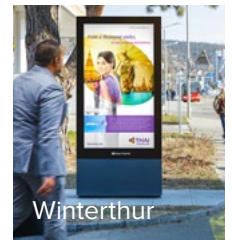
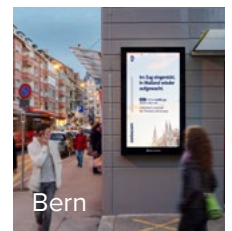


Factsheet PLAY CITIES PLUS 2019



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

Min. **435,680*** loops transmitted per week up to **73** screens.



Interesting insights

- Top, well-frequented locations and busy street sites
- Activation of national poster campaigns
- Optimization of visibility and reach
- Innovative advertising opportunities

Features

- Dynamic delivery management and adaptation of subject
- Dynamic and static content

Booking options

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 Plus ZH, LU, BS, WI, BE	Zurich	Basel	Lucerne	Winterthur	Bern
e.g: Gold (basic price 1 week)	CHF 93 112.–	CHF 69 656.–	CHF 13 871.–	CHF 7 317.–	CHF 5 895.–	CHF 1 850.–
Number of screens	73	45	13	7	6	2

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

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