

Advertising on the go



The advertising platform
with impact.

Newsletter

—
**Facts &
figures**





Content

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—
Newsletter

—
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figures**

CONTACT

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Newsletter

Banner

OVERVIEW OF SERVICES

With over 1.5 million subscribers and an open rate far exceeding the industry average, the newsletter clearly demonstrates its relevance as a powerful advertising channel.

DESCRIPTION

Newsletter Thursday: “Coop special offers”

- All special offers and Weekend Hits
- Special offer valid from Thursday to Wednesday

Newsletter Monday: “Coop Start of the Week Hits”

- Special offers at the start of the week
- New Start of the Week Hits and reminders of the week’s special offers
- Special offer valid from Monday to Wednesday

MODULE	Mailing	Number of subscribers
Newsletter Thursday	Thursday	1,500,000
Newsletter Monday	Monday	1,300,000
Newsletter combo	Thursday + Monday	2,800,000

PRICE

CHF 13,000

CHF 8,000

CHF 15,000

DEADLINES

- On request
- Lead time: 4 weeks before publication



Desktop banner

Mobile banner

Newsletter

Technical guidelines

SPECIFICATIONS

Format

Low desktop banner: 710 × 260 px

Low mobile banner: 450 × 260 px

Labelling of file names

KW-XX-banner-low-Geschaeftpartner-710x260_de.jpg

KW-XX-banner-low-Geschaeftpartner-450x260_de.jpg

Data delivery

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

Landing page

Advertising materials linked to a Coop subsite (product or brand page).

COOP GUIDELINES

- The [templates](#) can be downloaded here
- Observe protected zones in template
- Top and bottom corners rounded 5 px
- Background #F5F3F0
- CTA at the bottom right in the Coop design implemented by Coop
- Logos are placed in the top left, separately if the background image and logo allow it

