

**Advertising on the go**



The advertising platform  
with impact.

# Mobile Display Ads

—  
**Facts &  
figures**





# Content

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**CONTACT**

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Project Manager Coop Retail Media  
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# Mobile Display Ads

## Facts & figures

### TEMPLATES

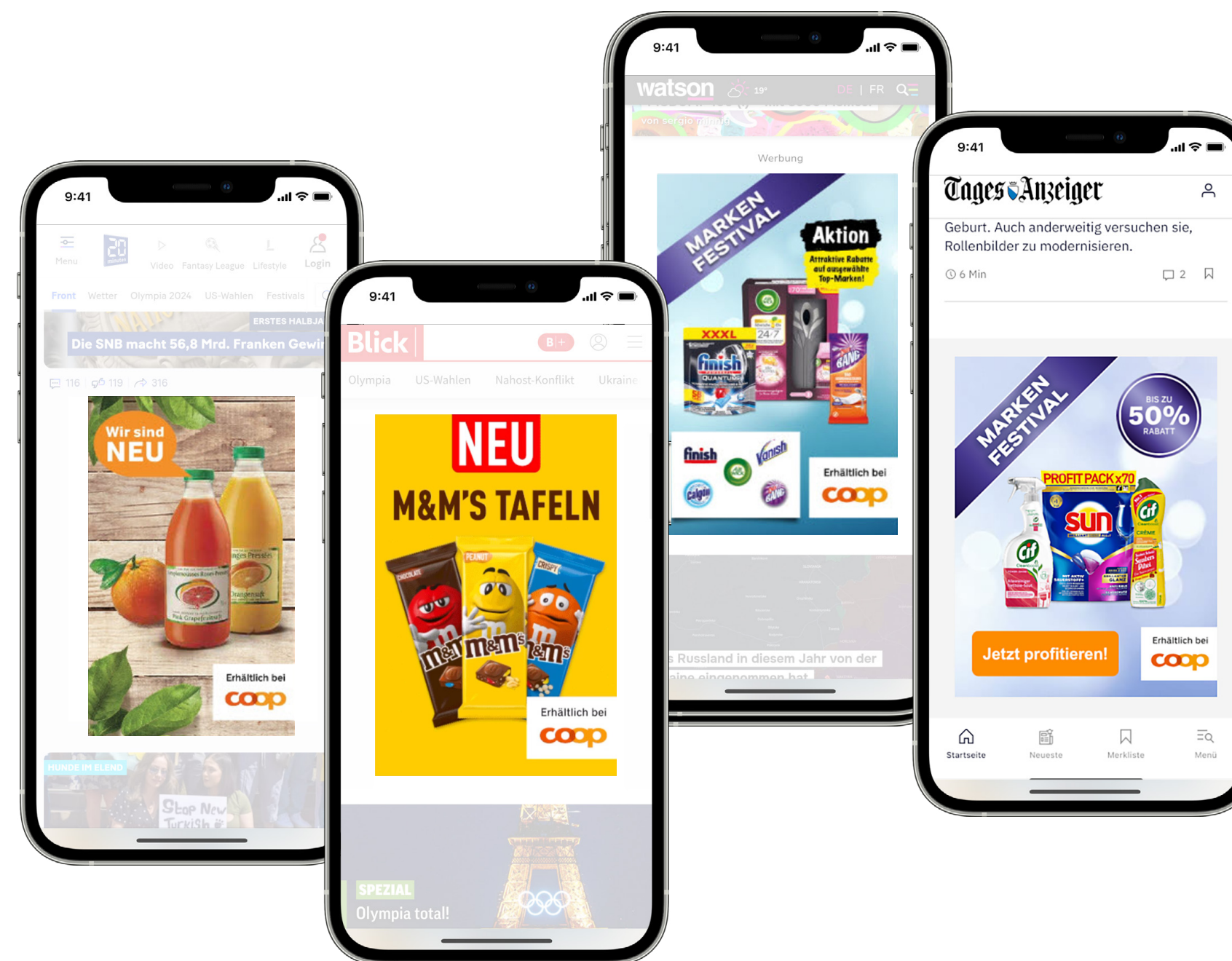
→ Design as per [Coop template](#).

### SPECIFICATIONS

- File size ad: max. 150 KB.
- Length of animation: max. 30 seconds.
- Advertising media must be compatible with [Google Campaign Manager 360](#).
- The graphics behind should be twice as large so that the advert appears sharp on retina displays.
- In-app compatible.
- File type fallback: JPG, PNG or GIF.
- File size fallback: max. 50 KB.

### DATA DELIVERY

- ZIP with HTML5 file and image assets per format and language.
- Separate fallback per format and language (not in ZIP)
- Also send advertising materials as open file.  
The open file must be editable in Google Web Designer or Adobe Animate.



### MEDIA DATA\*

	Avg. daily reach in 000s	Avg. weekly reach in 000s
20 Minuten	880.70	1'518.10
Blick	767.00	1'346.20
Watson	234.60	625.10
Newsnet	501.00	1'121.90

\* Source: Mediapulse Online Content Audience Data, Mediapulse Audience Analytics, basis: Switzerland, population 3+, Q3/2022, avg. weekly reach in 000s, calculated over whole weeks, Ø net reach in 000s (per month) as manual arithmetic average of monthly values

# Mobile Display Ads

## Module Mobile Ads Plus

### OVERVIEW OF SERVICES

#### Positioning

- 20 Minuten
- Watson
- Blick
- Newsnet (Tages-Anzeiger, Berner Zeitung, Basler Zeitung, Der Bund and the French-language Tamedia publications 24 heures, Le Matin and Tribune de Genève)

#### Reach

1.4 m ad impressions

#### Target URL

Subsite at coop.ch (implemented by coop)

### POSITIONING

#### 20 min.ch

- |                      | Languages | Dimensions (W x H) |
|----------------------|-----------|--------------------|
| • Mobile Ricchi      | G/F/I     | 320 x 416 px       |
| • Tablet Halfpage Ad | G/F/I     | 300 x 600 px       |

#### blick.ch

- |                    |     |              |
|--------------------|-----|--------------|
| • Mobile Poster Ad | G/F | 320 x 480 px |
|--------------------|-----|--------------|

#### watson.ch

- |                      |     |              |
|----------------------|-----|--------------|
| • Mobile Fullpage Ad | G/F | 320 x 480 px |
|----------------------|-----|--------------|

#### Newsnet

- |                      |       |              |
|----------------------|-------|--------------|
| • Mobile Ricchi      | G/F/I | 320 x 416 px |
| • Tablet Halfpage Ad | G/F/I | 300 x 600 px |

Distribution information will be included

### PRICE

**CHF 28,000 \***

**CHF 20 TAI**

### DEADLINES

- **On request**
- **Delivery date:** 4 weeks before the start to [lena.spahr@coop.ch](mailto:lena.spahr@coop.ch)
- **Running time:** Thu/Fri/Sat (from Thu 12 a.m. until Sat 5 p.m.)

\* Net/net, (excl. production)

# Mobile Display Ads

## Module Mobile Ads

### OVERVIEW OF SERVICES

#### Positioning

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#### 20 min.ch

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Languages

G/F/I  
G/F/I

Dimensions (W x H)

320 x 416 px  
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#### blick.ch

- Mobile Poster Ad

G/F

320 x 480 px

#### watson.ch

- Mobile Fullpage Ad

G/F

320 x 480 px

Distribution information will be included

### PRICE

CHF 25,000 \*

CHF 20 TAI

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