

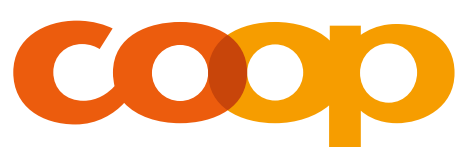
**POS Advertising**



The advertising platform  
with impact.

# Shelf talker

—  
**Facts &  
figures**





**POS Advertising**

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**Shelf talker**

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**Facts &  
figures**

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# Content

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# Shelf talker

## Facts & figures

### SPECIFICATIONS

#### Format

DIN A6 landscape  
148 × 105 mm (W × H)  
+3 mm bleed on all 4 sides

#### Template

Template for new products is provided by Coop.

#### Design

Design by business partner

#### Data delivery

- 1:1
- Final resolution: 240–300 dpi
- Colour profile: PSO Coated v3

### NOTE ON HANGING MERCHANDISE

The perpendicular shelf talker for hanging goods is inserted into a frame, so the visible area is just 133 × 91 mm.



### POSITIONING

The perpendicular shelf talker is placed right next to the product on the shelf.

# Shelf talker

## Facts & figures

### FORMAT A

525 Coop retail POS, national  
 Additional shelf space  
 incl. 31 department stores  
 Additional shelf space

### PRICE\*

CHF 25,800  
 CHF 3,500  
 CHF 30,800  
 CHF 4,000

### FORMAT B

325 Coop retail POS, national  
 Additional shelf space  
 incl. 31 department stores  
 Additional shelf space

CHF 19,800  
 CHF 3,000  
 CHF 24,800  
 CHF 3,500

\* incl. printing



### DEADLINES

- On request
- Lead time: 7 weeks before before publication
- Duration: 2 weeks