

Factsheet

Rotating backlit pillars in Zurich

Clear Channel’s rotating backlit pillars offer a stunning platform for your brand. The F400 format is a guaranteed eye-catcher, with attractive design options. This premium product is an ideal way to maximize the impact of your advertising – whichever angle you look at it from.

Illuminated eye-catcher with high contact rates in the city of Zurich.

Interesting insights

- High visibility and high impact on pedestrians and passengers on public transport
- Option of exclusive occupancy
- Good visibility at night thanks to illumination
- Eye-catching rotary technology
- Located at busy traffic hubs
- Suitable for products in portrait format



Prices

Network	7 days	14 days
Zurich network I (12 pillars)	17 288.–	29 896.–
Zurich network II (13 pillars)	17 046.–	29 412.–

Prices in CHF, excl. VAT

If not fully booked twelve weeks before the display period, the network will be dissolved and individual sites allocated.

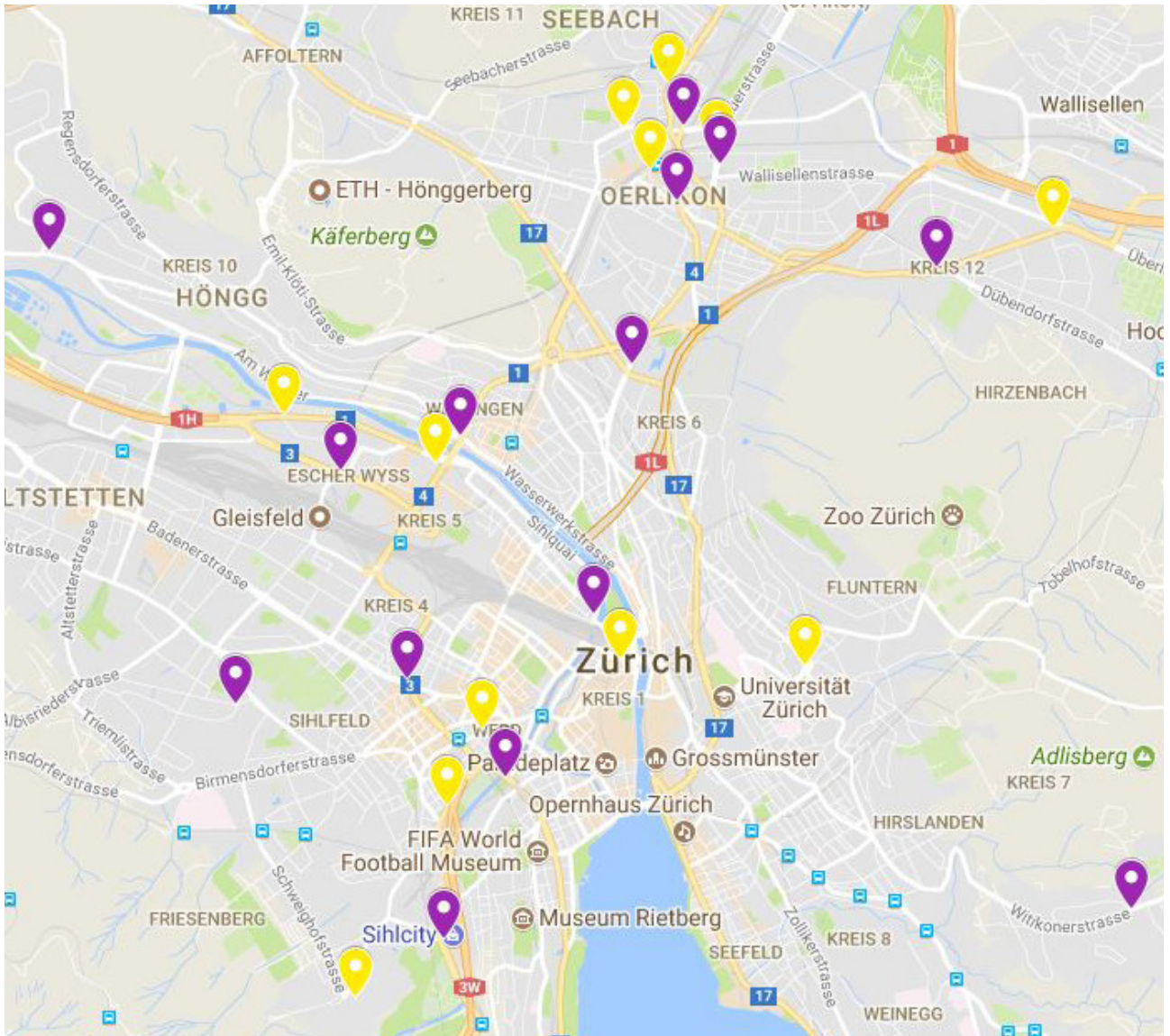
Discount

Additional combined discount if both networks are booked:

Combined discount	7 days	14 days
Zurich networks I and II	10%*	10%*

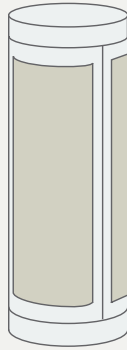
* on the total cost of both networks

Overview of Zurich network I and network II



Zurich network I sites		Zurich network II sites	
Zürichbergstr. 75	Uetlibergstr. neben 301	Fellenberg-/ Gutstr. 159	Pfingstweidstr. v.a.v. 94 (Duttweilerbrücke)
Schaffhauserstr. 445	Bahnhofplatz neben 5	Seebahnstr. 177	Limmattal-/ Frankentalerstr. bei Nr. 10
Binzmühlestr. 95	Edison-/ Hofwiesenstr. v.a.v. 360	Wallisellenstr. v.a.v. 45 (Messe)	Winterthurerstr. neben 524 (Schwamendingerplatz)
Manessestr. v.a.v. 66	Hardstr. v.a.v. 319	Limmatstr. v.a.v. 5 / Sihlquai	Tunnelstr. nach 51 / Ausfahrt Sihlhölzli
Winterthurerstr. neben 709 / Ueberlandstr.		Franklinplatz neben 4 / Franklinstr.	Witkonerstrasse 390
Hardturmstr. neben 400		Wipkingerplatz v.a.v. 1	
Thurgauerstr. v.a.v. 23		Binzmühle-/ Friesstr. v.a.v. 8	
Birmensdorferstr. v.a.v. 38 / Morgartenstr.		Allmend-/ Giesshübelstr. v.a.v. 41 (Sihlcity)	

Backlit rotating pillars: available displays



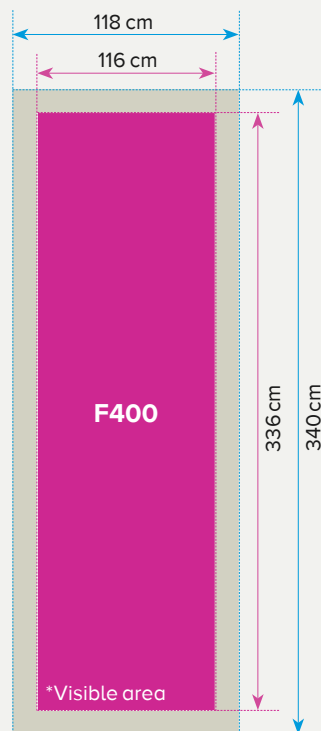
Format	Per rotating backlit pillar: – 3 x 1 F400 display (118 x 340 cm) or – 3 x 2 F200 displays (118 x 170 cm)
Lighting	State-of-the-art LED backlighting, very low power consumption
Rotation	Turns on its own axis once a minute
Occupancy	1 F400 display or 2 F200 displays or exclusive occupancy (3 F400 displays or 6 F200 displays)
Content	Complementary or different content possible
Availability	On request
Operating and illumination times	Operation: sunrise – 00.30 am Illumination: sunset – 00.30 am
Restrictions	– No advertisements for alcohol or tobacco – No material which is sexist, discriminatory, in poor taste or offensive to religious or moral sensibilities

Information about production

The area of the display which is actually visible is slightly smaller than the size of the lightbox, therefore we do not recommend placing any text in the area of the margins.

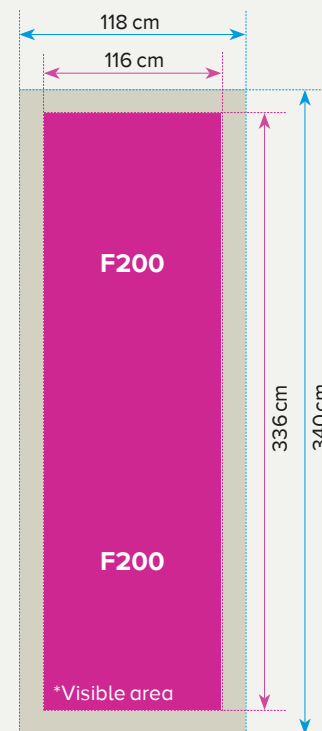
1 F400 display

Size of production medium	118 x 340 cm
*Visible area	116 x 336 cm



2 F200 displays (one above the other)

Size of production medium	118 x 170 cm
*Visible area	116 x 166 cm



Printing

We will be glad to take on the printing for you or refer you to one of our preferred print partners.

Illuminated posters

For our rotating backlit pillars we recommend F400-format backlit film with a laminated matt viewing surface. In the case of F200 posters, please note that delivery of two posters per rotating backlit pillar is required.

Delivery

Please label posters individually, stating the content and language, and include a delivery note with details of:

- Customer/agency
- Content
- Language
- Format
- Posting dates

Delivery address

Clear Channel Schweiz AG
Filiale Geroldswil
Chrummacherstrasse 2
CH-8954 Geroldswil

Expert support in production

If you have any questions, our Technical Service will be happy to help.
You can reach our specialists by phone on +41 (0)58 455 52 00.