

POS Advertising



The advertising platform
with impact.

Shelf talker for test winner

—
**Facts &
figures**





POS Advertising

Shelf talker for test winner

Facts & figures

CONTACT

Daniela Stünzi
Project Manager Coop Retail Media
+41 (0)61 336 63 34

Content

Shelf talker for test winner

Facts & figures

SPECIFICATIONS

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

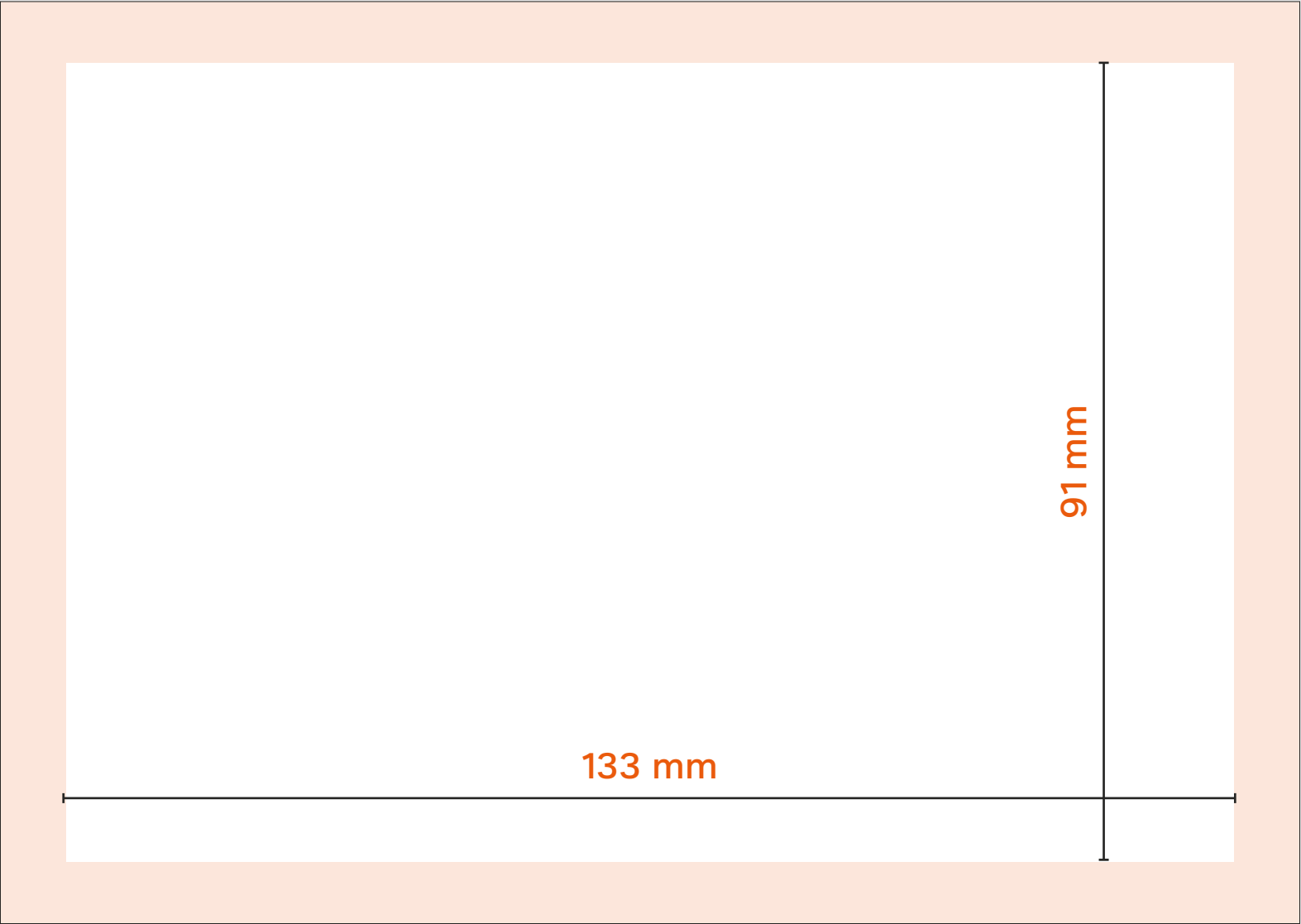
- Template**
The following templates are provided by Coop:
- K-Tipp
 - Saldo
 - Kassensturz
 - Bon à savoir

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 award-winning product on the shelf.

Shelf talker for test winner

Test winner Kassensturz/K-Tipp/Saldo

FORMAT A

400 Coop retail POS, only G-CH

excl. department stores

incl. department stores

FORMAT B

240 Coop retail POS, only G-CH

excl. department stores

incl. department stores

PRICE*

CHF 21,000

CHF 26,000

CHF 18,000

CHF 23,000



DEADLINES

- On request
- Lead time: 6 weeks before before publication
- Duration: 12 weeks

Disclosure of test results subject to the following condition:

The business partner (manufacturer) is in possession of a valid licence from the relevant test institutes for the disclosure of their test results during the desired display periods.

The manufacturer is obliged to provide Coop with a copy of its agreement with the relevant test institutes (Kassensturz, K-Tipp, Saldo or Bon à savoir) for the product to be advertised, as well as a copy of the original disclosure with the relevant test results.

* incl. printing

Shelf talker for test winner

Test winner Bon à Savoir

FORMAT A

110 Coop retail POS, only F-CH

excl. department stores

incl. department stores

FORMAT B

80 Coop retail POS, only F-CH

excl. department stores

incl. department stores

PRICE*

CHF 15,000

CHF 20,000

CHF 12,000

CHF 17,000

* incl. printing



DEADLINES

- On request
- Lead time: 6 weeks before before publication
- Duration: 12 weeks

Disclosure of test results subject to the following condition:

The business partner (manufacturer) is in possession of a valid licence from the relevant test institutes for the disclosure of their test results during the desired display periods.

The manufacturer is obliged to provide Coop with a copy of its agreement with the relevant test institutes (Kassensturz, K-Tipp, Saldo or Bon à savoir) for the product to be advertised, as well as a copy of the original disclosure with the relevant test results.