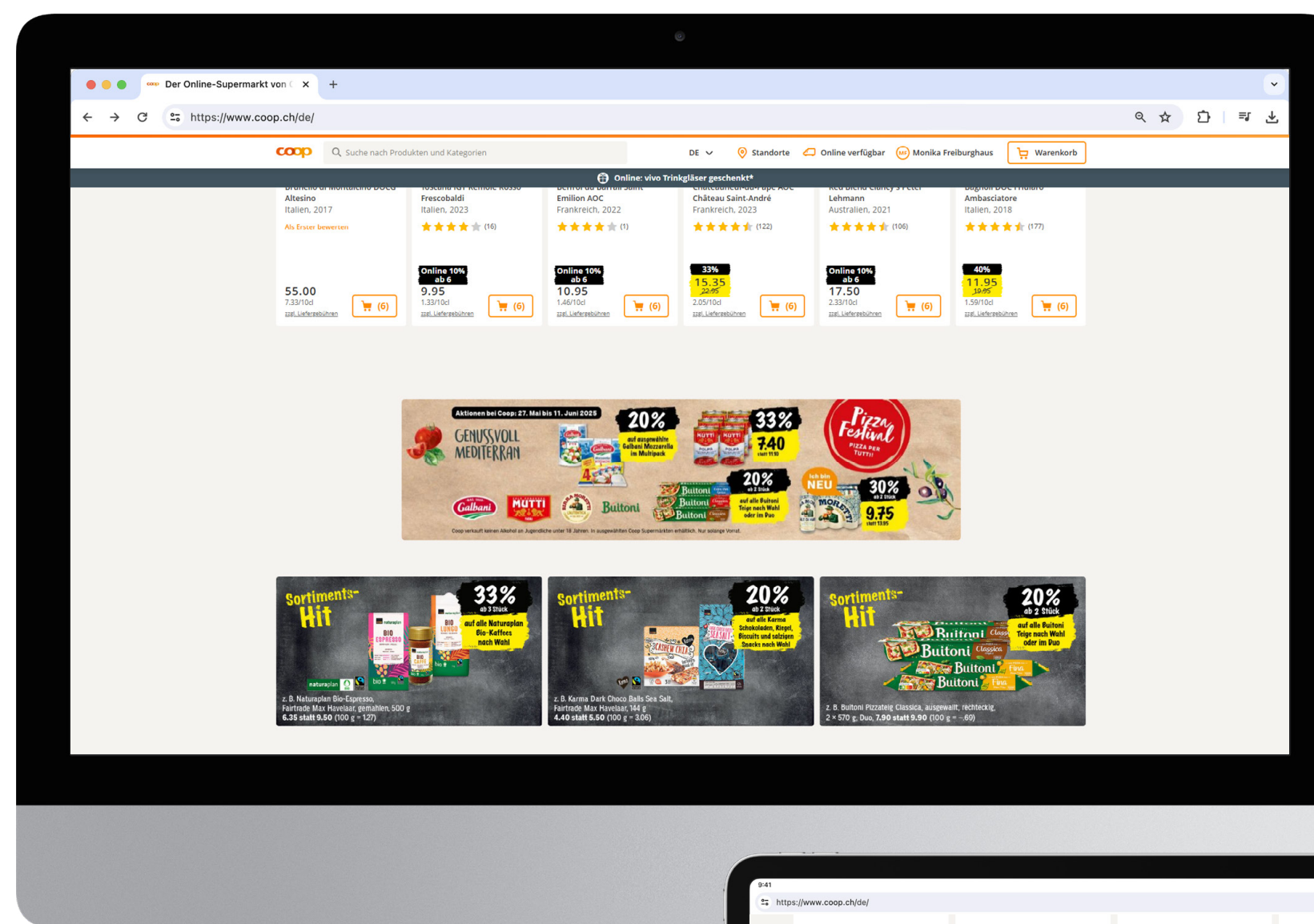
CoWo-XX-178-content-slider-Geschaeftpartner-1491x375_de.jpg
 CoWo-XX-178-content-slider-Geschaeftpartner-1106x623_de.jpg
 CoWo-XX-app-banner-Geschaeftpartner-1920x768_de.jpg

Data delivery

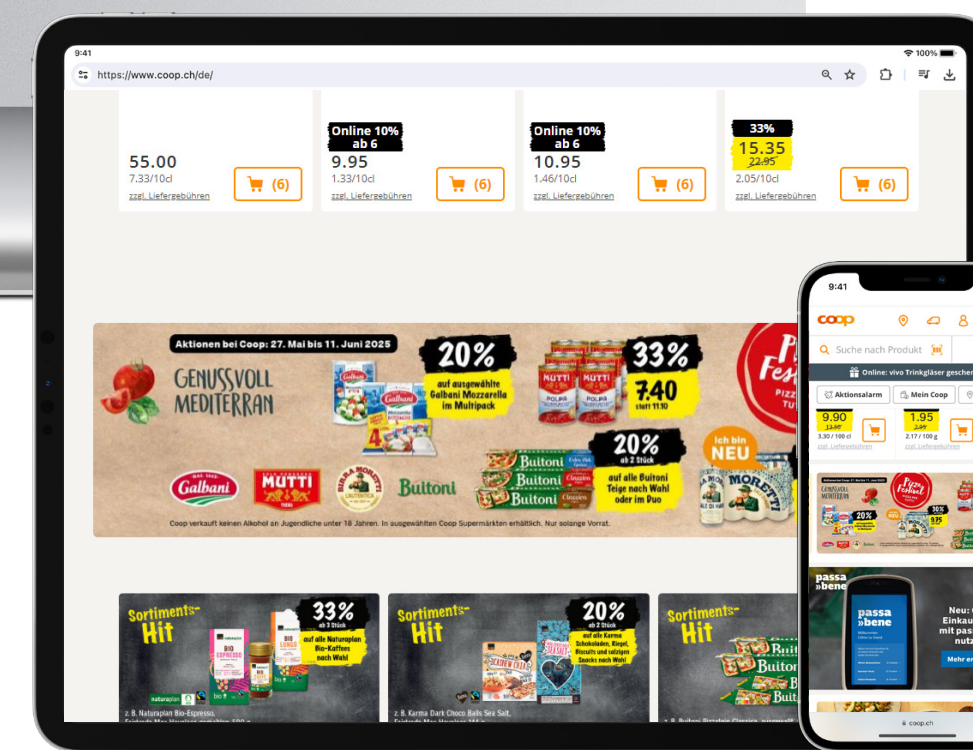
- One file each for German, French, Italian and English
- File size: max. 200 KB per file
- File type: JPG

MASTER FILES

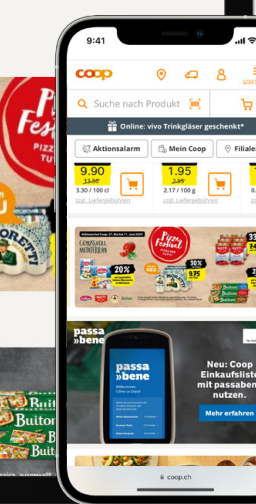
➔ The master files can be downloaded [here](#).



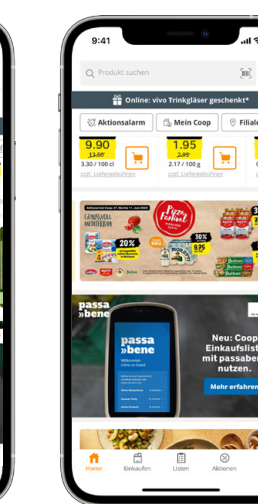
Desktop



Tablet



Mobile



Coop app

PRICE

CHF 12,900

POSITIONING

➔ coop.ch | Homepage + Coop app

DEADLINES

- ➔ On request
- ➔ Lead time: 4 weeks before publication
- ➔ Running time: 1 week, Thursday – Wednesday

coop.ch

Special offer banner

SPECIFICATIONS

Format

Desktop/Tablet: 1150 × 300 px

Mobile: 2160 × 180 px

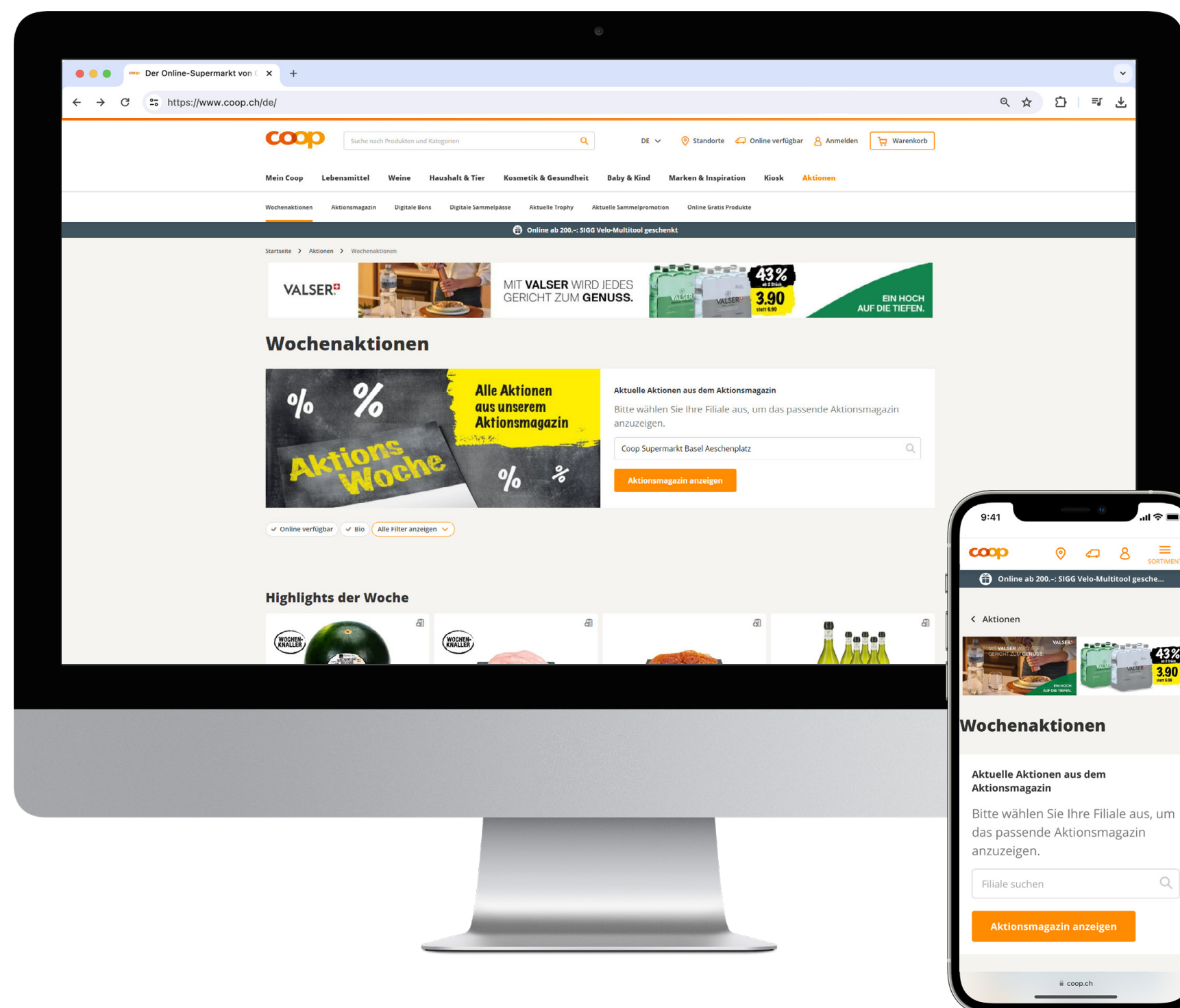
Labelling of file names

CoWo-XX-aktionsbanner-Geschaeftpartner-2160x180_de.jpg

CoWo-XX-aktionsbanner-Geschaeftpartner-1150x300_de.jpg

Data delivery

- One file each for German, French, Italian and English
- File size: max. 200 KB per file
- File type: JPG



PRICE

CHF 10,000

POSITIONING

→ coop.ch | Weekly special offers

DEADLINES

- On request
- Lead time: 4 weeks before publication
- Running time: 1 week, Thursday – Wednesday

coop.ch

Category banner

SPECIFICATIONS

Format

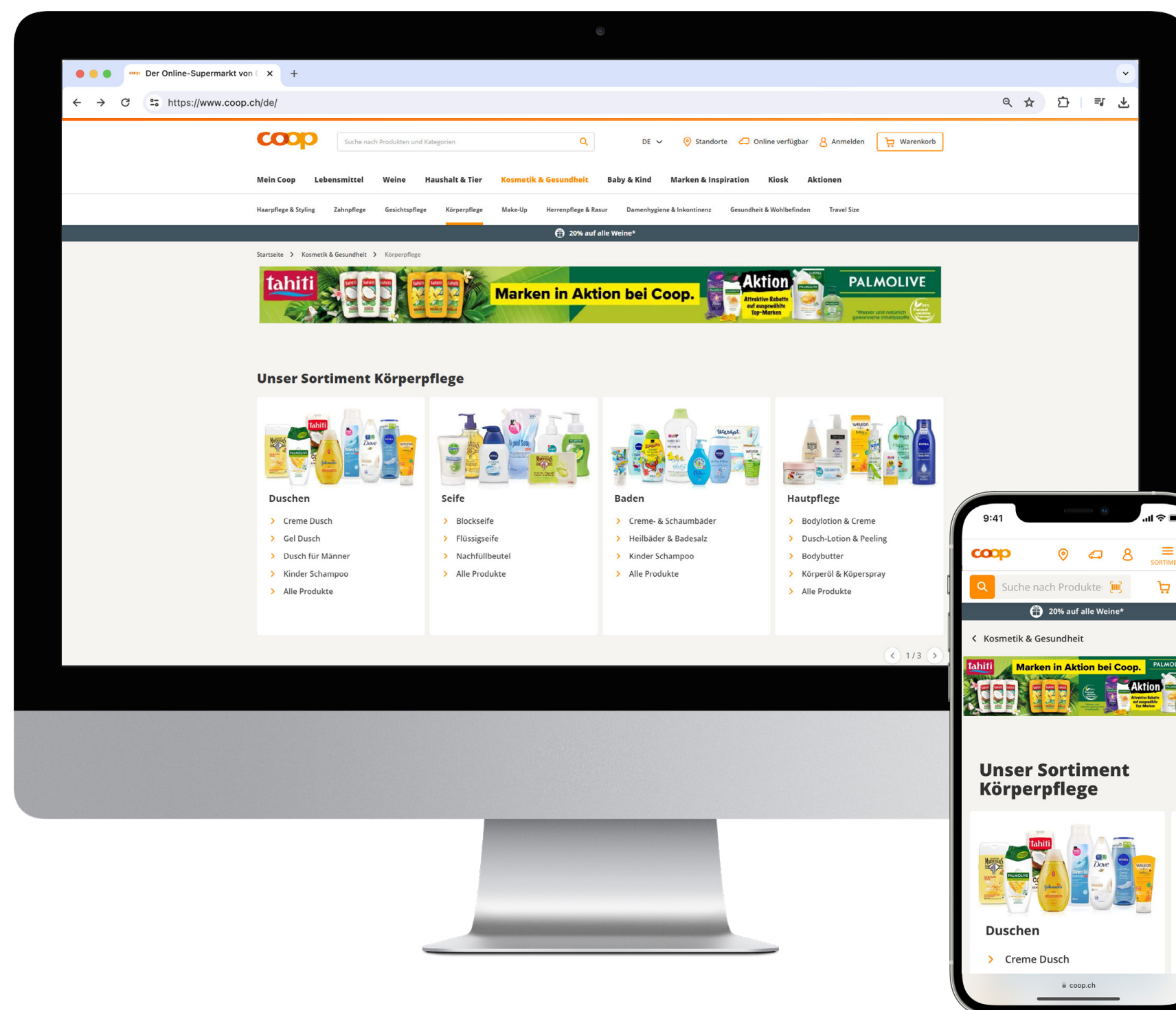
Desktop/Tablet: 1150 × 300 px
 Mobile: 2160 × 180 px

Labelling of file names

CoWo-XX-category-banner-Geschaeftpartner-1150x300_de.jpg
 CoWo-XX-category-banner-Geschaeftpartner-2160x180_de.jpg

Data delivery

- One file each for German, French, Italian and English
- File size: max. 200 KB per file
- File type: JPG



PRICE

CHF 5,000

POSITIONING

→ coop.ch | Product category
 (placed in consultation with Coop)

DEADLINES

- On request
- Lead time: 4 weeks before publication
- Running time: 1 week, Thursday – Wednesday

coop.ch

Video banner

SPECIFICATIONS

Format

16:9
1920 x 1080 px

Labelling of file names

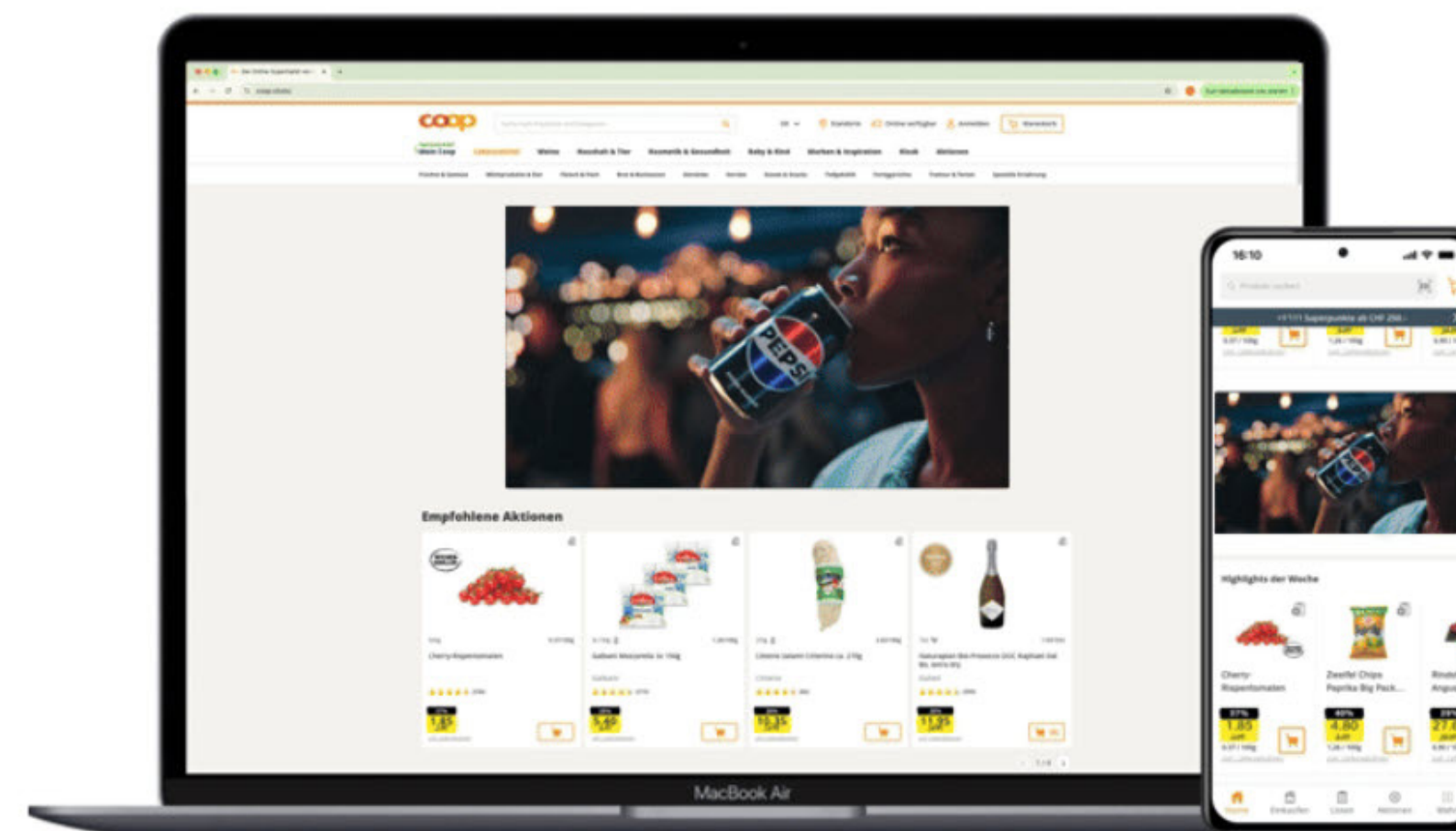
CoWo-XX-video-banner-Geschaeftpartner-1920x1080_de.mp4

CTA

A “call to action” must be included by the business partner

Data delivery

- Length: 10-15 seconds
- One file each for German, French, Italian and English
- File type: MP4, without sound



PRICE

CHF 7,000

POSITIONING

→ coop.ch | Homepage + Coop app

DEADLINES

- On request
- Lead time: 4 weeks before publication
- Running time: 1 week, Thursday–Wednesday

coop.ch

Wideboard

SPECIFICATIONS

Format

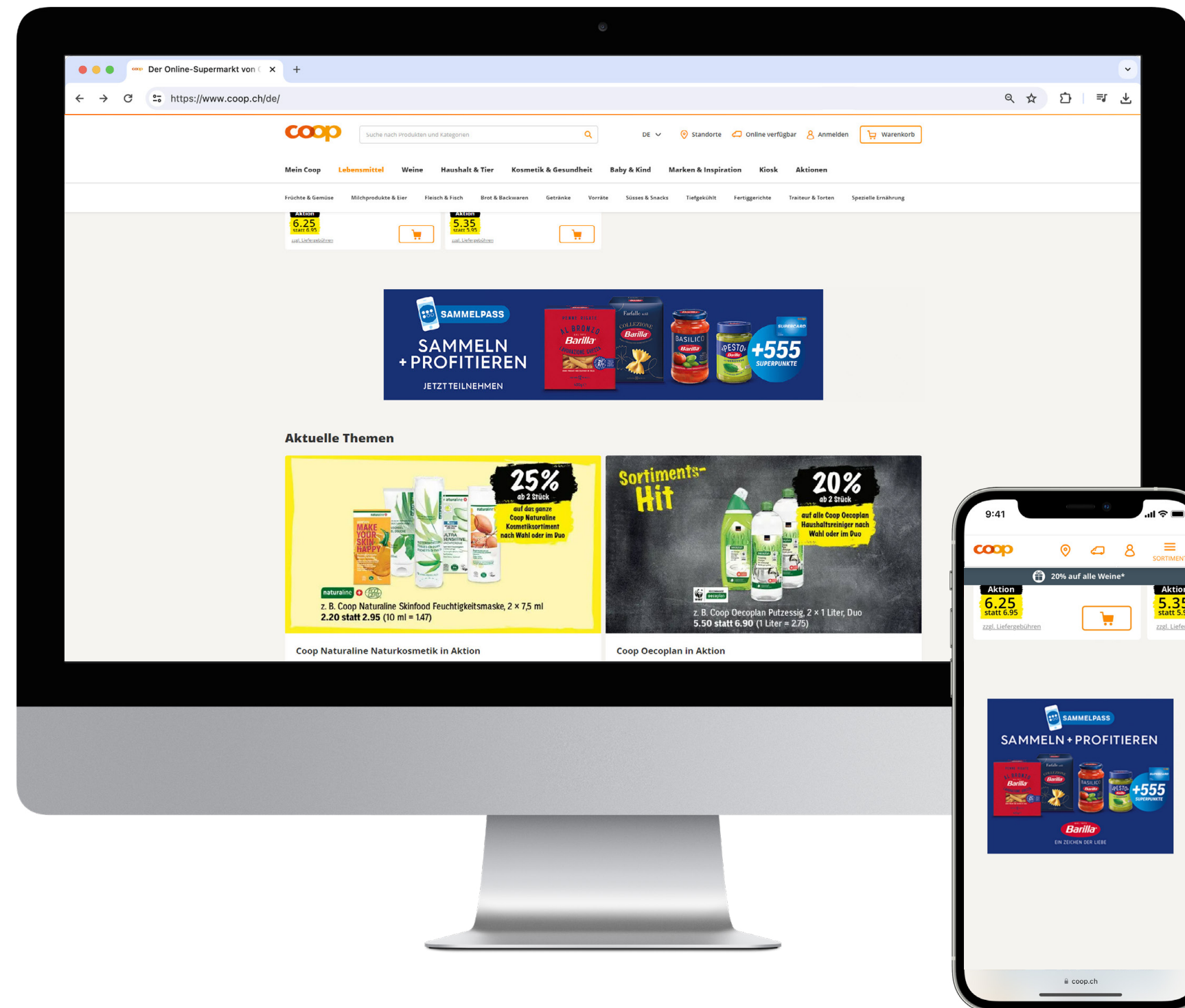
Desktop: 994 x 250 px
 Mobile: 300 x 250 px

Labelling of file names

CoWo-XX-wideboard-Geschaeftpartner-994x250_de.jpg
 CoWo-XX-wideboard-Geschaeftpartner-300x250_de.jpg

Data delivery

- One file each for German, French, Italian and English
- File size: max. 200 KB per file
- File type: JPG



PRICE

CHF 10,000

POSITIONING

→ coop.ch | Homepage/
 Weekly special offers

DEADLINES

- On request
- Lead time: 4 weeks before publication
- Running time: 1 week, Thursday – Wednesday

coop.ch

Cross-selling banner incl. search ads

SPECIFICATIONS

Format

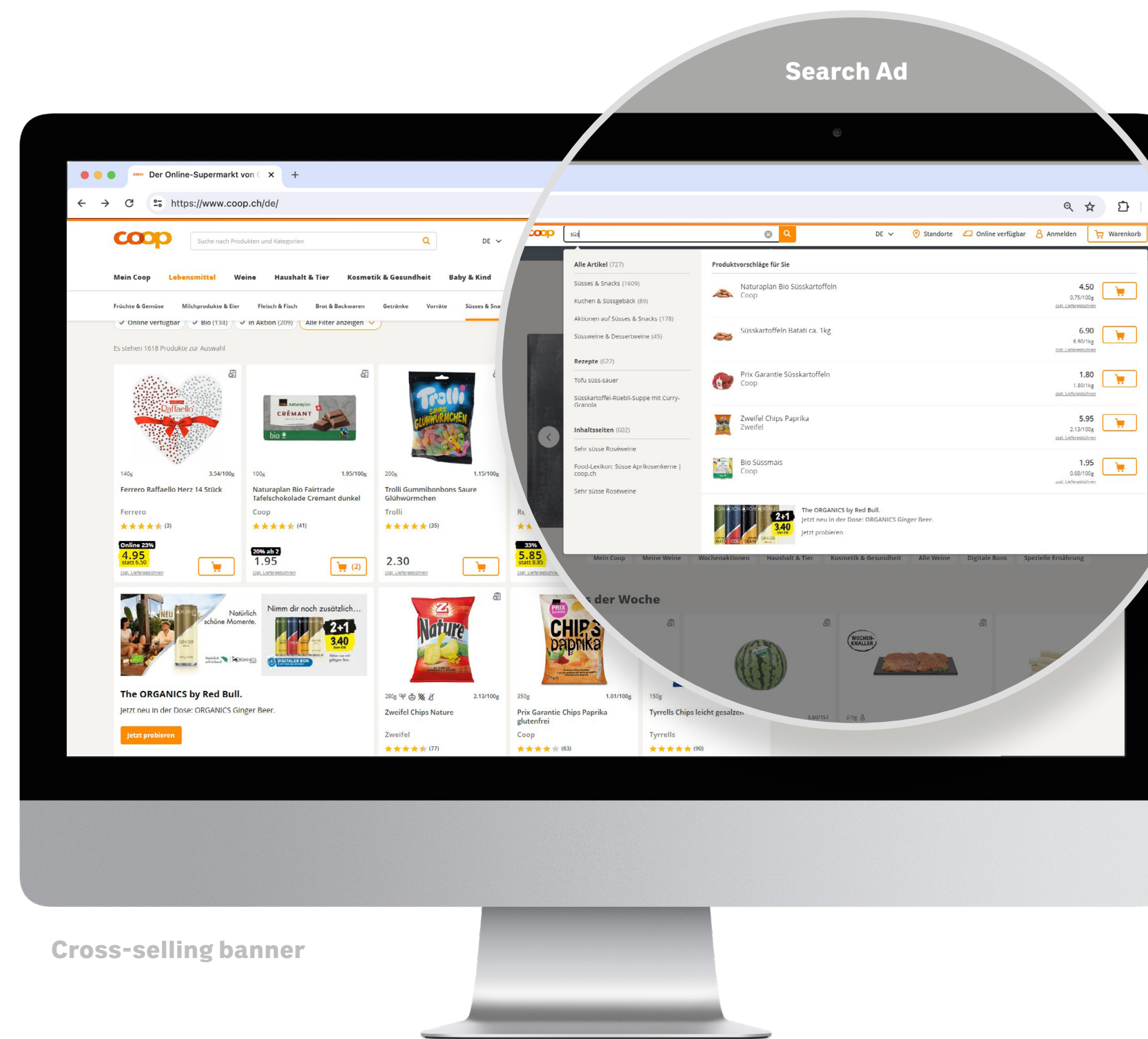
Desktop:	1105 × 270 px
Tablet:	940 × 270 px
Mobile:	810 × 270 px
Search Ad:	188 × 92 px

Labelling of file names

- CoWo-XX-csb-normal-Geschaeftpartner-1055x270_de.jpg
- CoWo-XX-csb-normal-Geschaeftpartner-940x270_de.jpg
- CoWo-XX-csb-normal-Geschaeftpartner-810x270_de.jpg
- CoWo-XX-csb-autocomplete-Geschaeftpartner-188x92_de.jpg

Data delivery

- One file each for German, French, Italian and English
- File size: max. 200 KB per file
- File type: JPG
- Texts incl. spaces (to be delivered in German only):
 - Title: max. 40 characters
 - Text: max. 100 characters



PRICE

CHF 5,000

POSITIONING

→ coop.ch | Product category (placed in consultation with Coop)

DEADLINES

- On request
- Lead time: 4 weeks before publication
- Running time: 1 week, Thursday – Wednesday

coop.ch

Online sampling

DESCRIPTION

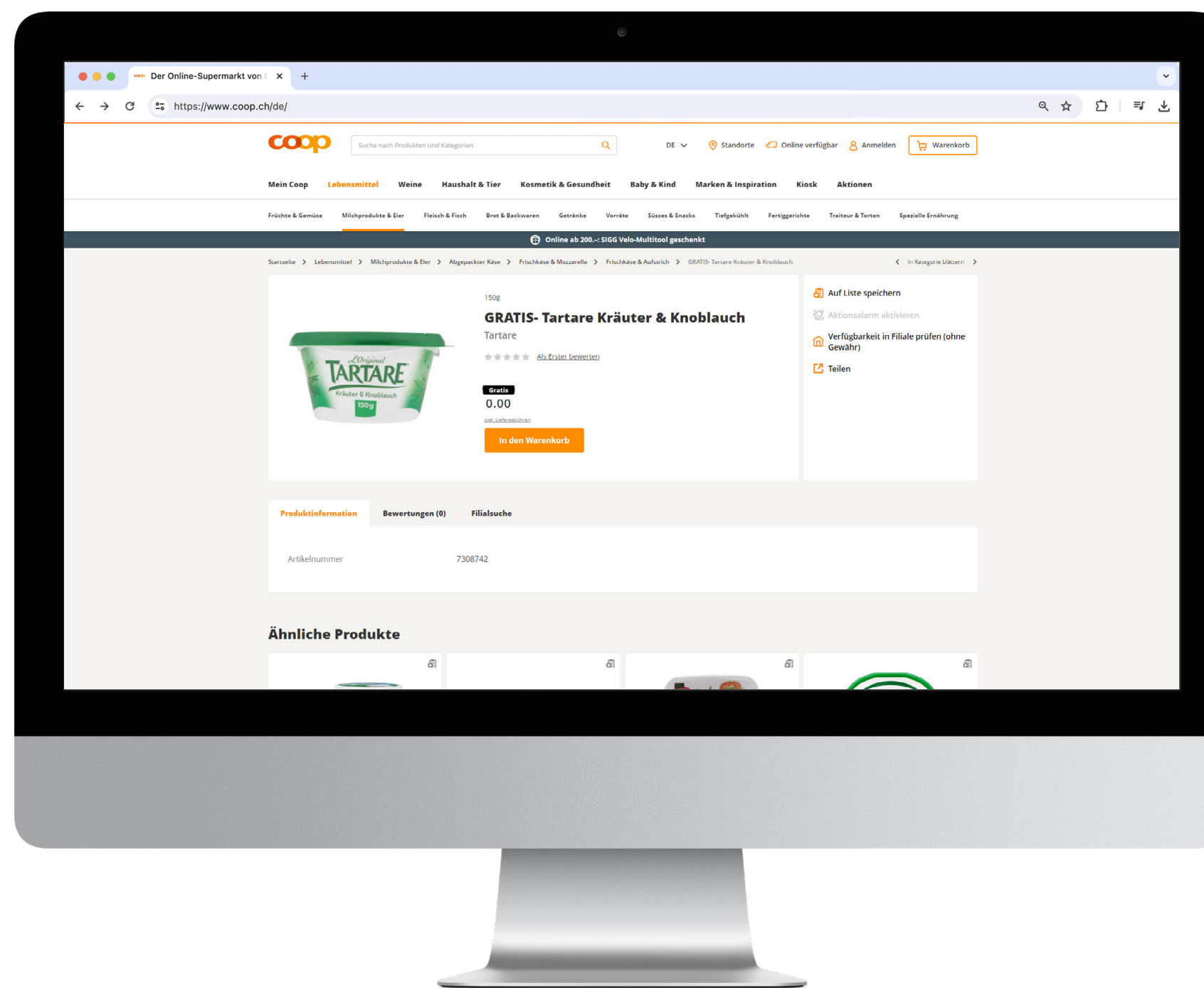
The original product must be in the online shop in the nationwide range. Samplings are actively ordered by customers and are not automatically added to each order.

The quantity guideline for samplings is 3,000 to 10,000 pieces. The sampling form from coop.ch must also be completed. In this, the precise quantities, dimensions and delivery location and time are all defined in consultation.

Samplings must be supplied by the partner/supplier to the two locations: 2/3 to Spreitenbach and 1/3 to Bussigny.

To communicate the sampling, we recommend booking at least one of the advertising media below:

-
-
-
- Newsletter banner



PRICE

CHF 6,000

POSITIONING

→ coop.ch | Product category

DEADLINES

- **On request**
- **Lead time:** 4 weeks before publication
- **Running time:** 1 week, Thursday–Wednesday

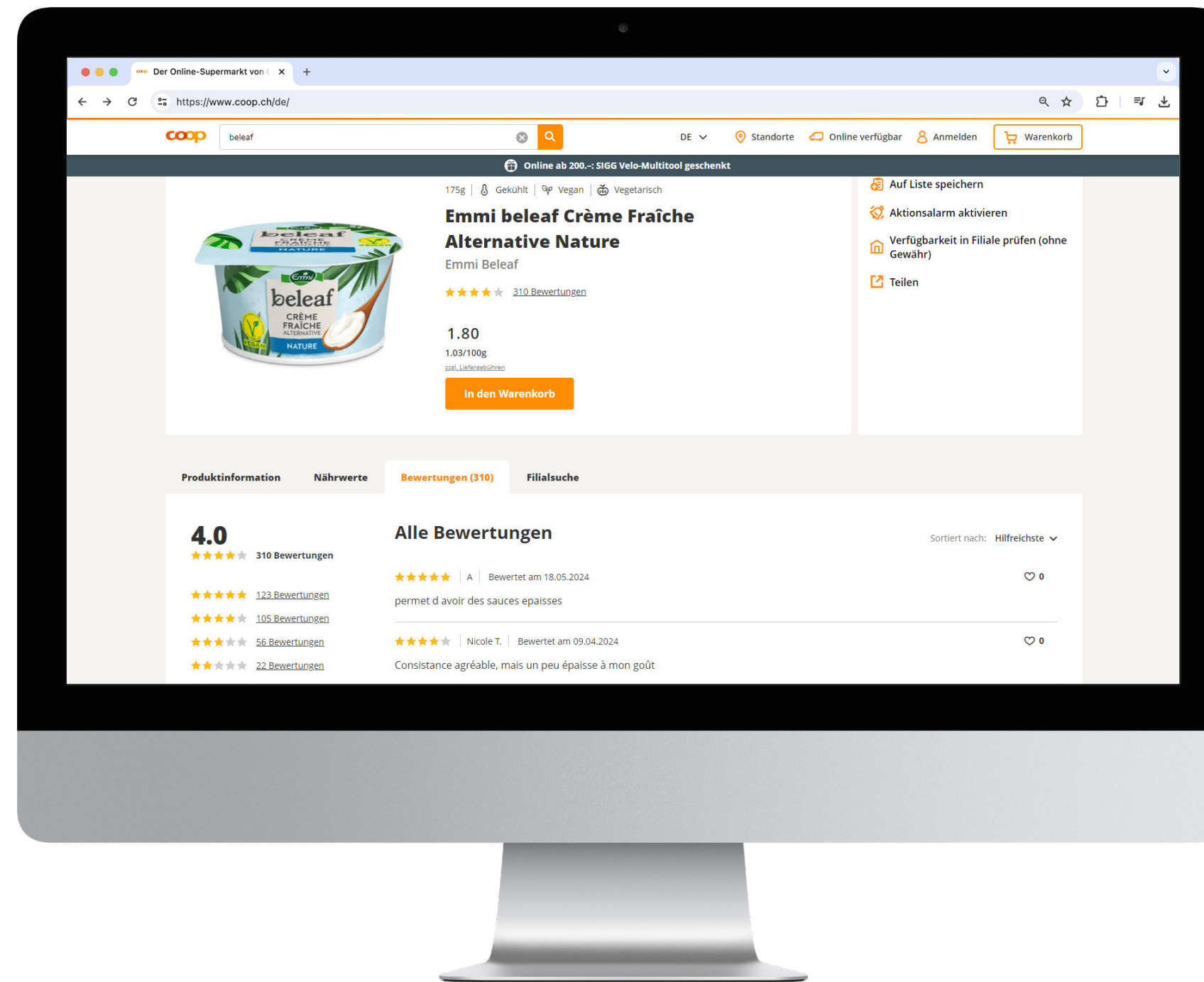
coop.ch

Consumer Involvement module

DESCRIPTION

Product reviews on coop.ch provide customer feedback and needs assessment and generate high-affinity target group traffic.

We particularly recommend Consumer Involvement for new products and special offers as well as to complement digital coupons, as it is in these situations that awareness and sales figures tend to be highest and the largest number of consumers can be reached.



* excl. cost of redeemed Superpoints

PRICE

Stand-alone

499 consumers or less

CHF 3,000 *

500 consumers or more

CHF 4,000 *

Complement to the new products bundle

499 consumers or less

CHF 2,000 *

Complement to online sampling

499 consumers or less

CHF 2,000 *

POSITIONING

→ coop.ch | Product reviews

DEADLINES

→ On request

→ Lead time: 3 weeks
before effective circulation

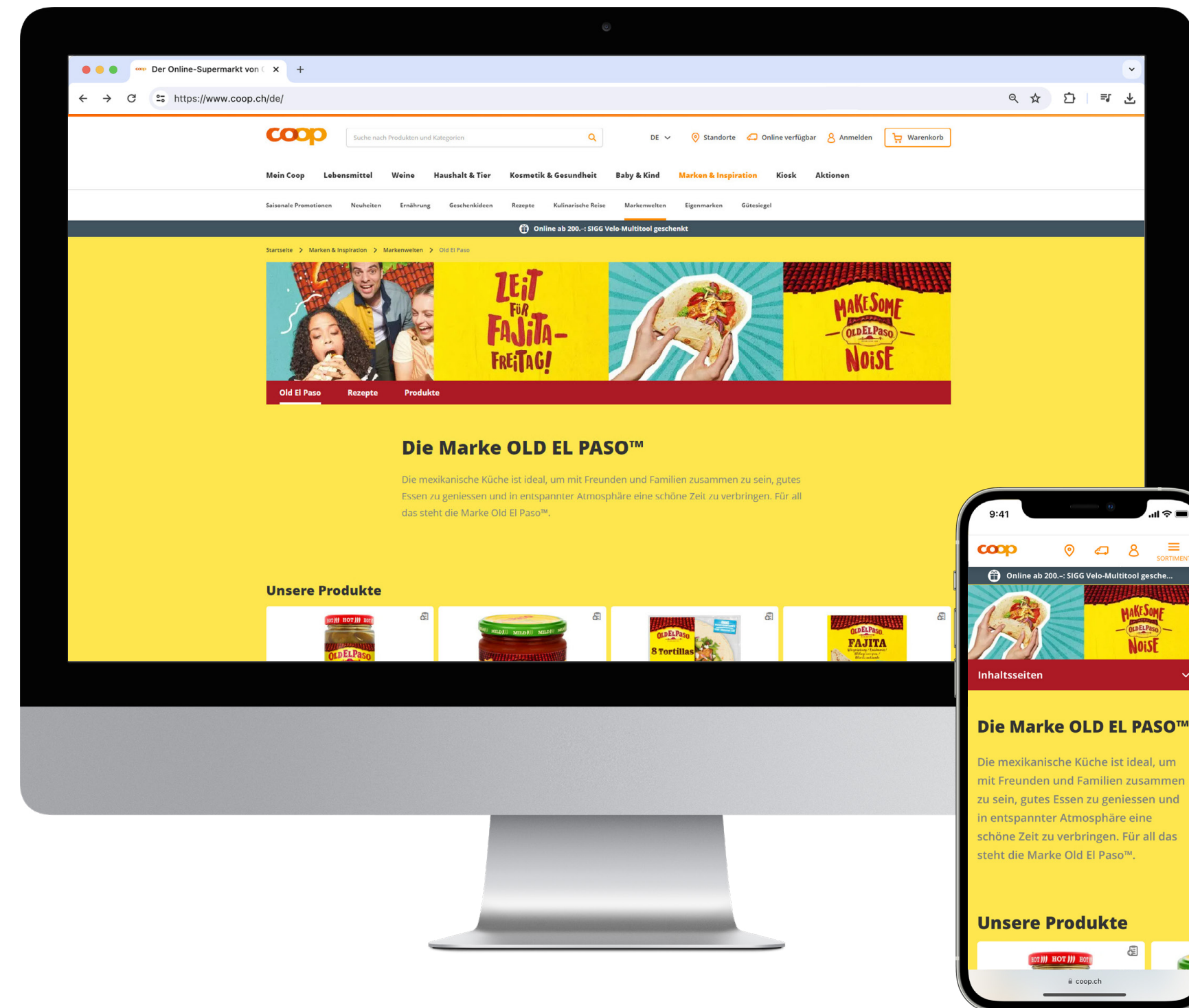
→ Running time: 1 mailing

coop.ch

Brand page

DESCRIPTION

The option of displaying your own brand world on coop.ch means that potential consumers can access your specially designed brand page matching your brand's image. This enables you to provide your target audience with emotive, informative content and added value.



PRICE
CHF 25,000

POSITIONING

→ coop.ch | Brand worlds

DEADLINES

- On request
- Lead time: min. 10 weeks before publication
- Running time: 1 year