

## Packages «Start-Up»

Classic OOH	Novice	Bloomer	Influencer
Format	F12/F200/L	F12/F200/L	F12/F200/L
Number of posters	4	12	25
Normal price	<b>6 000.–</b>	<b>18 000.–</b>	<b>37 500.–</b>
Start-up price	<b>3 000.–</b>	<b>8 600.–</b>	<b>16 500.–</b>
	incl. printing costs + creation 400.– + subject analysis 1100.–	incl. printing costs + creation 400.– + subject analysis 1100.–	incl. printing costs + creation 400.– + subject analysis 1100.–
<b>Package price</b>	<b>4 500.–</b>	<b>10 100.–</b>	<b>18 000.–</b>

### Digital Play

Zurich	Basel	Luzern	Winterthur
1 week	1 week	1 week	1 week
23 520 plays	17 850 plays	14 280 plays	11 900 plays
8 screens	5 screens	4 screens	5 screens
6 600.– / Start-up price	3 200.– / Start-up price	2 500.– / Start-up price	2 700.– / Start-up price

### Filler-Deals only for Start-Ups

Analog	Digital ZH	Digital CH-Cities
5 000.– / Start-up price	5 000.– / Start-up price	7 000.– / Start-up price
3 months*	3 months	3 months
77 posters	64 000 plays**	142 000 plays**
Switzerland	only ZH	4 cities (ZH, LU, BS, WI)

\* postings within a three months` time period (to be determined by Clear Channel)

\*\* Plays within a three months` time period (to be determined by Clear Channel)

All prices are only valid for a posting period of two weeks and only for start-up companies. All poster sites (F12/F200/L without VBZ and Bahnhofstrasse) have qualities 1\* - 5\* and can be chosen individually. Prices are in CHF excl. VAT.