

Factsheet

Public transport advertising in Basel

Mobile advertising on trams and buses of the Basel public transport systems (BVB and BLT) ensures your advertising has a high profile and great impact. Use of public transport in Basel is above average compared with other cities. Today's increased mobility means people are easier to reach on the move than at home.



Reach **high-spending mobile target groups** in the Basel region.

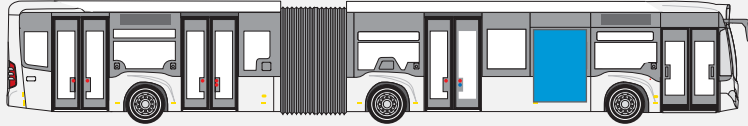
Facts and figures

- Extensive presence in Basel and suburbs and at all busy public transport hubs
- Top-quality advertising displays on 32 lines and 400 vehicles
- BVB and BLT together carry 510'000 passengers every day*: reach urban, mobile target groups
- 80% of all public transport users in the “Tarifverbund Nordwestschweiz” (NW Switzerland’s tariff association) use BVB or BLT services**
- Advertising on buses and trams is rated the most likeable form of advertising in Basel**
- Above-average awareness of advertising due to strong media performance**

* Source: <http://mm-basel.ch>

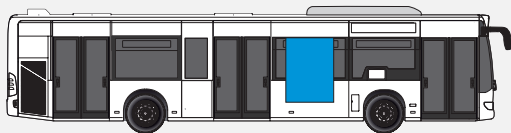
** Source: Moving Media Basel AG 2017; 327 online interviews of respondents aged 18-60 years / cantons BS & BL / 27 Dec 2016 – 4 Jan 2017

Advertising spaces on buses: BVB, on door side



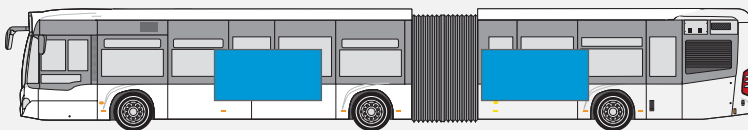
Format	AR200-F200
Dimensions	117,5 x 170 cm / 2 m ²
No. of spaces	1 poster
Minimum booking	8 posters
Material	Adhesive film on bodywork and window
Display period	Minimum of 14 days
Price / 14 days	CHF 428.– per space

Advertising spaces on buses: BLT, on door side



Format	AR200-F200
Dimensions	117,5 x 170 cm / 2 m ²
No. of spaces	1 poster
Minimum booking	8 posters
Material	Adhesive film on bodywork and window
Display period	Minimum of 14 days
Price / 14 days	CHF 400.– per space

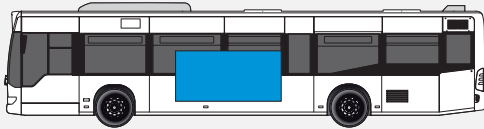
Advertising spaces on buses: BVB, on traffic side *



Format	AL12-F12
Dimensions	268,5 x 128 cm / 3,4 m ²
No. of spaces	2 posters
Minimum booking	8 posters
Material	Adhesive film on bodywork and window
Display period	Minimum of 14 days
Price / 14 days	CHF 631.– per space

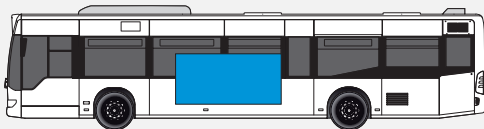
* Please tell us your preferred sequence for the poster content.

Advertising spaces on buses: BLT, on traffic side



Format	AL12-F12
Dimensions	268,5 x 128 cm / 3,4 m ²
No. of spaces	1 poster
Minimum booking	8 posters
Material	Adhesive film on bodywork and window
Display period	Minimum of 14 days
Price / 14 days	CHF 590.– per space

Advertising spaces on buses: BVB, on traffic side



Format	AL12-F12
Dimensions	268,5 x 128 cm / 3,4 m ²
No. of spaces	1 poster
Minimum booking	8 posters
Material	Adhesive film on bodywork and window
Display period	Minimum of 14 days
Price / 14 days	CHF 631.– per space

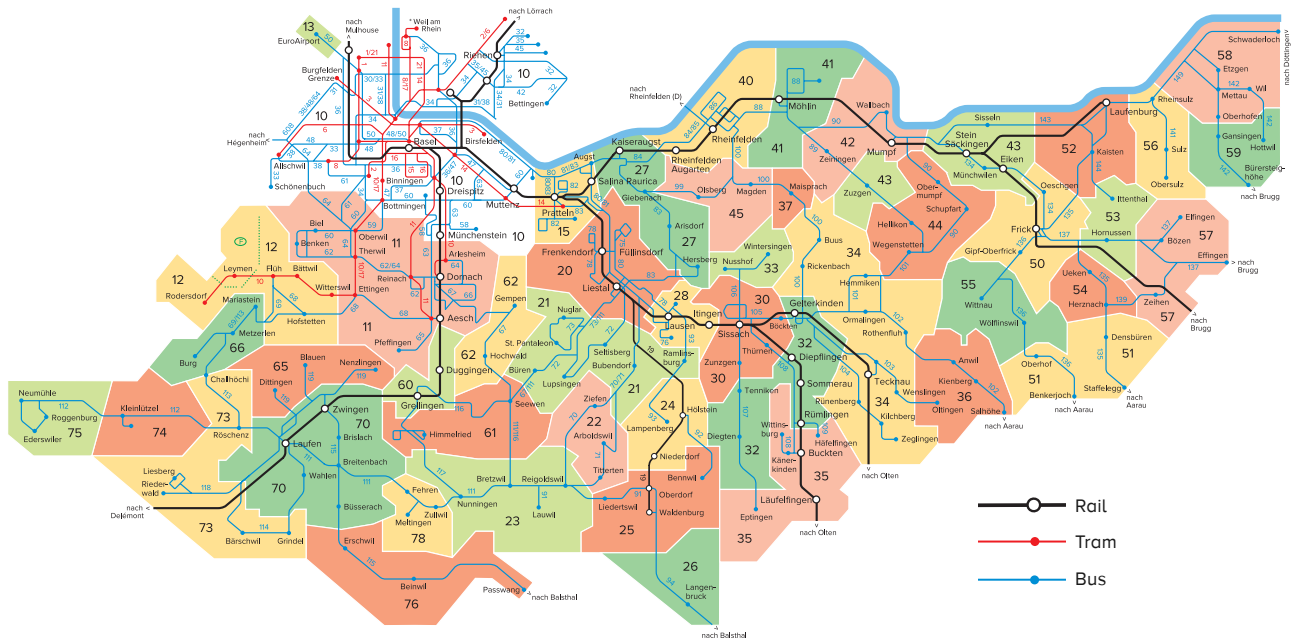
Advertising spaces on buses and trams: BVB and BLT, on traffic side *



Format	AL12-F12
Dimensions	268,5 x 128 cm / 3,4 m ²
No. of spaces	2 posters
Minimum booking	8 posters
Material	Adhesive film on bodywork and window
Display period	Minimum of 14 days
Price / 14 days	CHF 675.– per space

* Please tell us your preferred sequence for the poster content.

Zone and route map

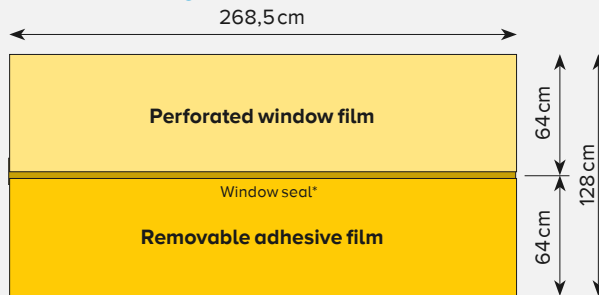


Information about production of adhesive film

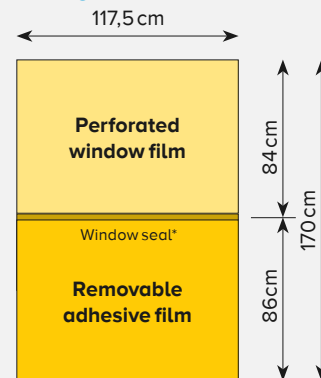
In order to enable us to produce your poster campaign to your full satisfaction, the adhesive film must meet our technical requirements. Please keep to these specifications.

The vehicle test number of the window film must be affixed in all cases (small transparent adhesive film, measuring approx. 10 x 40 mm, with certification mark D5342).

Bus and tram type AL12-F12



Bus type AR200-F200



* Window seal: upper and lower films should be made with a 1 cm overlap

Materials

Position	Film type	Display period	Guarantee	Brands	Reference
Bodywork	Opaque adhesive film	14 to 28 days	3 months	Mactac 3M	JT5829 R IJ 20-10 R
Window	Microperforated adhesive film	14 to 28 days	3 months	Clear Focus	One WayVision Promo Vue 1540 P
Window	Microperforated adhesive film	14 to 28 days	3 months	Continental	panoRama Innova 1640

Adhesive: grey or black
For periods of use under 3 months no protective laminate is required.

Delivery

For each delivery, please include a photocopy of all subject matter and a delivery note including the following:

- Name of printer
- Production date
- Name of customer
- Title of campaign
- Formats
- No. of adhesive films
- Display dates
- Brand and reference no. of material

Deliveries which fail to meet these conditions will be declined.

Printers

These printers specialize in the manufacture of adhesive foils and are authorized by Clear Channel:

Gobet Rutschi SA

Chemin de Champs Prévost 14, 1214 Vernier, Telefon +41 (0)22 989 10 40, www.gobet-rutschi.ch

Setaprint AG

Weieracherstrasse 10, 8184 Bachenbülach, Tel: +41 (0)44 886 36 00, www.setaprint.ch

JCM Werbedruck AG

Industriestrasse 1, 8952 Schlieren, Tel: +41 (0)44 732 24 24, www.jcm.ch

Frontwork AG

Hertistrasse 25, 8304 Wallisellen, Tel: +41 (0)44 802 80 10, www.frontwork.ch

Christinger Partner AG

Grabenstrasse 11, 8952 Schlieren, Tel: +41 (0)44 738 10 20, www.christinger.ch

Attilio Meyer AG

Industriestrasse 57, 8625 Gossau, Tel: +41 (0)44 936 75 75, www.attilio-meyer.ch

scanwork AG

Badenerstrasse 338, 8040 Zürich, Tel: +41 (0)44 404 22 00, www.scanwork.ch

AWP AG

Industriestrasse 14, 6010 Kriens, Tel: +41 (0)41 349 16 33, www.awpag.ch

Plakatif AG

Galgenried 22, 6370 Stans, Tel: +41 (41) 340 10 26, www.plakatif.ch

Specialist production support

If you have any questions, our Technical Support Service will be glad to help. You can contact our specialists on +41 (0)58 455 52 00.