

# Factsheet PLAY POS 2019



Around **363,480\*** loops transmitted per week on **96 screens** in **17 shopping centres**.

### Interesting insights

- Precision appeal to heads of household
- Guaranteed proximity to consumer and relevance
- “Last call of action” time management possible
- High advertising impact at point of sale

### Features

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

## Booking options

- All shopping centres in Switzerland in one network, bookable by language region or locally.
- You can book our products either by the week or by the day, or by timelines. Please contact our sales team for a custom offer.

	<b>PLAY POS</b>
Gold (basic price for 1 week)	CHF 22 911.–
No. of screens	96

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

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

## Shopping centres and time slots

### Digital Shopping Media

#### Shopping centres

Heavily frequented centres in all Swiss language regions

Shopping centres	Canton	Language area	Number of screens
Burgdorf Center	BE	D	4
Löwen	LU	D	5
Mühlematt	BL	D	6
Neumarkt Brugg	AG	D	4
Perry	AG	D	3
Regensdorf	ZH	D	7
St. Jakob	BS	D	13
Wankdorf	BE	D	4
Webersbleiche Manor St. Gallen	SG	D	4
Métropole Lausanne	VD	F	7
Meyrin-Centre	GE	F	8
Centre Manor Chavannes	VD	F	6
Centre Manor Monthey	VS	F	3
Uvrier Centre	VS	F	4
Centre Manor Vevey	VD	F	6
Centre Vernier	GE	F	6
La Chaux de Fonds	NE	F	6
			96

Digital Shopping Media open up new creative and interactive opportunities for communication in the heart of the shopping centre – right where purchase decisions are made.

#### Time slots

Book your ideal time slot in your preferred centre for specific days or for the whole week. We will be pleased to tailor an individual quote for you based on your choice of weekly or time-slot booking.

	Full Play	Day Play	Prime Play
	Reach your target group during all opening hours*	Reach your target group from breakfast time until the afternoon*	Reach your target group just as they're going home from work*
Time slot (example)*	9.00 am – 7.00 pm*	6.00 am – 4.00 pm*	4.00 pm – 7.00 pm*

\*Depending on the opening hours of the respective centre

Please note: There is no recognized measuring method for digital out-of-home advertising at present. Campaigns are described solely on the basis of the number of loops.