

Clear Channel Switzerland

Prices and conditions 2019

Table of contents

Prices classic posters - Street	2
Prices classic posters - POS	3
Prices classic posters – Networks	3
Prices rotating backlit pillars	4
Prices Digital PLAY	4
Special Offers	4
Discounts and conditions.....	5

Prices classic posters - Street

F 12	normal		illuminated		scroller ^{1),2)}		trivision ²⁾		
	Quality	7 days ³⁾	14 days	7 days ³⁾	14 days	7 days ³⁾	14 days	7 days ³⁾	14 days
5*+		977.50	1805.-	1169.-	2168.-	1169.-	2168.-	718.-	1266.-
5*		705.-	1260.-	841.-	1512.-	841.-	1512.-	526.-	882.-
4*		579.-	1008.-	690.-	1210.-	690.-	1210.-	438.-	706.-
3*		478.50	807.-	569.-	968.-	569.-	968.-	367.50	565.-
2*		403.-	656.-	478.50	787.-	478.50	787.-	314.50	459.-
1*		352.50	555.-	418.-	666.-	418.-	666.-	279.50	389.-

F 200	normal		illuminated		scroller ^{1),2)}		trivision ²⁾		
	Quality	7 days ³⁾	14 days	7 days ³⁾	14 days	7 days ³⁾	14 days	7 days ³⁾	14 days
5*+		887.-	1644.-	1060.50	1971.-	1060.50	1971.-	650.-	1150.-
5*		640.-	1150.-	763.-	1376.-	763.-	1376.-	476.-	802.-
4*		524.-	918.-	624.50	1099.-	624.50	1099.-	395.50	641.-
3*		433.-	736.-	516.-	882.-	516.-	882.-	332.50	515.-
2*		362.50	595.-	433.-	716.-	433.-	716.-	284.50	419.-
1*		317.-	504.-	377.50	605.-	377.50	605.-	251.50	353.-

F 24	normal		illuminated		
	Quality	7 days ³⁾	14 days	7 days ³⁾	14 days
5*+		1748.50	3287.-	2076.-	3942.-
5*		1252.-	2294.-	1481.-	2752.-
4*		1022.50	1835.-	1206.50	2203.-
3*		838.50	1467.-	984.50	1759.-
2*		702.50	1195.-	821.-	1432.-
1*		609.-	1008.-	710.-	1210.-

F 4	normal		
	Quality	7 days ³⁾	14 days
4*		161.50	293.-
3*		-	-
2*		55.50	81.-
1*		-	-

All prices in CHF for a single display period.

¹⁾ All scrollers operate with 3 posters only / price per space

²⁾ Price per scroller or Trivision display

³⁾ Gross price incl. surcharge for 7-day display period

Prices classic posters - POS

F 12	normal		illuminated		scroller ^{1),2)}		trivision ²⁾		
	Quality	7 days ³⁾	14 days	7 days ³⁾	14 days	7 days ³⁾	14 days	7 days ³⁾	14 days
5*		408.-	666.-	481.-	792.-	450.50	731.-	367.50	565.-
4*		367.50	585.-	435.50	701.-	405.50	641.-	332.-	494.-
3*		340.-	530.-	403.-	636.-	377.50	585.-	309.50	449.-
2*		314.50	479.-	370.-	570.-	347.50	525.-	287.-	404.-
1*		274.50	399.-	322.-	474.-	304.50	439.-	254.-	338.-

F 200	normal		illuminated		scroller ^{1),2)}		
	Quality	7 days ³⁾	14 days	7 days ³⁾	14 days	7 days ³⁾	14 days
5*		362.50	595.-	430.50	711.-	400.50	651.-
4*		325.-	520.-	387.50	625.-	362.50	575.-
3*		302.-	474.-	360.-	570.-	335.-	520.-
2*		279.50	429.-	332.50	515.-	309.50	469.-
1*		244.-	358.-	289.50	429.-	272.-	394.-

F 24	normal		
	Quality	7 days ³⁾	14 days
3*		649.50	1089.-
2*		596.50	983.-

All prices in CHF for a single display period.

¹⁾ All scrollers operate with 3 posters only / price per space

²⁾ Price per scroller or Trivision display

³⁾ Gross price incl. surcharge for 7-day display period

Prices classic posters – Networks

Networks Lucerne	7 days	14 days
Premium- Lucerne lake area	19 513.-	36 266.-
F4 «Top»	1 893.-	3 336.-
F4 «Pop»	2 816.-	4 282.-
F4 «Flex»	30% discount on display costs	

Networks Zurich VBZ	7 days	14 days
VBZ «Select Branding Waitingzone»	35 494.-	62 707.-
VBZ «Urbanstar Select F200L»	18 030.-	32 954.-
VBZ «Select Branding Bahnhofplatz»	13 456.-	24 192.-
VBZ «Select Branding Bahnhofplatz II»	13 456.-	24 192.-
VBZ «Urbanstar F200L»	42 950.-	75 400.-

All prices in CHF for a single display period.

Prices rotating backlit pillars

Rotating backlit pillars	7 days	14 days
Zurich network I	17 288.-	29 896.-
Zurich network II	17 046.-	29 412.-
Additional combined discount when both networks booked		
Zurich network I and II	10%*	10%*

*Discount on combined price of both networks.

All prices in CHF.

The networks will be dissolved 12 weeks prior to the start of the display period. The sites will then become available for single booking. Cost of single sites on request.

Prices Digital PLAY

PLAY POS and PLAY REACH - example	national	Number of screens
PLAY POS: Gold Basic 1 week	23 166.-	96
PLAY REACH: Gold Basic 1 week	69 314.-	137

PLAY CITIES - example				
	ZH, BS, LU	ZH	BS	LU
Gold Basic 1 week	20 312.-	12 182.-	5 947.-	2 183.-
Number of screens	15	8	5	2

PLAY CITIES Plus - example				
	ZH, BS, LU	ZH	BS	LU
Gold Basic 1 week	48 683.-	25 167.-	11 906.-	6 878.-
Number of screens	41	18	11	7

Photos/ video: On demand, for a weekly campaign in Zurich, Basel and Lucerne 2 photos are included, otherwise CHF 30.-/site. Outside of Zurich, Basel and Lucerne on request.

Gross price in CHF, bookable weekly in network, depending on the length of the spot

Special offers

	sconto
Last minute, street and POS, analog, 3 weeks before posting	on request
Political advertising, F12, F200, F24 (no Premium sites*, digital, according to availability)	40% (incl. AC)
ZEWO, F12, F200, F24 (no Premium sites*, digital, according to availability)	50% (incl. AC)
Long-term display, from 3 months (no Premium sites*, according to availability)	on request

* Networks VBZ- Urban Star Select, VBZ Waitingzone, VBZ Bahnhofplatz and Lucerne lake area

Discounts and conditions

Our conditions and offers give you the opportunity to tailor your analogue campaign to suit your individual needs. Take advantage of our two different discount systems, which offer you support on a long- or short-term basis.

1. **The volume discount system** allows you to benefit from our products for a maximum period of four weeks*. Participation will depend on net investment/net volume and can be booked for a short-term period.

2. **The annual turnover/group discount (JURA)** is based on the previous year's total sales (net/net) of the analogue and digital channel products*** provided that the digital product sales are included but not discounted. An agreement can also be made for the current year if the allocated budget is stated so that the JURA discount can be applied appropriately. Participation will depend on the net investment/net volume of each campaign.

The volume discount and the JURA discount cannot be combined. Other discounts and offers also do not apply.

*not including premium products as VBZ-Network Urban Star Select, VBZ-Network Waitingzone, VBZ-Network Bahnhofplatz and Lucerne lake area

**registration necessary 2 weeks before posting

*** not including airport, long-term contracts and premium products

Volume discount - Street	
per client and campaign per period from CHF net/net	Volume discount
10 000.-	3,0%
25 000.-	4,5%
50 000.-	6,5%
100 000.-	11,0%
150 000.-	16,5%
200 000.-	19%
300 000.-	23%
400 000.-	24%
600 000.-	26%

Free space (Street and POS)	
Free space is granted according to availability and seasonality within 4 weeks. Per customer and campaign, from CHF net/net	Volume discount
3 000.-	20%
10 000.-	20%
25 000.-	22,5%
50 000.-	25,0%
100 000.-	25,0%
150 000.-	25,0%
200 000.-	30%
300 000.-	34%
400 000.-	37%
600 000.-	40%

Volume discount shopping center	
per client and campaign per period from CHF net/net	Volume discount
25 000.-	5%
50 000.-	10%
100 000.-	20%
150 000.-	25%

Volume discount Digital Shopping Media		
per client and campaign from CHF net/net	Volume discount general	Volume discount for tenants
5 000.-	5%	25%
10 000.-	10%	30%
15 000.-	13%	33%
20 000.-	15%	35%
25 000.-	20%	40%

Volume discount Digital Street	
per client and campaign from CHF net/net	Volume discount
20 000.-	5%
50 000.-	8%
75 000.-	10%
100 000.-	15%

Combination analog and digital	
per client and campaign from CHF net/net	Discount
200 000.- analog plus 50 000.- digital	12% on digital

JURA	
Based on last year's sales from CHF net/net	Volume discount
10 000.-	10%
100 000.-	14%
300 000.-	18%
600 000.-	21%
1 000 000.-	25%
1 250 000.-	28%
1 500 000.-	31%
2 500 000.-	33%