

# Clear Channel Switzerland

## 2023 prices and conditions

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## 1. Prices for traditional formats – street

F 12	Normal		Backlit		Scroller <sup>1,2</sup>		Trivision <sup>2)</sup>		
	Quality	7 days <sup>3</sup>	14 days	7 days <sup>3</sup>	14 days	7 days <sup>3</sup>	14 days	7 days <sup>3</sup>	14 days
5*+		1'012	1'864	1'210	2'240	1'210	2'240	744	1'308
5*		800	1'440	954	1'728	954	1'728	594	1'008
4*		601	1'042	715	1'250	715	1'250	455	730
3*		497	834	590	1'000	590	1'000	382	584
2*		419	678	496	812	496	812	327	474
1*		286	572	344	688	344	688	201	402

F 200	Normal		Backlit		Scroller <sup>1,2</sup>		Trivision <sup>2)</sup>		
	Quality	7 days <sup>3</sup>	14 days	7 days <sup>3</sup>	14 days	7 days <sup>3</sup>	14 days	7 days <sup>3</sup>	14 days
5*+		919	1'698	1'098	2'036	1'098	2'036	674	1'188
5*		728	1'316	866	1'572	866	1'572	538	916
4*		544	948	648	1'136	648	1'136	411	662
3*		450	760	536	912	536	912	346	532
2*		377	614	450	740	450	740	296	432
1*		260	520	312	624	312	624	182	364

F 24	Normal		Backlit		F 400	Backlit		
	Quality	7 days <sup>3</sup>	14 days	7 days <sup>3</sup>		14 days	Quality	7 days <sup>3</sup>
5*+		1'808	3'396	2'146	4'072	5*+	2'236	4'072
5*		1'421	2'622	1'683	3'146	5*	1'773	3'146
4*		1'058	1'896	1'248	2'276	4*	1'335	2'270
3*		868	1'516	1'018	1'816	3*	1'112	1'824
2*		727	1'234	850	1'480	2*	940	1'480
1*		520	1'040	624	1'248	1*	624	1'248

F 4	Normal		
	Quality	7 days <sup>3</sup>	14 days
4*		171	302
3*		101	162
2*		62	84

All prices are in CHF (gross) and per display. Prices for one display period.

<sup>1)</sup> Scrollers are operated with three posters.

<sup>2)</sup> Price per scroller or Trivision display.

<sup>3)</sup> Gross price including surcharge for a 7-day display period.

## 2. Prices for traditional formats – POS

F 12 Quality	Normal		Backlit		Scroller <sup>1,2</sup>		Trivision <sup>2)</sup>	
	7 days <sup>3</sup>	14 days	7 days <sup>3</sup>	14 days	7 days <sup>3</sup>	14 days	7 days <sup>3</sup>	14 days
5*	425	690	501	821	469	757	383	585
4*	384	607	453	726	422	664	346	512
3*	355	549	420	659	394	607	323	466
2*	328	496	385	590	362	544	299	418
1*	287	413	336	491	318	455	265	350

F 200 Quality	Normal		Backlit		Scroller <sup>1,2</sup>	
	7 days <sup>3</sup>	14 days	7 days <sup>3</sup>	14 days	7 days <sup>3</sup>	14 days
5*	379	617	448	736	418	675
4*	340	539	404	648	378	595
3*	316	491	375	590	350	539
2*	293	445	347	534	323	486
1*	256	371	303	445	284	408

F 24 Quality	Normal	
	7 days <sup>3</sup>	14 days
3*	675	1'129
2*	620	1'019

All prices are in CHF (gross) and per display. Prices for one display period.

<sup>1)</sup> All scrollers are operated exclusively with three posters/price per display.

<sup>2)</sup> Price per scroller or Trivision display.

<sup>3)</sup> Gross price including surcharge for a 7-day display period.

## 3. Prices for traditional formats – networks

Networks in Lucerne	7 days	14 days	Displays
Premium network – Lake Lucerne area	20'011	37'462	16
Lucerne F4 network 'Top'	1'717	2'834	15
Lucerne F4 network 'Pop'	2'652	3'744	39
Lucerne F4 network 'Flex'	30% discount on the display costs		Min. 40

All prices in CHF (gross). Prices for one display period.

## 4. Prices for Digital PLAY – shopping centres

Shopping Center	Number of screens	Gold base price (1x every 60s) 1-week display			Silver base price (1x every 120s) 1-week display		
		1 week*	CPM	Views 1 week*	1 week*	CPM	Views 1 week*
<b>German-speaking Switzerland</b>							
Burgdorf	4	552	16.6	33'227	331	19.9	16'613
Centrum Regensdorf	7	3'837	16.6	231'158	2'302	19.9	115'579
Löwencentre	6	1'962	16.6	118'192	1'177	19.9	59'096
MANOR St. Gallen Webersbleiche	4	1'418	16.6	85'440	851	19.9	42'720
Mühlematt Shopping	6	1'891	16.6	113'920	1'135	19.9	56'960
Neumarkt Brugg	4	2'727	16.6	164'307	1'636	19.9	82'153
Neumarkt Oerlikon	6	4'010	16.6	241'573	2'406	19.9	120'787
Perry Center	2	906	16.6	54'587	544	19.9	27'294
Shopping Seen Winterthur	6	1'418	16.6	85'440	851	19.9	42'720
St. Jakob Park	17	6'182	16.6	372'431	3'709	19.9	186'216
Wankdorf Center	4	2'121	16.6	127'799	1'273	19.9	63'900
<b>French-speaking Switzerland</b>							
Métropole Lausanne	7	5'725	16.6	344'893	3'435	19.9	172'446
Meyrin Center	8	3'877	16.6	233'536	2'326	19.9	116'768
Signy Center	6	1'960	16.6	118'050	1'176	19.9	59'025
Uvrier Centre	4	1'261	16.6	75'947	756	19.9	37'973

Prices in CHF (gross), base price per shopping centre. Weekly cost based on the shopping centres' respective opening hours, 6 or 7 days.  
\*Weekly cost = 6 (Mon–Sat)/12 days, \*\*Weekly cost = 7 (Mon–Sun)/14 days.

## 5. Prices for the Digital Convenience Network

Geotargeting*	Number of screens	Gold base price (1x every 60s/90s) 1-week display				Silver base price (1x every 120s/180s) 1-week display			
		Price 1 week	CPM	Views 1 week	Plays 1 week	Price 1 week	CPM	Views 1 week	Plays 1 week
National/all CH	230	87'012	27.7	3'141'223	1'459'620	52'207	33.2	1'570'612	729'810
German Switzerland	190	75'812	29.1	2'606'555	1'199'040	45'487	33.8	1'303'278	599'520
French Switzerland	34	13'662	29.1	469'715	219'540	8'197	34.9	234'857	109'770
Italian Switzerland	6	1'889	29.1	64'953	41'040	1'133	34.9	32'476	20'520

Geotargeting*	Number of screens	Cost based on impressions, 1-week display				
		Price 1 week	Gross CPM	Net price 1 week	Net CPM**	Views 1 week
National/all CH	230	87'012	27.7	52'207	16.6	3'141'223
German Switzerland	190	75'812	29.1	45'487	17.5	2'606'555
French Switzerland	34	13'662	29.1	8'197	17.5	469'715
Italian Switzerland	6	1'889	29.1	1'133	17.5	64'953

\*Examples of geotargeting. The DCN screens can be booked individually.

\*\*40% flexible discount. Not eligible for other discounts such as JURA or campaign discount; entitled to 5% AC.

## 6. Special offers

	Discount
Last-minute deals	Upon request
Political campaigns F12, F200, F24, F4 and DOOH (without premium products* and subject to availability)	40% (including AC)
ZEWO, F12, F200, F24, F4 and DOOH (without premium products* and subject to availability)	50% (including AC)
Long-term display of 3 or more months (without premium products* and subject to availability)	Upon request

\*Lake Lucerne area, premium DOOH products Bahnhofstrasse + Surrounding Stars

## 7. Package prices for Digital PLAY, street, based on loops

Segment	City	Package	Number of screens	Gold views	Loop price, 1 week/Gold		
					Gross*	Gross CPM*	Plays
Transmission based on loops							
Street	Zurich	ZH Bahnhofstr. Premium	16	1'270'348	45'860	36.1	87'360
		ZH Bahnhofstr. Surrounding Stars	11	1'018'615	36'161	35.5	58'240
		ZH Bahnhofstr. Premium Extended	27	2'288'963	81'945	35.8	145'600
		Zurich City	75	4'167'505	140'862	33.8	392'000
		Zurich Agglomeration	12	218'895	5'407	24.7	60'520
	German Switzerland	Basel City	20	939'718	30'165	32.1	142'800
		Basel Country	14	198'150	4'894	24.7	85'120
		Bern City	11	202'146	6'327	31.3	49'280
		Bern Agglomeration	5	86'321	2'132	24.7	26'880
		Lucerne City	7	716'541	24'362	34.0	49'980
		Winterthur	11	264'142	8'268	31.3	52'360
		Chur	1	8'293	205	24.7	4'480
	F-CH	Lausanne	2	49'901	1'801	36.1	11'200
	I-CH	Locarno	4	169'613	5'953	35.1	19'040
Street	Zurich based on target audiences	Commuters	27	1'287'925	41'214	32.0	145'600
		Finance	27	1'777'208	61'847	34.8	147'840
		Shoppers	27	2'288'963	81'945	35.8	145'600
		Hedonists	13	893'219	30'101	33.7	67'200
		Youngsters	21	1'064'857	33'330	31.3	109'760

We are currently expanding our portfolio. So the number of screens and views may vary.

\*Average package price/average package CPM relates to the given number of screens and views for each geographical zone. The average CPM may vary depending on the mixture of categories and display availability.

Segment	City	Package	Number of screens	Silver views	Loop price, 1 week/Silver		
					Gross*	Gross CPM*	Plays
Transmission based on loops							
Street	Zurich	ZH Bahnhofstr. Premium	16	635'174	27'516	43.3	43'680
		ZH Bahnhofstr. Surrounding Stars	11	509'307	21'696	42.6	29'120
		ZH Bahnhofstr. Premium Extended	27	1'144'482	49'167	43.0	72'800
		Zurich City	75	2'083'752	84'517	40.6	196'000
		Zurich Agglomeration	12	109'448	3'244	29.6	30'260
	German Switzerland	Basel City	20	469'859	18'099	38.5	71'400
		Basel Country	14	99'075	2'937	29.6	42'560
		Bern City	11	101'073	3'796	37.6	24'640
		Bern Agglomeration	5	43'161	1'279	29.6	13'440
		Lucerne City	7	358'271	14'617	40.8	24'990
		Winterthur	11	132'071	4'961	37.6	26'180
		Chur	1	4'147	123	29.6	2'240
	F-CH	Lausanne	2	24'950	1'081	43.3	5'600
	I-CH	Locarno	4	84'807	3'572	20.2	9'520
Street	Zurich based on target audiences	Commuters	27	643'962	24'728	36.6	72'800
		Finance	27	888'604	37'108	39.7	73'920
		Shoppers	27	1'144'482	49'167	40.9	72'800
		Hedonists	13	446'609	18'061	38.4	33'600
		Youngsters	21	532'429	19'998	37.2	54'880

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\*Average package price/average package CPM relates to the given number of screens and views for each geographical zone.

The average CPM may vary depending on the mixture of categories and display availability.

## 8. Package prices for Digital PLAY, street, based on impressions

Segment	City	Package	Number of screens	Views per week	Impression price, 1 week			
Impression bookings, based on views					Gross*	Gross CPM*	Net*/**	Net CPM*/**
Street	Zurich	ZH City Centre	36	2'912'834	101'367	34.8	60'820	20.9
		ZH City Extended	52	3'416'784	117'196	34.3	70'317	20.6
		ZH City Maximum	75	4'167'505	140'862	33.8	84'517	20.3
		Zürich Agglomeration	12	218'895	5'407	24.7	3'244	14.8
	German Switzerland	Basel City	20	939'718	30'165	32.1	18'099	19.3
		Basel Country	14	198'150	4'894	24.7	2'937	14.8
		Bern City	11	202'146	6'327	31.3	3'796	18.8
		Bern Agglomeration	5	86'321	2'132	24.7	1'279	14.8
		Lucerne City	7	716'541	24'362	34.0	14'617	20.4
		Winterthur	11	264'142	8'268	31.3	4'961	18.8
		Chur	1	8'293	205	24.7	123	14.8
	F-CH	Lausanne	2	49'901	1'801	36.1	1'081	21.7
	I-CH	Locarno	4	169'613	5'953	35.1	3'572	21.1
Street	Zurich based on target audiences	Commuters	27	1'287'925	41'214	32.0	24'728	19.2
		Finance	27	1'777'208	61'847	34.8	37'108	20.9
		Shoppers	27	2'288'963	81'945	35.8	49'167	21.5
		Hedonists	13	893'219	30'101	33.7	18'061	20.2
		Youngsters	21	1'064'857	33'330	31.3	19'998	18.8



## «Digital Day» – ZH screens 24 h, static

Address	Hours per day	Share of voice	Loop	No. of ad spaces per loop	Number of broadcasts per 'Gold' day	Number of broadcasts 1 week (Gold)	Base price 1 week (Gold)	Views 1 week
Heimplatz	16	100%	16h	1	1	7	1'173	70'471
Kasernenstr. / Europaplatz	16	100%	16h	1	1	7	1'831	109'946
Schwamendingenplatz	16	100%	16h	1	1	7	797	47'844
Stauffacher	16	100%	16h	1	1	7	1'869	112'233
Turbinenplatz	16	100%	16h	1	1	7	626	37'576
Zehntenhausplatz	16	100%	16h	1	1	7	1'812	108'809
Bürkliplatz	16	100%	16h	1	1	7	1'973	118'510
Enge railway station	16	100%	16h	1	1	7	3'470	208'398
Limmatplatz	16	100%	16h	1	1	7	2'152	129'278
University / Rämistr.	16	100%	16h	1	1	7	1'413	84'896

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\*Average package price/average package CPM relates to the given number of screens and views for each geographical zone.

The average CPM may vary depending on the mixture of categories and display availability.

\*\*40% flexible discount. Not eligible for other discounts such as JURA or campaign discount; entitled to 5% AC.

## 9. Prices for Digital PLAY, based on the category

Segment	Geo-Cluster	Category description	Average CPM national (one-week display period)		
			Plays in the loop Gold (predefined spot frequency)*	Plays in the loop Silver (predefined spot frequency)*	Impressions (number of views)*
Transmission based on...					
Digital Street	Uniform categorisation according to location throughout Switzerland	Premium	34.4	41.3	20.6
		Centre	32.6	39.1	19.6
		Top	29.8	35.8	17.9
		Couronne TC/Cities	23.5	28.2	14.1
Digital Convenience Network	Coop petrol stations across Switzerland	Convenience	27.7	33.2	16.6
Digital Shopping Media	Shopping centres across Switzerland	Shopping centre	15.8	19.0	9.5
Airport	Basel Airport	Basel Airport	15.8	19.0	9.5

All prices are stated in CHF and based on one-week display periods.

We are currently expanding our portfolio. So the number of screens and views may vary.

Average CPM national may vary depending on the mixture of categories and display availability

\*40% flexible discount. Not eligible for other discounts such as JURA or campaign discount; entitled to 5% AC.

## 10. Digital PLAY, CPM price lists including targeting surcharges

			Transmission based on plays in the loop (predefined spot frequency)			
Segment			Street	Convenience	Shopping centre	Airport
<b>Base price</b>						
Average CPM national (one-week display period)			30.7*	27.7	15.8	15.8
<b>Targeting surcharges</b>						
Geotargeting	Geography**	added to the national CPM	+5%	+5%	+5%	+5%
	Screen		+25%	+25%	x	+25%
Time Targeting	Day	added to the national CPM and geotargeting	+30%	+30%	+30%	+30%
	Hour		+75%	+75%	+75%	+75%

			Transmission based on impressions (predefined number of views)			
Segment			Street	Convenience	Shopping centre	Airport
<b>Base price</b>						
Average CPM national (one-week display period)			18.4*	16.6	9.5	9.5
<b>Targeting surcharges</b>						
Geotargeting	Geography**	added to the national CPM	+5%	+5%	+5%	+5%
	Screen		+25%	+25%	x	+25%
Time Targeting	Day	added to the national CPM and geotargeting	+30%	+30%	+30%	+30%
	Hour		+75%	+75%	+75%	+75%

All prices are stated in CHF and based on one-week display periods

We are currently expanding our portfolio. So the number of screens and views may vary.

\*Average CPM national may vary depending on the mixture of categories, display availability and number of screens

\*\*See description of targeting based on geographical zone

\*\*\*absolute prices

## 11. Booking information

### Targeting options

Targeting	Criterion	Description
<b>Geotargeting</b>	National	Choice of all screens in each geographical zone in each segment
	Language region	
	Canton	
	Agglomeration	
	Municipality	
	Post code	
	Town or city/shopping centre	
	Screen	Option to choose from one/several screens (with the exception of shopping channels, where the smallest geographical unit is a shopping centre)
<b>Time targeting</b>	Day	Option to choose from one/several days and weeks
	Hour	Time targeting on an hourly basis (e.g. 5–6 pm); option to choose several hour-long timeslots (e.g. 9–10 am + 7–8 pm)
<b>Packages</b>	Geofencing	Targeting based on predefined geo-clusters, such as 'Zurich Bahnhofstrasse Premium', 'Zurich Bahnhofstrasse Premium Extended'
	Geo audience	Geographically derived target audiences, such as shoppers, commuters and youngsters
<b>Contextual/tactical/ reactive targeting</b>	Weather	Campaigns displayed based on the current weather conditions, with dynamic elements:
		Temperature (hotter or cooler than xy°C)
		Weather conditions (sunshine, overcast, rain, snow, precipitation)
		Air quality
		UV index
	Pollen count (levels: low to high)	
	Other events	Upon consultation and if enough notice is given (prices available upon request)

### General information

<b>Basis for the performance values</b>	Street: based on the reach study by SPR+
	Convenience: the number of transactions and average face-to-face contact are used to calculate the weighted viewing probabilities
	Shopping centre: the footfall is used to calculate the weighted viewing probabilities
	Airport: the footfall is used to calculate the weighted viewing probabilities
<b>Booking process</b>	For normal campaigns: 5 working days
<b>Segment</b>	Street: portrait screens in busy pedestrian zones and street/crossing areas; 10s animated/static/15s static
	Convenience: portrait screens on the outer façades of busy petrol stations; 10s animated/static/15s static
	Shopping centre: portrait screens in busy shopping centres; 10s, animated/static
	Airport: portrait screens in the check-in, pick-up and baggage reclaim areas of Basel Airport; 10s, animated/static
<b>Advertising material</b>	The normal exclusion criteria for advertising in public spaces apply
	Advertising materials must be produced in accordance with the 'Technical data' guidelines
<b>Targeting surcharges</b>	See the price list for surcharges.

### Technical data

<b>Production/ specifications</b>	You can download the technical data by clicking on this <a href="#">link</a>
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## 12. Discounts and conditions

Our conditions and discounts enable you to plan campaigns to suit your individual needs. Take advantage of various discount systems, which can support you in the long or short term.

- **JURA & campaign discount:** OOH and DOOH are both included in the eligible volume.
- **Participation:** 30% from CHF 30,000 net/net in OOH.
- **Bookings based on impressions (number of views):** 40% flexible discount, but not eligible for the JURA or campaign discount.

### JURA discount scale

Net/net sales	Discount in %
25,000	10
100,000	14
300,000	18
600,000	21
1,000,000	25
1,500,000	30
2,500,000	33

The **annual turnover/Group discount (JURA)** is based on the total sales (net/net) of analogue and digital Clear Channel products in the previous year\*\*\*. This can be applied to all segments (OOH and DOOH)\*.

An agreement can also be made on the allocated budget for the current year, so that the JURA discount can be applied appropriately. Participation is additionally applied based on the net/net volume invested per campaign.

### Campaign discount

The **campaign discount** is applied product-related and customised to individual campaigns. This can be used in combination with Freespace / Participation on all segments. The campaign discount can vary depending on seasonality and demand.

### Participation | OOH

Net/net sales	Free space in %
From 30,000	30

Participation for OOH is additionally applied based on the net/net volume invested and can be booked at short notice\*.

The campaign discount and JURA discount cannot be combined with each other or with other discounts and offers.

\* Excludes premium products, the airport, long-term contracts and Lake Lucerne area, as well as bookings based on impressions (number of views, DOOH).  
In the DOOH segment, the JURA or campaign discount is also valid for Bahnhofstrasse.

\*\* Must be booked 2 weeks before display