

**Factsheet
PLAY CITIES 2019**



Zurich



Basel

Digital advertising in Zurich, Basel and Lucerne with great flexibility and maximum impact.



Lucerne

Min. **102,340*** loops transmitted per week on **17 screens** (Cities I).

Interesting insights

- Top, well-frequented locations and busy street sites
- Activation of urban poster campaigns
- Target-group-specific planning
- Multiple contacts guaranteed
- Innovative advertising opportunities

Features

- Dynamic delivery management and adaptation of subject
- Flexible booking concept within the selected network size
- Less wastage due to delivery management option
- Dynamic and static content

Booking options

- Occupancy of screens in the selected network is variable but based on predefined criteria, so that the same level of service is always achieved.
- If you prefer to plan with greater focus, there is also the option of selecting the screens most suited to your campaign within the selected network size.
- You can book our products either by the week or by the day. Please contact our sales team for further booking options or a customized offer.

	PLAY Cities ZH, BS, LU	Zurich	Basel	Lucerne
Example: Gold (basic price for 1 week) Cities I	CHF 22 740.-	CHF 12 182.-	CHF 5 947.-	CHF 4 611.-
Number of screens Cities I	17	8	5	4
Example: Gold (basic price for 1 week) Cities II	CHF 40 432.-	CHF 29 875.-	CHF 5 947.-	CHF 4 611.-
Number of screens Cities II	29	20	5	4

* Dependent on screen and length of spot
Prices in CHF excl. VAT

Further information about the locations can be found [here](#).