

Advertising on the go

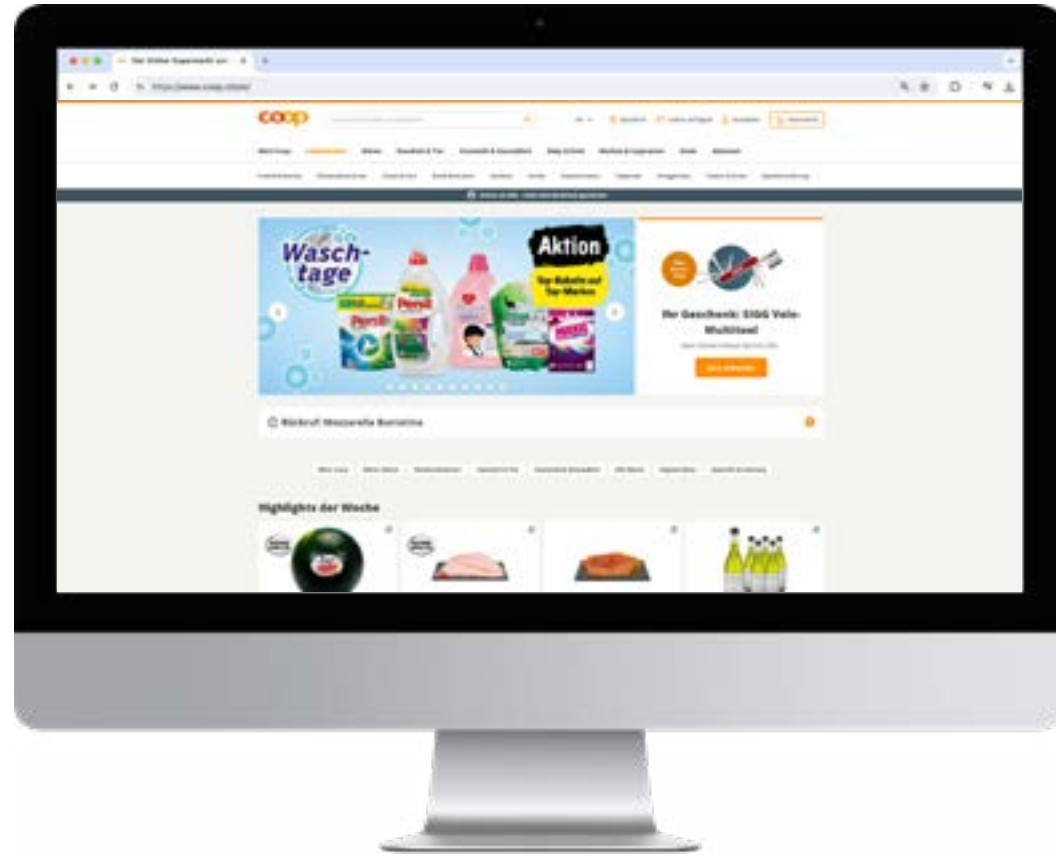


The advertising platform
with impact.

coop.ch

**Facts &
figures**





Advertising on the go

coop.ch

**Facts &
figures**

CONTACT

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Content



DESIGN

- Established in line with the individual specifications for each advertising medium.
- Take care to compress the image (ca. 200 KB) without visibly affecting its quality.
- Price fields must always be positioned on a packshot.
- Display the price fields in a large format to ensure legibility.
- The general [CCB Guidelines](#) must be observed.

TARGET PAGE

- ➔ Advertising materials are linked directly to the product or brand page.
- ➔ No links outside of coop.ch will be accepted.
- ➔ QR codes linking to external sites are not permitted.

TEMPLATES, MASTER FILES

- You can download the templates [here](#).

DATA DELIVERY

- ➔ Please send as email attachments, not zip files.
No server links.

PADDING

- ➔ When designing, please be sure to observe the policy on padding in accordance with the individual specifications.

coop.ch

Content slider

SPECIFICATIONS

Format

Desktop/Tablet: 1491 × 375 px
Mobile: 1106 × 623 px
App: 1920 × 768 px

Labelling of file names

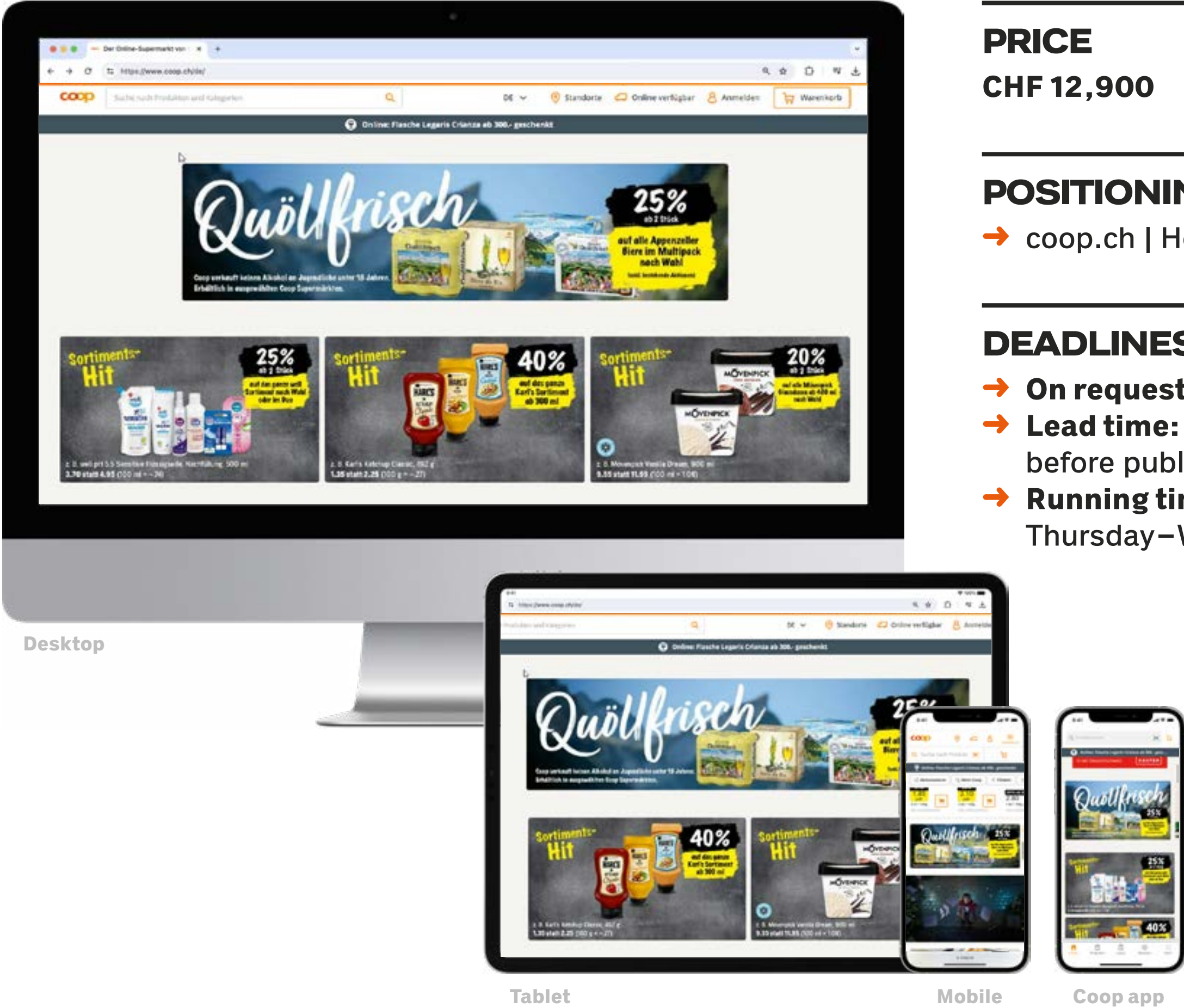
KW-XX-178-content-slider-Geschaeftpartner-1491x375_de.jpg
KW-XX-178-content-slider-Geschaeftpartner-1106x623_de.jpg
KW-XX-app-banner-Geschaeftpartner-1920x768_de.jpg

Data delivery

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

MASTER FILES

→ The master files can be downloaded [here](#).



PRICE
CHF 12,900

POSITIONING
→ coop.ch | Homepage + Coop app

DEADLINES
→ On request
→ Lead time: 4 weeks before publication
→ Running time: 1 week, Thursday – Wednesday

coop.ch

Special offer banner

SPECIFICATIONS

Format

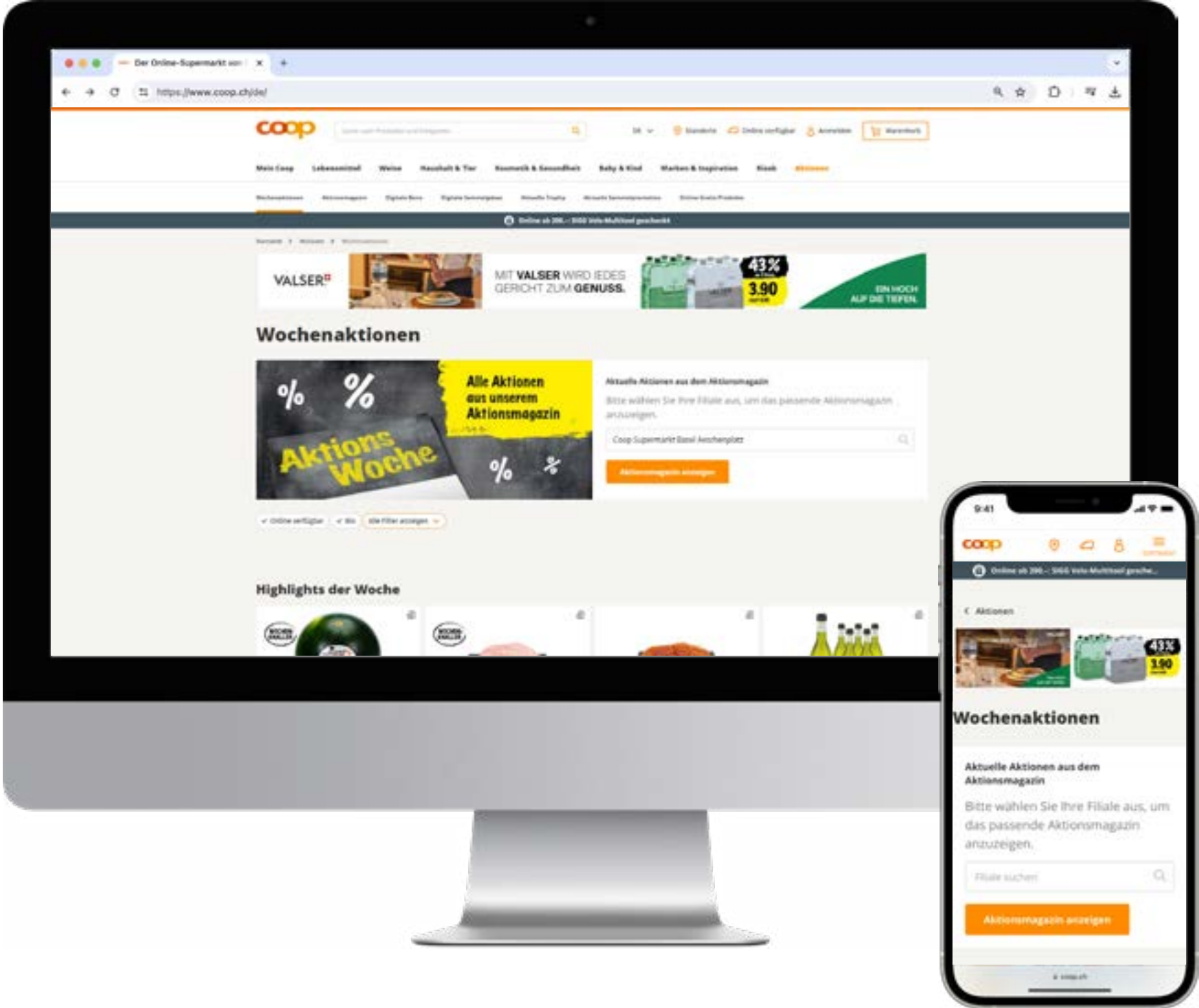
Desktop/Tablet: 1150 × 300 px
Mobile: 2160 × 180 px

Labelling of file names

KW-XX-aktionsbanner-Geschaeftpartner-2160x180_de.jpg
KW-XX-aktionsbanner-Geschaeftpartner-1150x300_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



PRICE

CHF 10,000

POSITIONING

→ coop.ch | Weekly special offers

DEADLINES

- On request
- Lead time: 4 weeks before publication
- Running time: 1 week, Thursday – Wednesday

coop.ch

Category banner

SPECIFICATIONS

Format

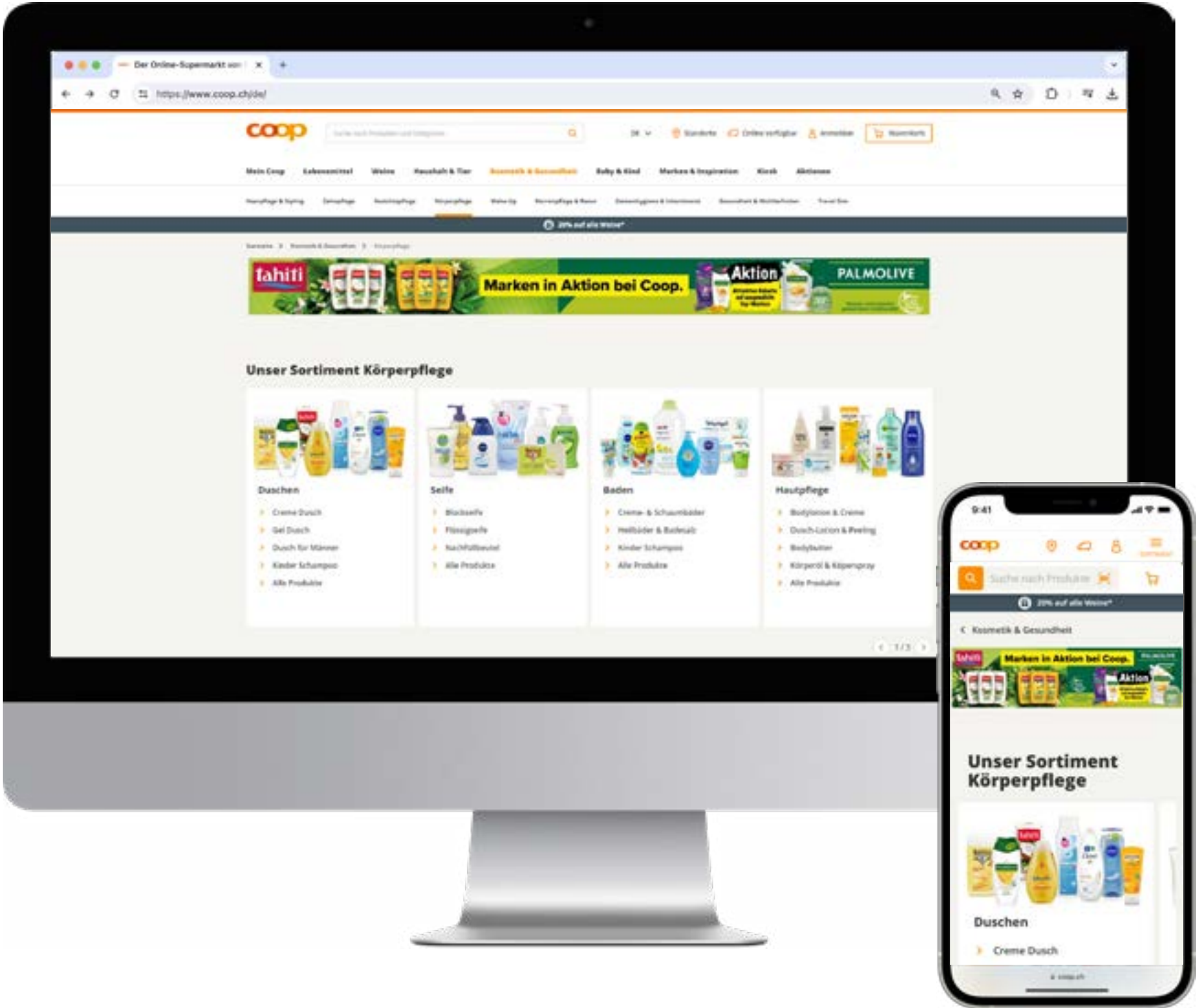
Desktop/Tablet: 1150 × 300 px
Mobile: 2160 × 180 px

Labelling of file names

KW-XX-category-banner-Geschaeftpartner-1150x300_de.jpg
KW-XX-category-banner-Geschaeftpartner-2160x180_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



PRICE

CHF 5,000

POSITIONING

- coop.ch | Product category (placed in consultation with Coop)

DEADLINES

- On request
- Lead time: 4 weeks before publication
- Running time: 1 week, Thursday – Wednesday

coop.ch
Video ad

SPECIFICATIONS

Format

16:9

1920 × 1080 px

Labelling of file names

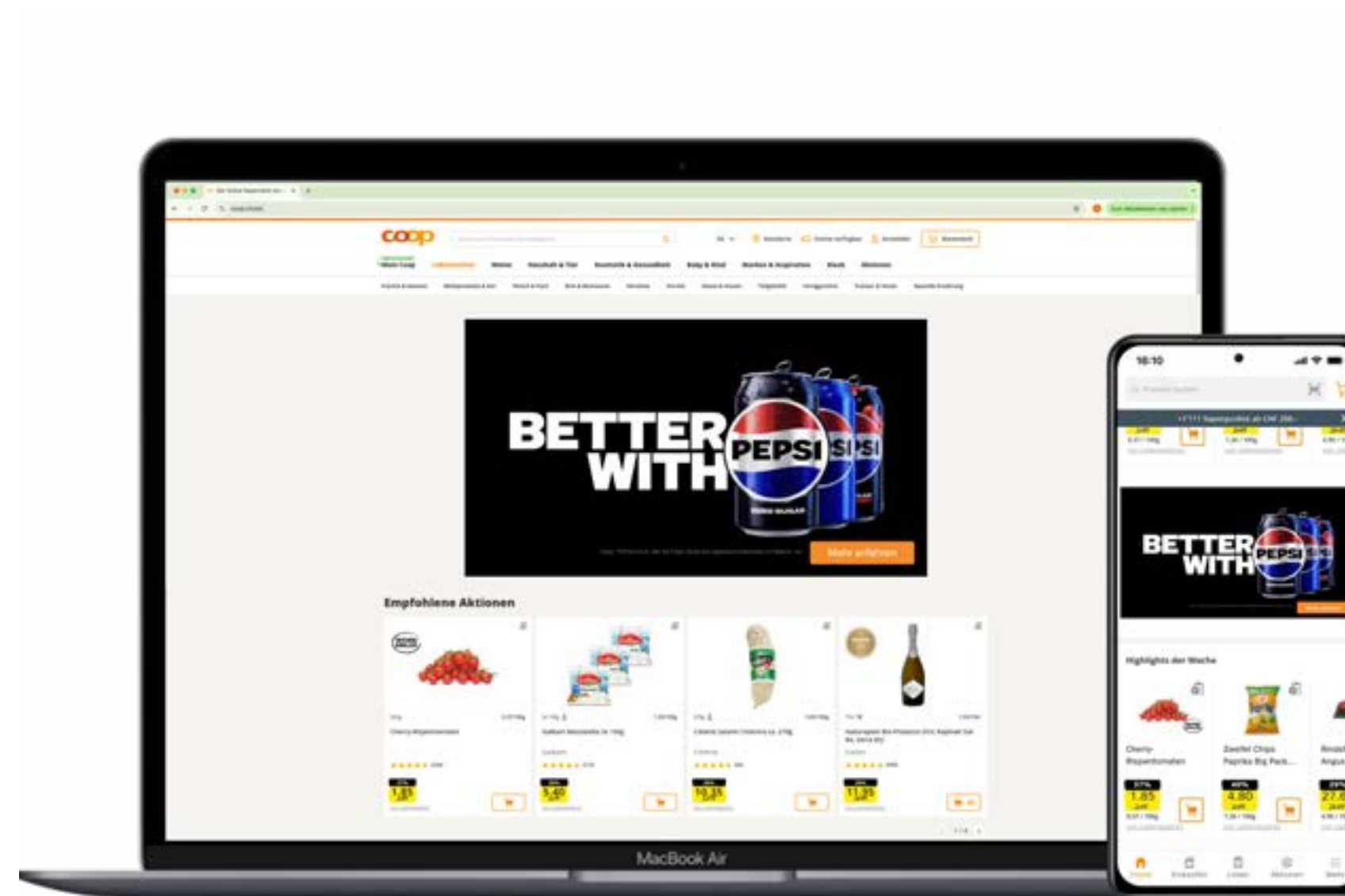
KW-XX-video-ad-Geschaeftpartner-1920x1080_de.mp4

CTA

A “call to action” must be included by the business partner

Data delivery

- Length: 10-15 seconds
- One file each per format for German, French, Italian and English
- File type: MP4, without sound



PRICE

CHF 7,000

POSITIONING

→ coop.ch | Homepag + Coop app

DEADLINES

- ➔ **On request**
- ➔ **Lead time:** 4 weeks before publication
- ➔ **Running time:** 1 week, Thursday – Wednesday

The logo for coop.ch Wideboard. It features the text "coop.ch" in a large, bold, orange sans-serif font. Below it, the word "Wideboard" is written in a smaller, bold, black sans-serif font.

SPECIFICATIONS

Format

Desktop: 994 × 250 px
Tablet: 728 × 90 px
Mobile: 300 × 250 px

Labelling of file names

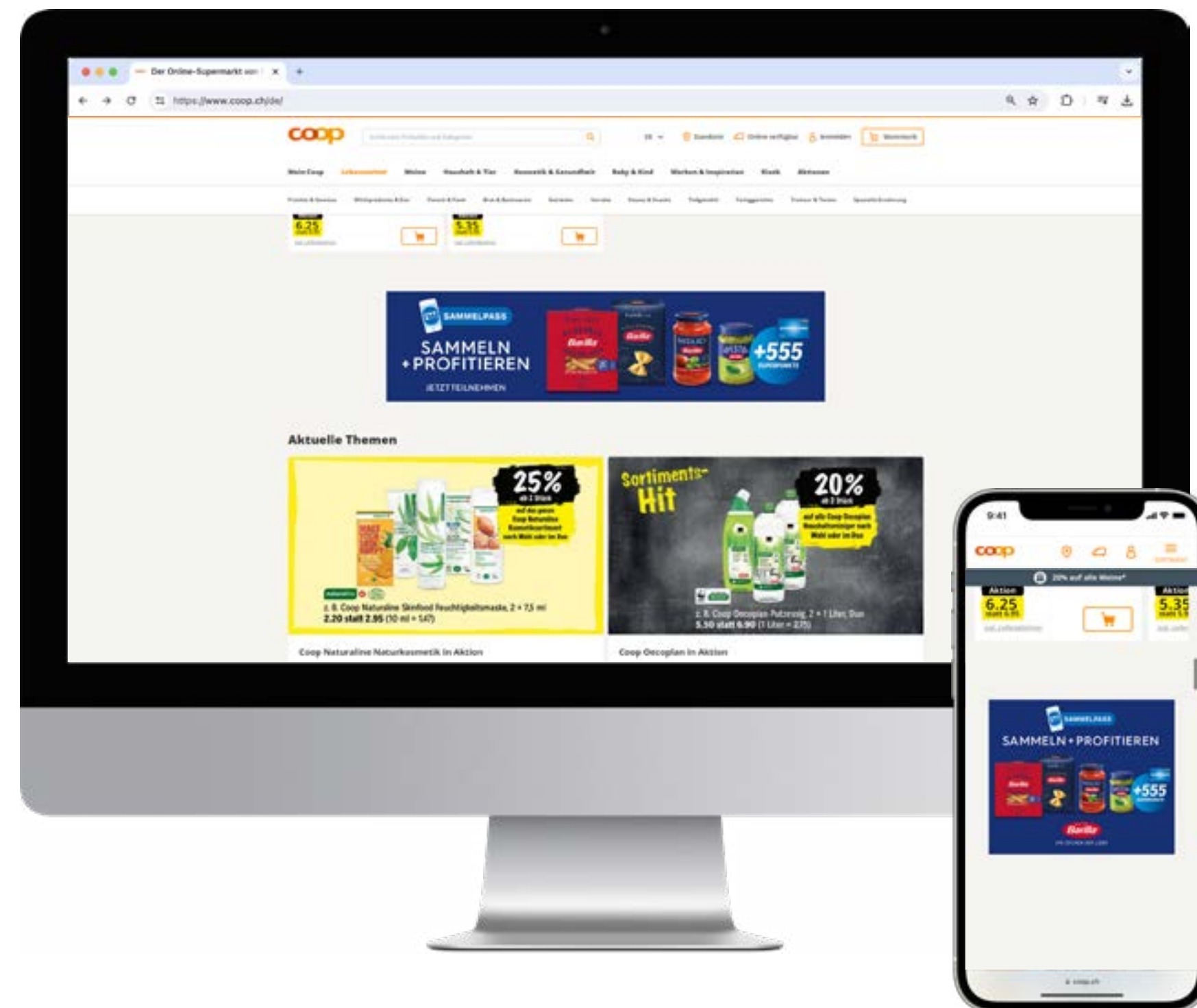
KW-XX-wideboard-Geschaeftpartner-994x250_de.jpg

KW-XX-wideboard-Geschaeftpartner-728x90_de.jpg

KW-XX-wideboard-Geschaeftpartner-300x250_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



PRICE

CHF 10,000

POSITIONING

→ coop.ch | Homepage/
Weekly special offers

DEADLINES

- ➔ **On request**
- ➔ **Lead time:** 4 weeks before publication
- ➔ **Running time:** 1 week, Thursday–Wednesday

coop.ch

Cross-selling banner incl. search ads

SPECIFICATIONS

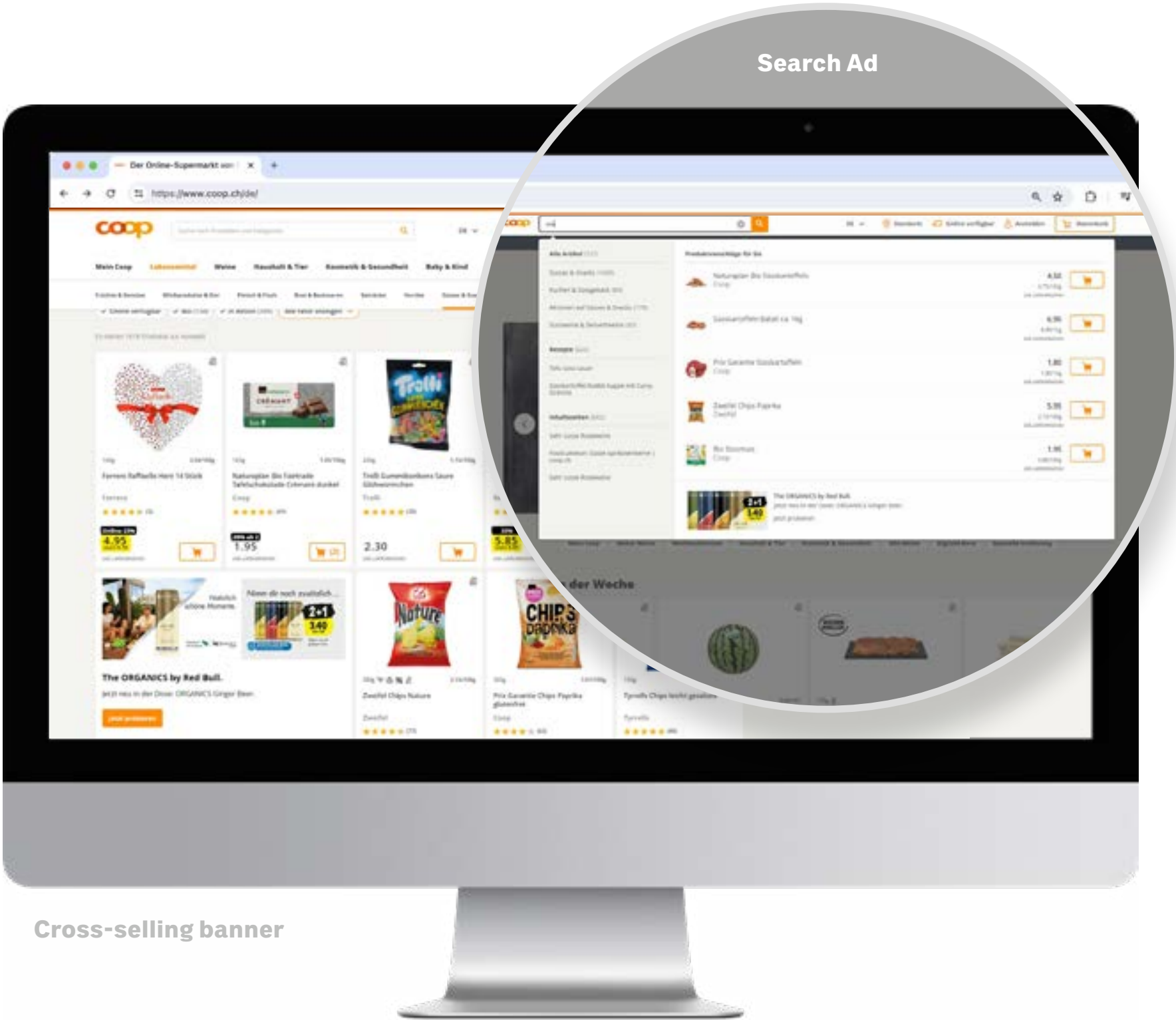
Format	
Desktop:	1105 × 270 px
Tablet:	940 × 270 px
Mobile:	810 × 270 px
Search Ad:	188 × 92 px

Labelling of file names

- KW-XX-csb-normal-Geschaeftpartner-1055x270_de.jpg
- KW-XX-csb-normal-Geschaeftpartner-940x270_de.jpg
- KW-XX-csb-normal-Geschaeftpartner-810x270_de.jpg
- KW-XX-csb-autocomplete-Geschaeftpartner-188x92_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
- Texts incl. spaces (to be delivered in German only):
 - Title: max. 40 characters
 - Text: max. 100 characters



PRICE
CHF 5,000

POSITIONING
→ coop.ch | Product category
(placed in consultation with Coop)

DEADLINES
→ On request
→ Lead time: 4 weeks
before publication
→ Running time: 1 week,
Thursday – Wednesday

coop.ch

Online sampling

DESCRIPTION

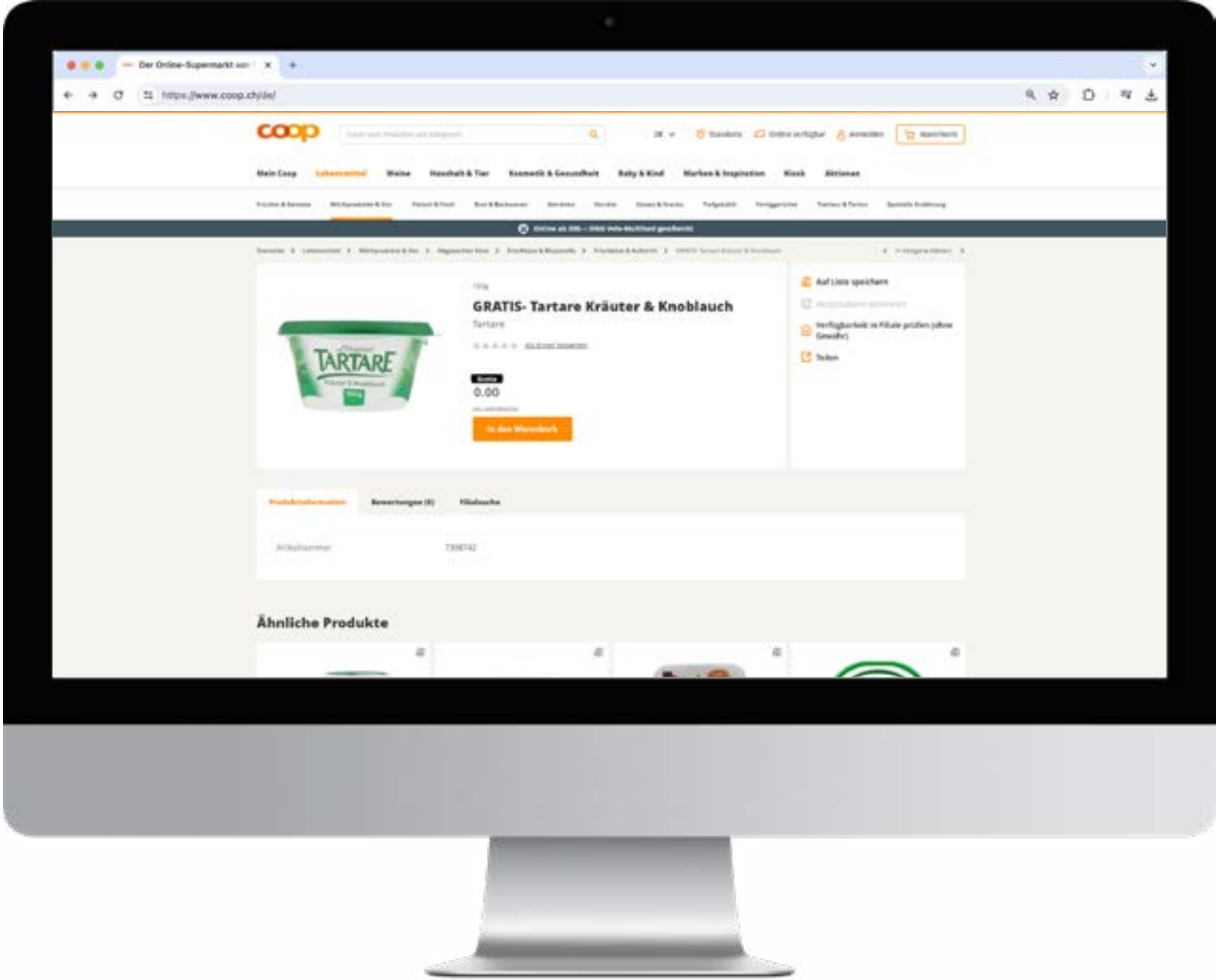
The original product must be in the online shop in the nationwide range. Samplings are actively ordered by customers and are not automatically added to each order.

The quantity guideline for samplings is 3,000 pieces. The sampling form from coop.ch must also be completed. In this, the precise quantities, dimensions and delivery location and time are all defined in consultation.

Samplings must be supplied by the partner/supplier to the two locations: 2/3 to Spreitenbach and 1/3 to Bussigny.

To communicate the sampling, we recommend booking at least one of the advertising media below:

-
-
-
-
- Newsletter banner



PRICE
CHF 5,000

POSITIONING
→ coop.ch | Product category

DEADLINES
→ On request
→ Lead time: 4 weeks before publication
→ Running time: 1 week, Thursday – Wednesday

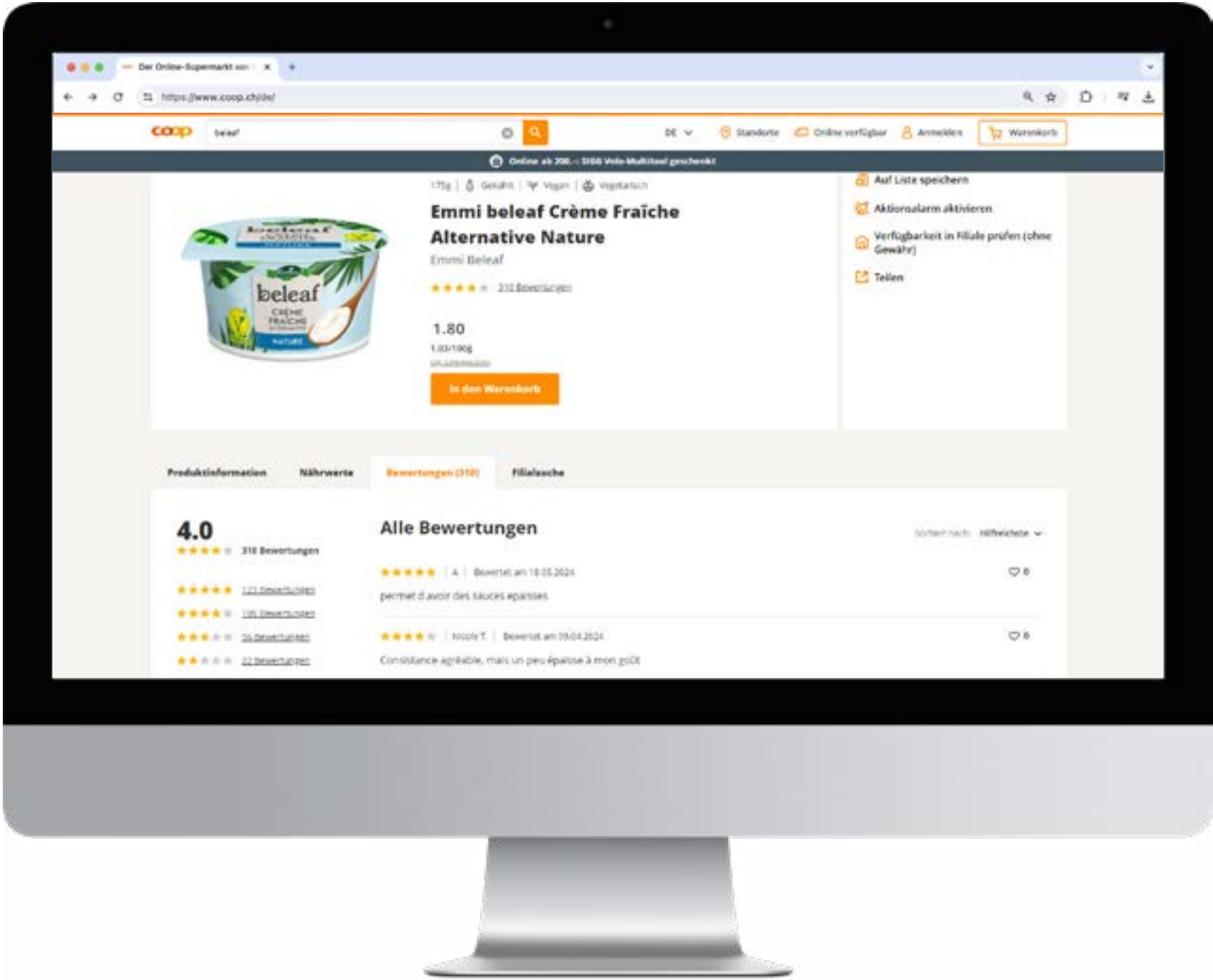
coop.ch

Consumer Involvement module

DESCRIPTION

Product reviews on coop.ch provide customer feedback and needs assessment and generate high-affinity target group traffic.

We particularly recommend Consumer Involvement for new products and special offers as well as to complement digital coupons, as it is in these situations that awareness and sales figures tend to be highest and the largest number of consumers can be reached.



* excl. cost of redeemed Superpoints

PRICE

Stand-alone

499 consumers or less
CHF 3,000 *
500 consumers or more
CHF 4,000 *

Complement to the new products bundle

499 consumers or less
CHF 2,000 *

Complement to online sampling

499 consumers or less
CHF 2,000 *

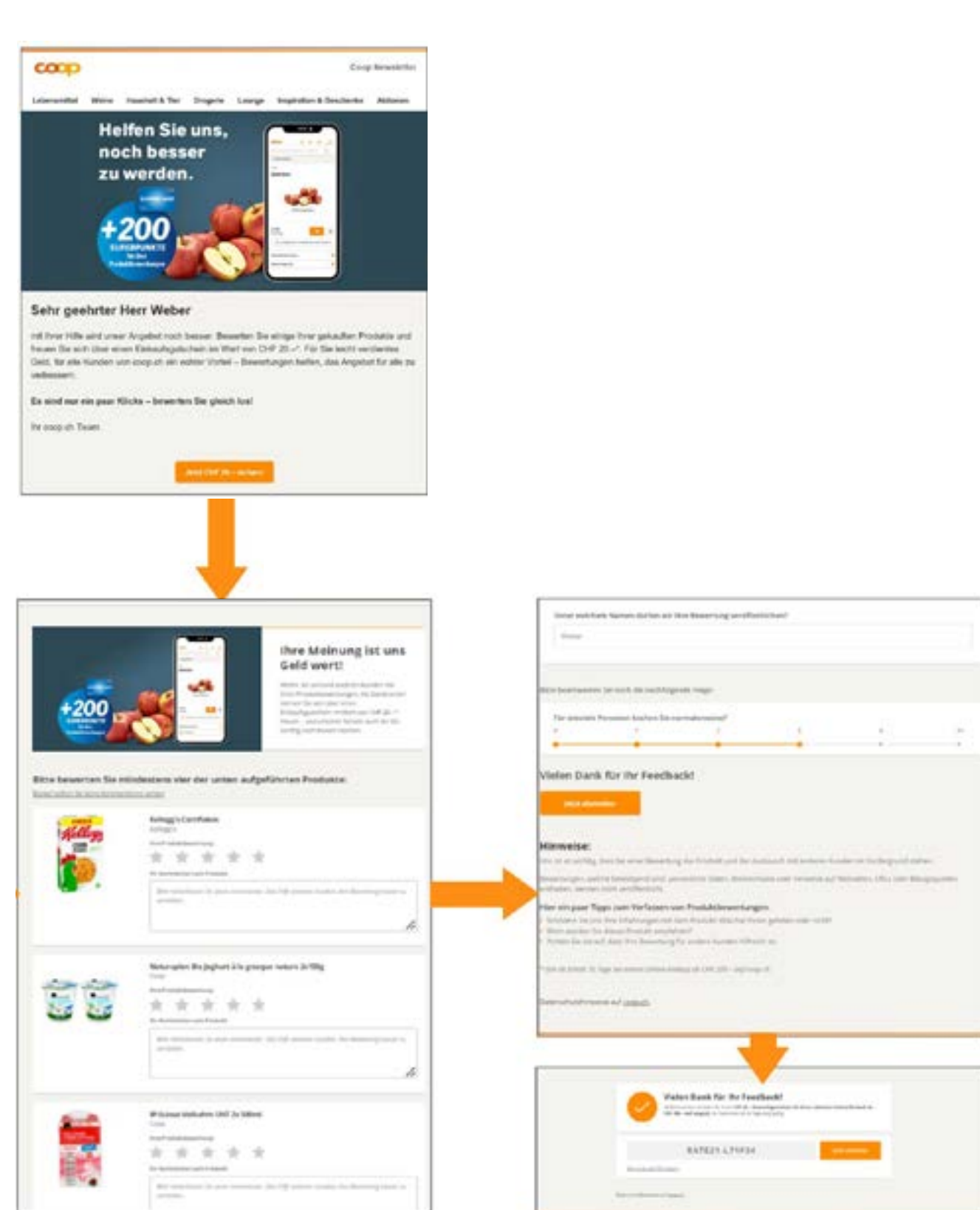
POSITIONING

→ coop.ch | Product reviews

DEADLINES

- On request
- Lead time: 3 weeks before effective circulation
- Running time: 1 mailing

coop.ch
Consumer Involvement module



PROCEDURE

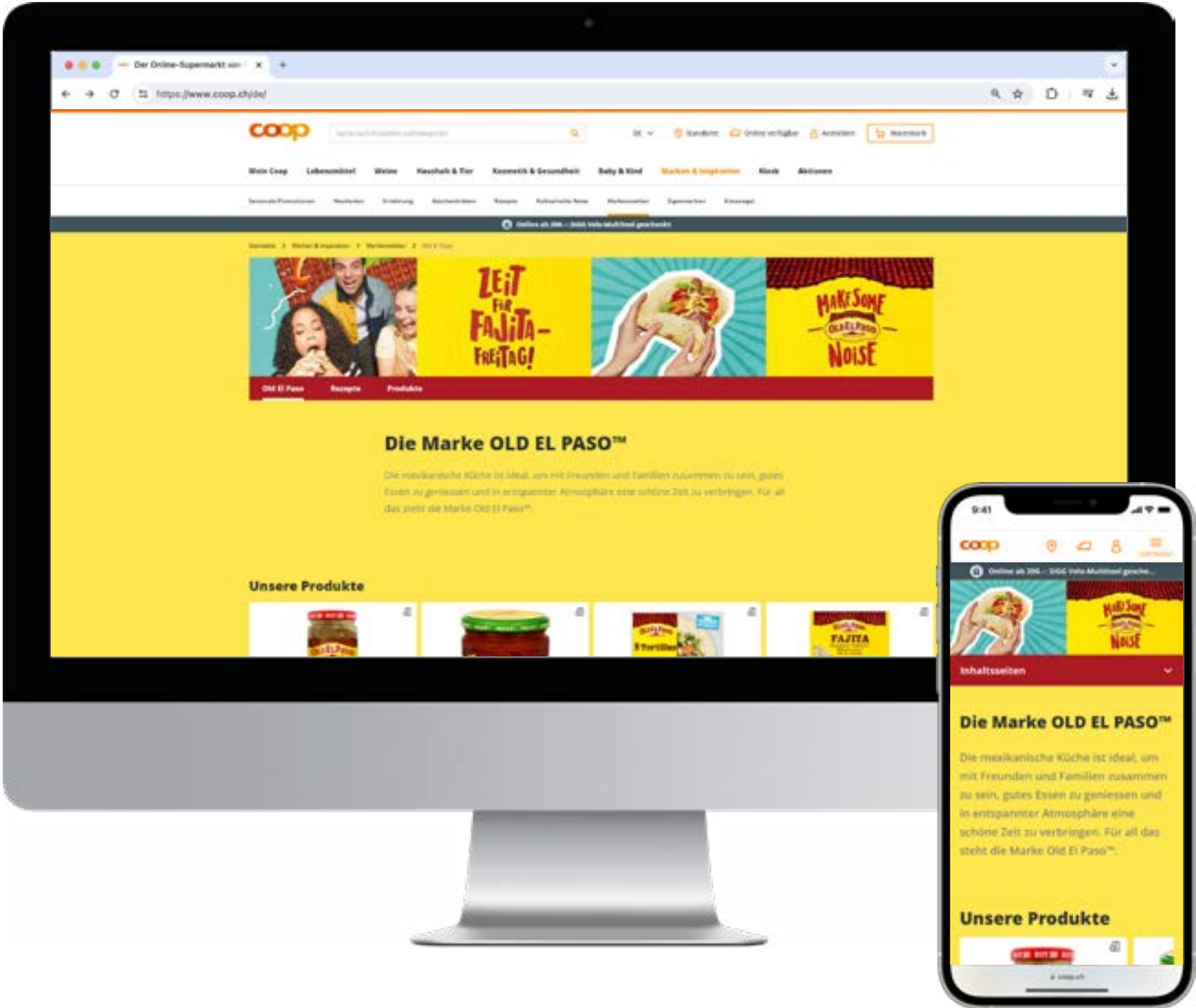
PHASE	1 	2 	3 	4 
ACTION	Booking request	Defining the volume	Contacting consumers and receiving reviews	Final invoicing
BY	Client	Coop and client	Coop	Coop
DESCRIPTION	Request for booking to monika.freiburghaus@coop.ch	We will assess the consumer potential for the possible format selection – Advice and choice of the most suitable format – Decision on use of incentive (with or without incentive)	Coop sends the product review request (email) to consumers – Consumers rate the product and receive an incentive in the form of Superpoints	Upon conclusion, the actual amount of Superpoints redeemed and the fixed module costs are invoiced

coop.ch

Brand page

DESCRIPTION

The option of displaying your own brand world on coop.ch means that potential consumers can access your specially designed brand page matching your brand’s image. This enables you to provide your target audience with emotive, informative content and added value.



PRICE
CHF 25,000

POSITIONING
→ coop.ch | Brand worlds

DEADLINES
→ On request
→ Lead time: min. 10 weeks before publication
→ Running time: 1 year