

## Factsheet

# Out-of-home and mobile advertising

Now, the effectiveness of out-of-home advertising can be increased by coordinated deployment of mobile marketing. Out-of-home and mobile advertising offer the best of all media pairings for combining reach with consumer activation. As an ideal partner for mobile advertising, OOH works as an effective driver and prompts an immediate reaction and interaction on the part of the consumer.




An effective way to **generate synergies** and strengthen campaigns. With Clear Channel and Adello.

### Interesting insights

- up to 36% sales boost thanks to POS posters combined with mobile advertising <sup>\*(study)</sup>
- up to 25% more interactions <sup>\*(study)</sup>
- campaign performance analysis and reporting possible
- digital OOH an effective driver of mobile responses



### Products and offering

| Product   | Format                        | Goal        | Coverage           | Minimum volumes | Basis for cost calculation | Product USP   |
|---|-------------------------------|-------------|--------------------|-----------------|----------------------------|---|
|  <b>“Amplify”</b>          | Possible at every poster site | Reach       | National, regional | CHF 5.000.– n/n | CpM <sup>2)</sup> CHF 9.–  | Maximum reach assured with combined occupancy                     |
|  <b>“Amplify Audience”</b> | Possible at every poster site | Audience    | National, regional | CHF 5.000.– n/n | CpM <sup>2)</sup> CHF 12.– | Targetting location and interests <sup>1)</sup>                   |
|  <b>“Audience Premium”</b> | Possible at every poster site | Viewability | National, regional | CHF 5.000.– n/n | CpM <sup>2)</sup> CHF 15.– | Delivery of campaign to selected mobile premium websites and apps |

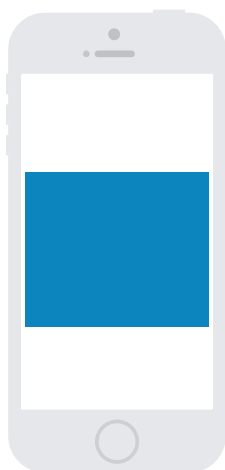
<sup>1)</sup> Targetting audience with following interests: **music, luxury, new parents, sport, automotive, travel**

<sup>2)</sup> Cost per Mille: thousand contact price (TCP)

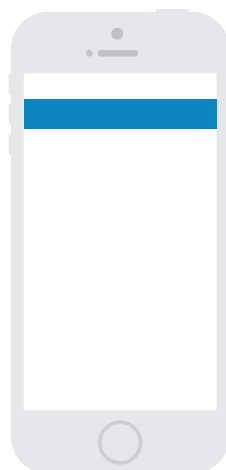
Placement of campaign with selected premium mobile websites and apps, to ensure an optimum environment for your advertising messages.



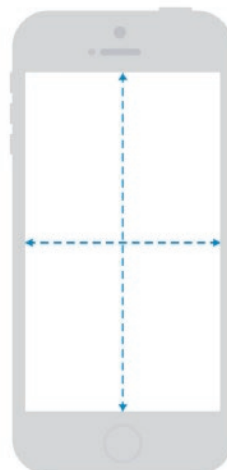
**Advertising**



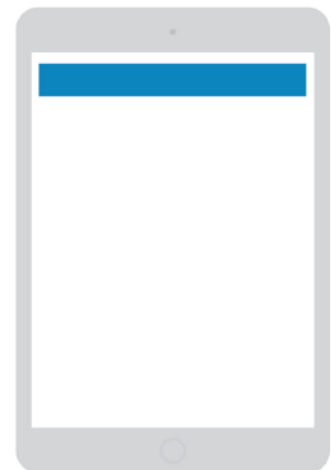
**Mobile Rectangle**  
300x250px



**Mobile Banner**  
320x50px



**Mobile Pre-/  
Interstitial**  
320x480px



**Tablet Horizontal  
Banner**  
728x90px

**Expert advice**

If you have any questions, our sales team will be glad to help:  
Tel.: +41 (0)58 455 55 00, e-mail: info@clearchannel.ch