

Factsheet

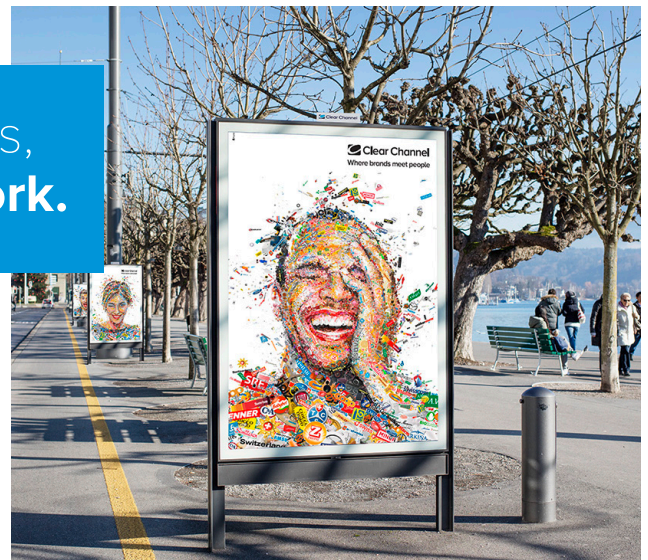
“Lucerne’s lake shore” network (CW 48)

The premium network in the area around Lake Lucerne will attract high levels of attention among people on their way to and from work or leisure activities, and from tourists. The premium network has all the benefits of outstanding visibility and poster sites at the most prominent locations. Ensure your brand makes an exclusive impression. Starting from July 2016, Clear Channel will help show you at your best where Lucerne is at its loveliest.

16 sites at the best locations,
now bookable as a network.

Interesting insights

- High visibility and high impact on pedestrians and passengers on public transport
- Popular tourist destination with over 1.2 million overnight stays per year*



Performance data

Contact category (CC)	Reach	OTS	Contacts in thousands	GRP
CC 1+	84%	73	4 200	6 080

Source: SPR+, adults 15+, target area LU, display period 14 days

Prices

Premium network	7 days	14 days
“Lucerne’s lake shore” network	19 366.–	35 972.–

Prices in CHF, excl. VAT

This network does not qualify for a discount. If not fully booked twelve weeks before the display period, the network will be dissolved and individual sites allocated.

Expert advice

If you have any questions, our sales team will be glad to help:
Tel.: +41 (0)58 455 55 00, e-mail: info@clearchannel.ch

* Source: <http://www.luzern.com/de/logiernaechte-2015>