

MARKETING OPTIONS 2022

ONLINE

WEBSITE	PROCESSING TIME	AVAILABILITY	FREQUENCY PER YEAR
Banner product group	Quarterly	Each product group can be filled per quarter [a]	4 times
Brand page	Per year	Any supplier	1 time

Specifications: Format banner product group 1238 x 150 pixels. **Deadline:** Submit material at least 1 week in advance.

DIGITAL	PROCESSING TIME	AVAILABILITY	FREQUENCY PER YEAR
Email newsletter	Per month	4 suppliers per newsletter [b]	12 times
Webinar	Per year	1 supplier/webinar per month	12 times

Specifications: Email newsletter banner size: 600 x 200 pixels. Webinar is knowledge oriented, maximum of 45 minutes..

Deadline: Submit material at least 1 week in advance.

DEALS

WASCO DEALS	PROCESSING TIME	AVAILABILITY	FREQUENCY PER YEAR
1/1 page = max. 6 product images	Per participation	4 positions per Deals	10 times
1/2 page = max. 3 product images	Per participation	3 positions per Deals	10 times
1/3 page = max. 2 product images	Per participation	3 positions per Deals	10 times
Individual product image	Per participation	36 positions per Deals	10 times
Sales desk boards	Per participation	9 positions per Sales desk boards	10 times
Leaflets	Per participation	1/1 page - 2 pages per Deals [c]	10 times
Boiler deals	Per participation	2 pages per promotional month [d]	10 times

LOYALTY SCHEME	PROCESSING TIME	AVAILABILITY	FREQUENCY PER YEAR
Wasco Extra	Per year	Any supplier [e]	1 time

Specifications: Submit the participating product groups to your Wasco product manager.

OTHER OPTIONS

LOCAL	PROCESSING TIME	AVAILABILITY	FREQUENCY PER YEAR
Narrowcasting - per 5 sec.	Per month	max. 30 sec. / max. 6 suppliers per month	12 times
Narrowcasting - 30 sec. (video)	Per month	Max. 1 supplier per month	12 times
National stand day in the Wasco branch	Quarterly	4 suppliers per year	4 times
Coffee cups printed with your logo	Please contact your Wasco product manager for more information.		

Specifications: Format: 1920*1080 px (please note: leave the bottom 45 pixels free for the ticker). Submit to your Wasco product manager.

Deadline: Material submission: at least two weeks in advance.

PRINT – MAGAZINE KOPPELING	PROCESSING TIME	AVAILABILITY	FREQUENCY PER YEAR
1/1 page advertisement or advertorial	Per issue	Every supplier in our brand policy	3 times
1/2 page advertisement or advertorial	Per issue		3 times

Specifications

1/1 page:

- Trim area: 210*297 mm, bleed about 3 mm

- Type area: 192*272 mm, bleed about 3 mm

1/2 page:

-Trim area: 210*148.5 mm

-Type area: 192*127 mm

Final submission date

December 10, 2021

March 11, 2022

June 10, 2022

September 09, 2022

Release Dates

January 2022

April 2022

July 2022

October 2022

Submit material such as Cpdf, full colour to koppeling@wasco.nl | If PDF isn't possible, then submit as 300 dpi, tiff or jpeg. | It will always be knowledge-oriented.

GREENWORKS	PROCESSING TIME	AVAILABILITY
Annual Greenworks participation, excl. Greenworks Academy	Per year	max. 2 suppliers per product group
Annual participation Greenworks, all-in	Per year	

Specifications: Submit the participating product groups to your Wasco product manager.

[a] by product group we mean all groups that are visible in wasco.nl when you click on the navigation groups.

[b] product or service related. Wasco has to approve news item

[c] 1 leaflet per Deals, 2 positions are divided between front and back

[d] Wasco has to approve content / only for brand policy suppliers

[e] for the whole brand or parts thereof