

POS Advertising



The advertising platform
with impact.

New Product Bundle

—
**Facts &
figures**





Content

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—
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CONTACT

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New Product Bundle

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OVERVIEW OF SERVICES

	Languages	Reach
Advert	G/F/I	Coop national press (total readership 3.43 m)
In-store radio	G/F/I	National (in-store radio as per referencing)
Shelf stopper and shelf brochure	G/F/I	National (325 POS or 525 POS)
Newsletter banner	G/E/F/I	National
Sponsored social media ads (META)	G/F/I	Reach of 500,000 during the campaign



DESCRIPTION

Each bundle consists of print and digital advertising material. Further options can be selected within those two areas. This allows you to put together each bundle according to your individual needs.

Social media post

The visuals (video) are produced by Coop to convey the Coop look and feel, thus increasing the trust and credibility of the ads with the target group. It also ensures identification with the Coop sales channel.

New Product Bundle

Bundles

1/1-PAGE AD

- 1/1-page ad
- Shelf stopper **or** shelf brochure
- Newsletter banner **or** social media post (META) **or** in-store radio (instead of online banner/social media post)

Running time

- 1 issue
- 2 weeks
- 2 weeks
- 2 weeks, 2× hourly during commercial break

PRICE*

- CHF 65,800** Format A excl. DS (525 POS, national)
- CHF 59,800** Format B excl. DS (325 POS, national)

1/2-PAGE AD

- 1/2-page ad
- Shelf stopper **or** shelf brochure
- Newsletter banner **or** social media post (META) **or** in-store radio (instead of online banner/social media post)

Running time

- 1 issue
- 2 weeks
- 2 weeks
- 2 weeks, 2× hourly during commercial break

- CHF 53,800** Format A excl. DS (525 POS, national)
- CHF 47,800** Format B excl. DS (325 POS, national)

NEW PRODUCT BUNDLE PLUS

- 1/1-page ad
- Shelf stopper
- Newsletter banner **or** social media post (META) **or** in-store radio (instead of online banner/social media post)

Running time

- 1 issue
- 4 weeks
- 2 weeks
- 2 weeks, 2× hourly during commercial break

- CHF 91,300** Format A excl. DS (525 POS, national)
- CHF 79,300** Format B excl. DS (325 POS, national)

SPECIFICATIONS SOCIAL MEDIA POST

- Texts in German, French and Italian according to [template](#)
- Product to be delivered to: Ms Lena Spahr, Thiersteinerallee 14, 4002 Basel

*incl. printing of shelf stopper and in-store radio production, excl. printing of shelf brochure

DEADLINES

- ➔ **On request**
- ➔ **Lead time: 7 weeks**
- ➔ **Lead time text and image delivery as per guideline document: 4 weeks**