

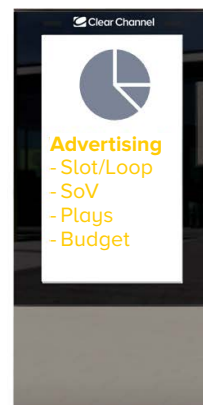
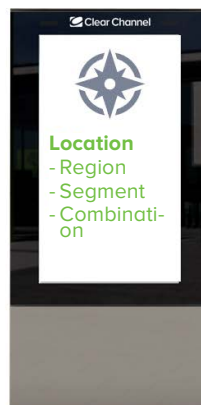
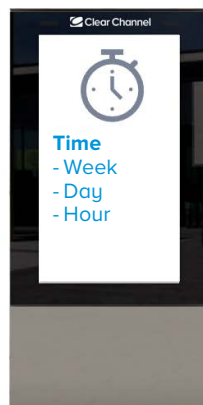
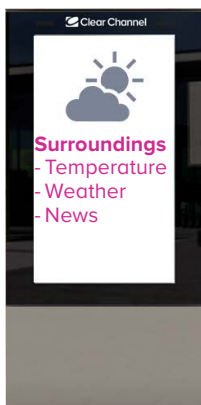
Factsheet Digital Street Locarno

Digital Out of Home Media is a modern way to set your message apart from classical media and get close to your customers. Clear Channel's digital Out of Home Media offers flexible transmission options which can be broken down to a certain time of day. Book your perfect combination and profit from more contacts with your target audience. Strengthen your campaign by placing it in the relevant context.

Show presence in public spaces in Locarno, right by the Piazza!



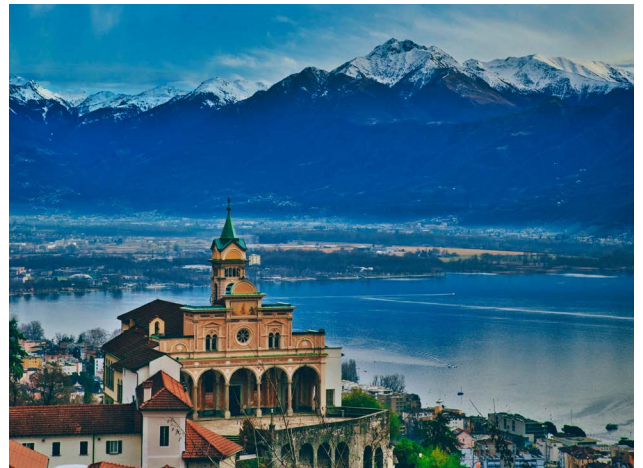
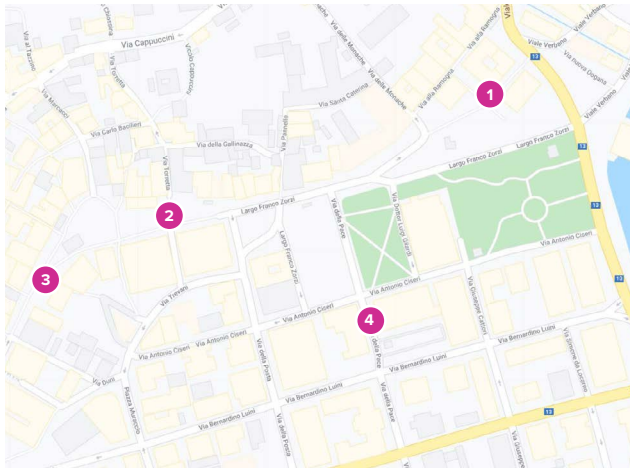
Digital enables



Interesting Insights

- Screens in highly frequented areas
- Digital-OOH knows no zapping
- Combine reach, flexibility & creativity
- Ideal for Image and sell-off campaigns
- Supports the digital marketing strategy

Facts & Figures



Prices Digital PLAY, Street, based on loops

Segment	Package	Number of Screens	Gold views	Loop price, 1 week / Gold			Silver views	Loop price, 1 week / silver		
				Gross*	Gross-CPM*	Plays		Gross*	Gross-CPM*	Plays
Transmission based on loops				Gross*	Gross-CPM*	Plays		Gross*	Gross-CPM*	Plays
1	Naviglio, via	1	53'804	1'271	23.6	4'760	26'902	763	28.4	2'380
2	Piazza Grande 10	1	86'308	2'039	23.6	4'760	43'154	1'223	28.4	2'380
3	Piazza Grande 13	1	86'308	2'039	23.6	4'760	43'154	1'223	28.4	2'380
4	Via della Pace 1	1	48'454	1'145	23.6	4'760	24'227	687	28.4	2'380

Loop gold: 15 sec. Spot every 90 sec

Loop silver: 15 sec. Spot every 180 sec

15 sec. spots must be static

We are currently expanding our portfolio, so the number of screens and views may vary.
The average CPM may vary depending on the mixture of categories and display availability.
Booking single screens is also possible, we are happy to advise you.

Prices in CHF gross, excl. MwSt.

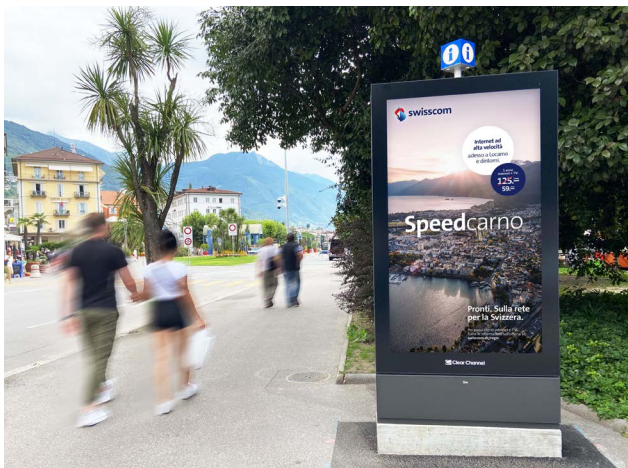
Overview of locations



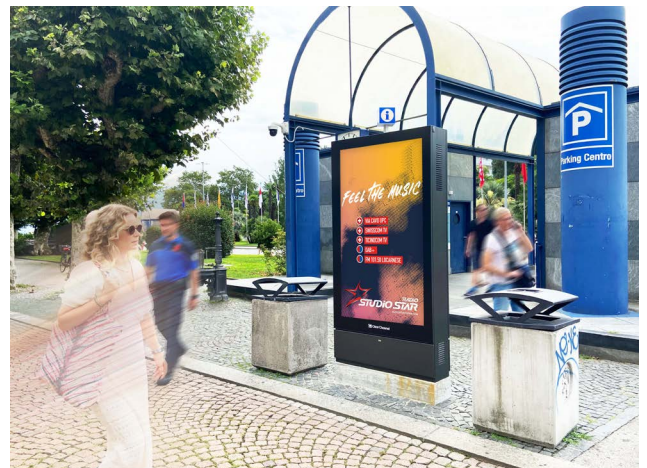
Piazza Grande 10



Piazza Grande 13



Via della Pace 1



Naviglio, Via Naviglio