



Shortcut

Add interactive content to your ad

Articles and ads, where you can see orange Shortcut symbol attached above, may be filled with digital content. Download free Shortcut-application from your mobile phones application store and you can start scanning pages. Application is available for Anroid, WindowsPhone and iOS-phones.

What kind of content you can add?

Links added to Shortcut can be:

- webpage (homepages, online store, YouTube-video...)
- email address
- phone number

How does it work?

Book Shortcut to your Pientalo ja Piha print advertisement from your sales representative. You will receive the Shortcut symbol and material instructions by email.

Add Shortcut symbol to your ad so that the reader knows that the ad has interactive content, and that it is readable with Shortcut application.

Write next to the symbol what kind of content there is. For example "Watch a product video", "Find the nearest dealer", "Buy here!" etc.



Example of instructions.

Send the wanted links to Pientalo ja piha traffic, camilla.gustafsson@freemiummedia.fi, or write them down to Notes-field on Aste Helsinki's upload service while sending out your print ad (www.astehelsinki.fi/ilmoitukset/).

Editorial staff of Pientalo ja piha -magazine will add your links to your ad in Shortcut software and your ad will be ready for scanning while the magazine appears!