

## Factsheet

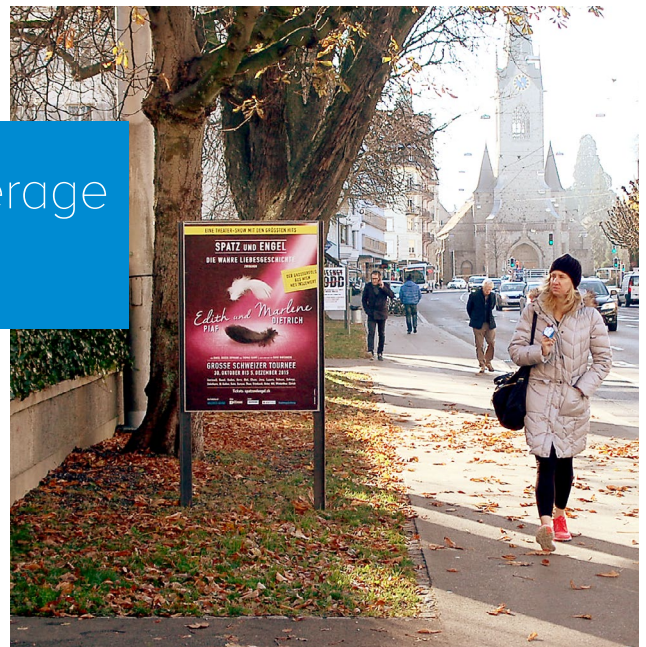
### Lucerne F4 network: «Pop»

The location of these F4 sites in pedestrianized areas ensures high visibility and good reach. The «Pop» network is especially suitable for cultural and event advertising, as well as for political campaigns. The 40 display areas cover the whole of the central Lucerne area and are located in busy areas with high footfall as well as quieter residential districts.

**40 sites** with excellent coverage and reach

#### Facts and figures

- Ideal for cultural and event advertising, tourism and political campaigns
- High visibility and good reach
- Excellent coverage thanks to placement of sites across the whole city, all at an attractive network price



#### Offer

Display locations	Central Lucerne
Format and segment	F4, on-street sites
No. of sites	40
Poster supply	14 working days prior to display period

#### Prices

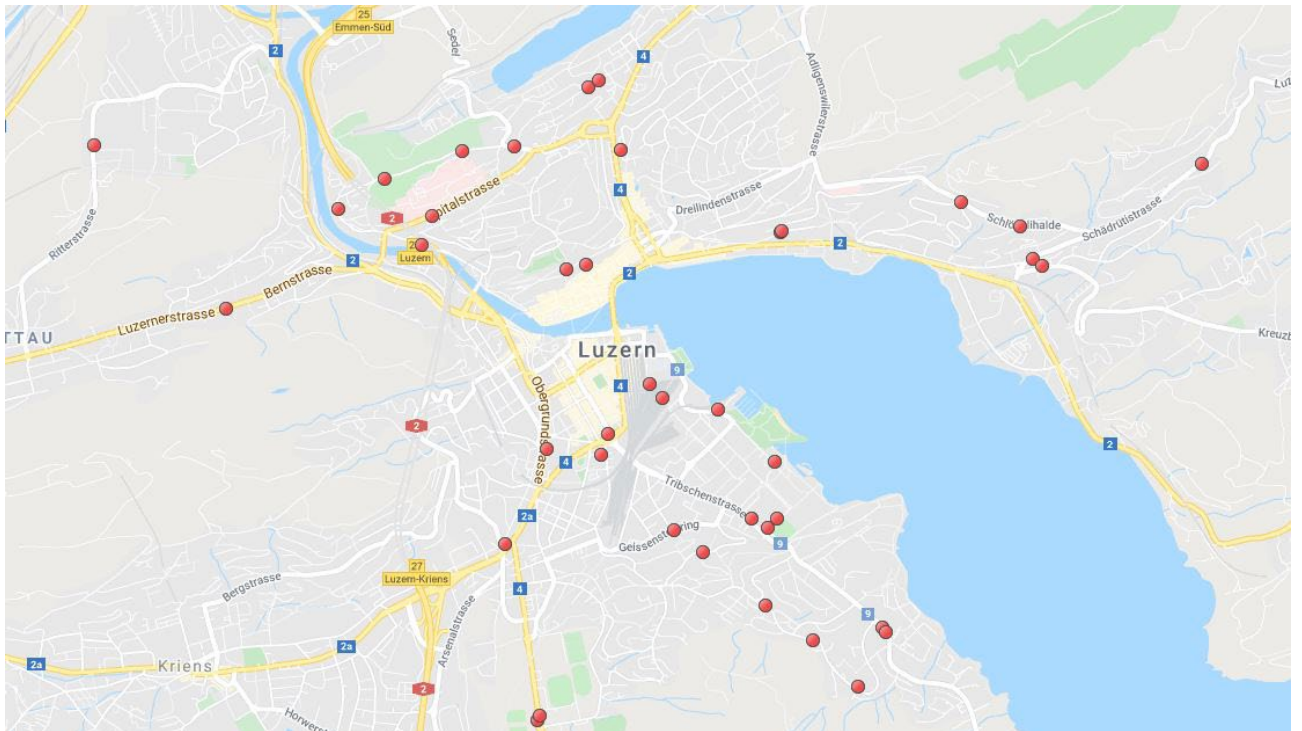
Costs	7 days	14 days
Lucerne F4 network: «Pop»	2 451.–	3 702.–

Prices in CHF excl. VAT

**«Pop» F4 sites: overview**

Location	No. of poster sites
Alpenquai 4	1
Alpenquai 35	1
Bellerivehöhe 15	1
Bundesplatz 14	1
Eisfeldstr. 1	1
Eisfeldstr. 3	1
Friedentalstr. neben 43	1
Friedentalstr. 61	1
Frohburgsteg	2
Geissensteinring 38	1
Gesegnetmattstr. 8	1
Gesegnetmattstr. 8b	1
Hirtenhofstr. v.a.v. 4	1
Hirtenhofstr. 22	1
Hirtenhofstr. 48	1
Horwerstr. v.a.v. 95	1
Horwerstr. 99	1
Kreuzbuchstr. v.a.v. 44	1
Langensandstr. 27	2
Libellenstr. 1	1

Location	No. of poster sites
Libellenstr. 42	1
Libellenstr. 44	1
Luzernerstr. 7	1
Musegggrain neben Museggstr. 19	1
Museggstr. 21	1
Mythenstr. 7	1
Obergrundstr. 59	1
Obergrundstr. 102	1
Ruopigenring 103	1
Schädrrütistr. 2	1
Schädrrütistr. 67	1
Schlösslihalde 14	1
Spitalstr. 67	1
St. Karlistr. 26	1
St. Karlistr. 66	1
Tribtschenstr. 69	1
Weinberglistr. 59	1
Wesemlinstr. 2	1
<b>Total</b>	<b>40</b>


**Expert advice**

If you have any questions, our sales team will be glad to help:  
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