

**POS Advertising**



The advertising platform  
with impact.

# Eye-Catcher Poster

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**Facts &  
figures**





# Content

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## POS Advertising

## Eye-Catcher Poster

## Facts & figures

### CONTACT

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# Eye-Catcher Poster

## Facts & figures

### SPECIFICATIONS

#### Format

210 × 215 mm (W × H)  
+3 mm bleed on all 4 sides

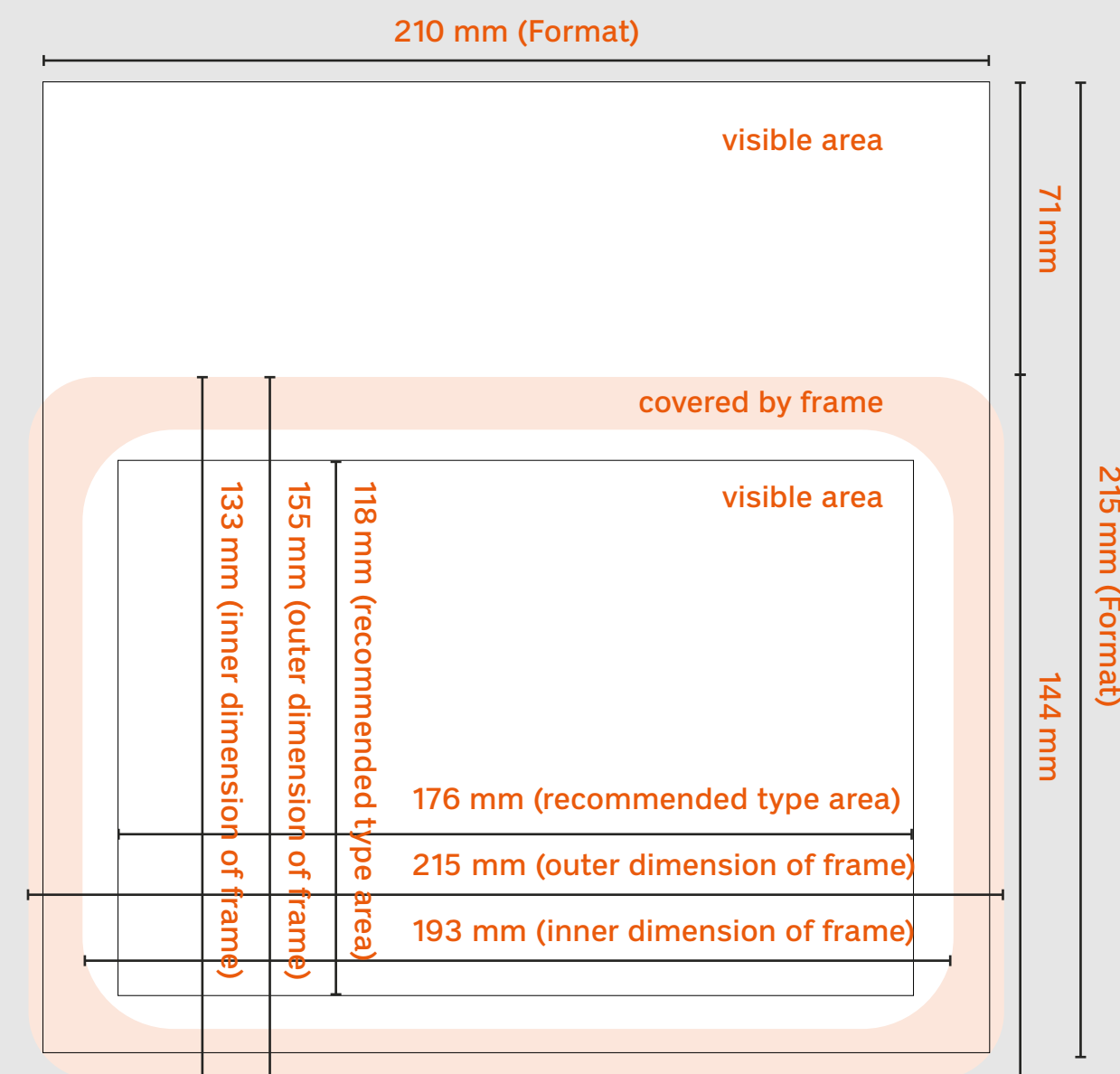
#### Type area

176 × 118 mm (W × H)

#### Data delivery

- High-res PDFs (no open data)
- Data in German, French and Italian required
- Colour profile: ISO Coated FOGRA27
- Resolution: 300 dpi

Dimensions A5-plus poster, landscape  
(Standard format)



Visual of A5-plus poster, landscape  
(standard format)



# Eye-Catcher Poster

## A5-plus poster

### DESCRIPTION

Use the A5-plus posters to support added-value promotions such as on-pack promotions, or along with the brochure to support sales campaigns such as coupons, competitions and image campaigns.

### A5-PLUS POSTER

#### Duration

- 1 week excl. department stores
- 1 week incl. 31 department stores
- 2 weeks excl. department stores
- 2 weeks incl. 31 department stores

### A5-PLUS POSTER WITH BROCHURE

#### Duration

- 2 weeks excl. department stores
- 2 weeks incl. 31 department stores

### PRICE\*

- CHF 11,000
- CHF 16,000
- CHF 13,000
- CHF 18,000

### PRICE\*

- CHF 25,800
- CHF 30,800

### PLACEMENT

- At the 2<sup>nd</sup> point of sale\*\*
- B format or larger (325 Coop retail POS, nationwide, with option to include 31 department stores)

### DEADLINES

- Lead time: 7 weeks

\* incl. poster printing, plus brochure printing  
 \*\* Important: The 2<sup>nd</sup> POS must be agreed with the Category and guaranteed.