

## Factsheet

### Digital, geofencing packages

Using a combination of different screens makes it possible to target different areas. We have six packages with different geofencing to choose from. Being featured on our digital screens will increase your brand awareness and brand image. By positioning our screens in strategic spots in close proximity to retail spaces, they generate leads and new sales. With DOOH, we can present moving content and a variety of creative advertising formats, shown based on day, time, temperature or location.

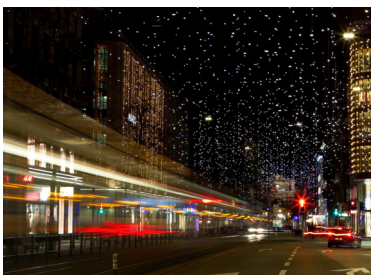


#### Bahnhofstrasse Premium

- Prestigious location
- Exclusive access to premium and business target groups
- USP: no other digital and virtually no OOH advertising on Bahnhofstrasse
- 16 screens / 87'360 plays / Gold
- Ad length 10s/15s
- Price for one week Gold: CHF 45'700



Product	Number of screens	Package discount	Plays/week	Gross contacts/week	Package price
Gold	16	-	87'360	1.3 Mio.	45'700
Silver	16	-	43'680	650'000	27'420



#### Bahnhofstrasse, Surrounding Stars

- Attractive pricing and additional reach and contacts
- Positioning on feeder roads and squares with shops and bars
- Large-scale targeting of your target group around and on Bahnhofstrasse
- 11 screens / 60'231 plays / Gold
- Ad length 10s/15s
- Price for one week Gold: CHF 32'196



Product	Number of screens	Package discount	Plays/week	Gross contacts/week	Package price
Gold	11	10%	60'231	1 Mio.	32'196
Silver	11	10%	30'116	500'000	19'317



#### Bahnhofstrasse, Premium Extended

- Attractive pricing and additional reach and contacts
- Positioning on feeder roads and squares with shops and bars
- Large-scale targeting of your target group around and on the main shopping street
- 27 screens / 147'591 plays / Gold
- Ad length 10s/15s



Product	Number of screens	Package discount	Plays/week	Gross contacts/week	Package price
Gold	27	20%	147'591	2.3 Mio.	65'178
Silver	27	20%	73'796	1.15 Mio.	39'107



### Zurich City Centre

- Cost-effective option with large reach
- Positioning in the attractive 1st district
- Targeting of the target group in the city's hotspots
- 36 screens / 190'400 plays / Gold
- Ad length 10s/15s
- Price for one week Gold: CHF 69'532



Product	Number of screens	Package discount	Plays/week	Gross contacts/week	Package price
Gold	36	30%	190'400	2.9 Mio.	69'532
Silver	36	30%	95'200	1.45 Mio.	41'719



### Zurich City Extended

- Younger target group around entertainment districts and in locations near educational centres
- Large-scale targeting of the target group around the city and in areas with high foot traffic
- 52 screens / 349'440 plays / Gold
- Ad length 10s/15s
- Price for one week Gold: CHF 74'175

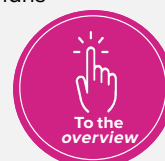


Product	Number of screens	Package discount	Plays/week	Gross contacts/week	Package price
Gold	52	35%	349'440	3.4 Mio.	74'175
Silver	52	35%	174'720	1.7 Mio.	44'505



### Zurich City Maximum

- Homogeneous distribution of shoppers, commuters and pedestrians
- High potential for synergy with other forms of communication
- Additional locations outside the city boundaries
- 73 screens / 383'818 plays / Gold
- Ad length 10s/15s
- Price for one week Gold: CHF 78'764



Product	Number of screens	Package discount	Plays/week	Gross contacts/week	Package price
Gold	73	40%	383'818	4 Mio.	78'764
Silver	73	40%	191'909	2 Mio.	47'258

The package prices are based on the general discount conditions for digital PLAY. A minimum number of screens must be booked to qualify for the package price. As part of its digital transformation, Clear Channel Schweiz AG is continually expanding its portfolio. As a result, we will add more products and services to our digital inventory throughout the year. We will gladly draw up an individual offer for you.