

# Clear Channel Switzerland

## 2021 prices and conditions

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## 1. Prices for traditional formats – street

F 12	Normal		Backlit		Scroller <sup>1,2</sup>		Trivision <sup>2)</sup>		
	Quality	7 days <sup>3</sup>	14 days	7 days <sup>3</sup>	14 days	7 days <sup>3</sup>	14 days	7 days <sup>3</sup>	14 days
5*+		980	1,810	1,173	2,175	1,173	2,175	720	1,270
5*		775	1,399	924	1,678	924	1,678	575	979
4*		581	1,011	692	1,214	692	1,214	439	708
3*		480	809	571	971	571	971	369	567
2*		404	658	480	789	480	789	315	460
1*		353	556	419	667	419	667	280	390

F 200	Normal		Backlit		Scroller <sup>1,2</sup>		Trivision <sup>2)</sup>		
	Quality	7 days <sup>3</sup>	14 days	7 days <sup>3</sup>	14 days	7 days <sup>3</sup>	14 days	7 days <sup>3</sup>	14 days
5*+		890	1,649	1,064	1,977	1,064	1,977	652	1,153
5*		704	1,277	839	1,527	839	1,527	520	890
4*		526	921	626	1,102	626	1,102	397	643
3*		434	738	518	885	518	885	334	517
2*		364	597	434	718	434	718	285	420
1*		318	505	378	606	378	606	252	354

F 24	Normal		Backlit		F 400	Backlit		
	Quality	7 days <sup>3</sup>	14 days	7 days <sup>3</sup>		14 days	Quality	7 days <sup>3</sup>
5*+		1,754	3,297	2,082	3,954	5*+	2,172	3,954
5*		1,378	2,546	1,633	3,055	5*	1,722	3,054
4*		1,026	1,841	1,210	2,210	4*	1,297	2,204
3*		841	1,471	987	1,764	3*	1,080	1,770
2*		705	1,199	823	1,436	2*	913	1,436
1*		610	1,010	711	1,212	1*	801	1,212

F 4	Normal		
	Quality	7 days <sup>3</sup>	14 days
4*		162	294
3*		94	158
2*		55	81

All prices are in CHF (gross) and per display. Prices for one display period.

<sup>1)</sup> Scrollers are operated with three posters.

<sup>2)</sup> Price per scroller or Trivision display.

<sup>3)</sup> Gross price including surcharge for a 7-day display period.

## 2. Prices for traditional formats – POS

F 12	Normal		Backlit		Scroller <sup>1),2)</sup>		Trivision <sup>2)</sup>		
	Quality	7 days <sup>3)</sup>	14 days	7 days <sup>3)</sup>	14 days	7 days <sup>3)</sup>	14 days	7 days <sup>3)</sup>	14 days
5*		410	670	484	797	453	735	369	568
4*		370	589	438	705	408	645	334	497
3*		342	533	405	640	380	589	311	452
2*		316	482	372	573	349	528	288	406
1*		276	401	324	477	306	442	255	340

F 200	Normal		Backlit		Scroller <sup>1),2)</sup>		
	Quality	7 days <sup>3)</sup>	14 days	7 days <sup>3)</sup>	14 days	7 days <sup>3)</sup>	14 days
5*		365	599	433	715	403	655
4*		327	523	390	629	364	578
3*		304	477	362	573	337	523
2*		281	432	334	518	311	472
1*		245	360	291	432	273	396

F 24	Normal		
	Quality	7 days <sup>3)</sup>	14 days
3*		653	1,096
2*		600	989

All prices are in CHF (gross) and per display. Prices for one display period.

<sup>1)</sup> All scrollers are operated exclusively with three posters/price per display.

<sup>2)</sup> Price per scroller or Trivision display.

<sup>3)</sup> Gross price including surcharge for a 7-day display period.

## 3. Prices for traditional formats – networks

Networks in Lucerne	7 days	14 days	Displays
Premium network – Lake Lucerne area	19,389	36,377	16
Lucerne F4 network 'Top'	1,605	2,760	15
Lucerne F4 network 'Pop'	2,451	3,702	40
Lucerne F4 network 'Flex'	30% discount on the display costs		Min. 40

Zurich VBZ networks	7 days	14 days	Displays
VBZ network 'Select Branding Waitingzone'	35,637	64,073	48
VBZ network 'Urbanstar Select F200L'	17,769	32,987	17
VBZ network 'Branding Bahnhofplatz' Main Station side	14,784	26,848	16
VBZ network 'Branding Bahnhofplatz' Bahnhofstrasse	14,784	26,848	16

All prices in CHF (gross). Prices for one display period.

## 4. Prices for Digital PLAY – shopping centres

Shopping centre	Number of screens	Gold base price (1x every 60s) 1-week display			Silver base price (1x every 120s) 1-week display		
		1 week*	CPM	Views 1 week*	1 week*	CPM	Views 1 week*
St. Jakob Park	17	3'755	10.1	372'431	2'257	12.1	186'216
Wankdorf Center	4	1'288	10.1	127'799	774	12.1	63'900
MANOR La Chaux-de-Fonds	6	1'125**	10.1	111'357**	675**	12.1	55'679**
Löwencent	5	995**	10.1	98'493**	597**	12.1	49'247**
Perry Center	3	827	10.1	81'880	496	12.1	40'940
Centrum Regensdorf	7	2'335	10.1	231'158	1'401	12.1	115'579
Webersbleiche	4	863	10.1	85'440	518	12.1	42'720
Shopping Seen Winterthur	6	863	10.1	85'440	518	12.1	42'720
Neumarkt Oerlikon	6	2'440	10.1	241'573	1'464	12.1	120'787
Burgdorf	4	336	10.1	33'227	201	12.1	16'613
Meyrin Center	8	2'359	10.1	233'536	1'415	12.1	116'768
Metropole Lausanne	7	3'483	10.1	344'893	2'090	12.1	172'446
Mühlematt	6	1'151	10.1	113'920	690	12.1	56'960
Uvrier Centre	4	767	10.1	75'947	460	12.1	37'973
MANOR Vevey	6	2'715	10.1	268'851	1'629	12.1	134'426
MANOR Chavannes	6	1'760	10.1	174'298	1'056	12.1	87'149
MANOR Monthey	3	846**	10.1	83'731**	508**	12.1	41'866**
MANOR Vernier	6	1'113	10.1	110'218	668	12.1	55'109
Neumarkt Brugg	4	1'659	10.1	164'307	996	12.1	82'153
Signy Center	6	1'192	10.1	118'050	715	12.1	59'025

Prices in CHF (gross), base price per shopping centre. Weekly cost based on the shopping centres' respective opening hours, 6 or 7 days.  
\*Weekly cost = 6 (Mon–Sat)/12 days, \*\*Weekly cost = 7 (Mon–Sun)/14 days.

## 5. Prices for the Digital Convenience Network

Geotargeting*	Number of screens	Gold base price (1x every 60s/90s) 1-week display				Silver base price (1x every 120s/180s) 1-week display			
		Price 1 week	CPM	Views 1 week	Plays 1 week	Price 1 week	CPM	Views 1 week	Plays 1 week
National/all CH	198	70'826	26	2'724'061	1'413'720	42'495	31.2	1'362'031	706'860
German Switzerland	163	61'240	27.3	2'243'237	1'163'820	36'744	32.8	1'121'619	581'910
French Switzerland	31	11'722	27.3	429'383	221'340	7'033	32.8	214'692	110'670
Italian Switzerland	4	1'404	27.3	51'440	28'560	843	32.8	25'720	14'280

Geotargeting*	Number of screens	Cost based on impressions, 1-week display				
		Price 1 week	Gross CPM	Net price 1 week	Net CPM**	Views 1 week
National/all CH	198	70'826	26	42'495	15.6	2'724'061
German Switzerland	163	61'240	27.3	36'744	16.4	2'243'237
French Switzerland	31	11'722	27.3	7'033	16.4	429'383
Italian Switzerland	4	1'404	27.3	843	16.4	51'440

\*Examples of geotargeting. The DCN screens can be booked individually.

\*\*40% flexible discount. Not eligible for other discounts such as JURA or campaign discount; entitled to 5% AC.

## 6. Special offers

	Discount
Last-minute deals	Upon request
Political campaigns F12, F200, F24, F4 and DOOH (without premium products* and subject to availability)	40% (including AC)
ZEWO, F12, F200, F24, F4 and DOOH (without premium products* and subject to availability)	50% (including AC)
Long-term display of 3 or more months (without premium products* and subject to availability)	Upon request

\*VBZ network Urban Star Select, VBZ network Waitingzone, VBZ network Bahnhofplatz, Lake Lucerne area, premium DOOH products Bahnhofstrasse + Surrounding Stars

## 7. Package prices for Digital PLAY, street, based on loops

Segment	City	Package	Number of screens	Gold views	Loop price, 1 week/Gold		
					Gross*	Gross CPM*	Plays
Transmission based on loops							
Street	Zurich	ZH Bahnhofstr. Premium	16	1'335'074	45'700	34.2	87'360
		ZH Bahnhofstr. Surrounding Stars	9	944'578	32'210	34.1	49'280
		ZH Bahnhofstr. Premium Extended	25	2'279'652	77'964	34.2	136'640
		Zurich	72	4'444'605	144'450	32.5	378'560
	German Switzerland	Basel	17	864'678	22'568	26.1	121'380
		Bern	7	145'893	3'720	25.5	47'040
		Lucerne	7	788'339	17'738	22.5	49'980
		Winterthur	8	230'299	4'698	20.4	38'080
Street	Zurich based on target audiences	Commuters	22	1'030'235	31'628	30.7	124'373
		Finance	27	1'899'234	62'865	33.1	147'840
		Shoppers	27	2'489'580	84'875	34.1	145'600
		Hedonists	13	796'644	25'507	32.0	67'200
		Youngsters	21	1'192'341	36'963	31.0	109'760

Segment	City	Package	Number of screens	Silver views	Loop price, 1 week/Silver		
					Gross*	Gross CPM*	Plays
Transmission based on loops							
Street	Zurich	ZH Bahnhofstr. Premium	16	667'537	27'420	41.1	43'680
		ZH Bahnhofstr. Surrounding Stars	9	472'289	19'326	40.9	24'640
		ZH Bahnhofstr. Premium Extended	25	1'139'826	46'778	40.9	68'320
		Zurich	72	2'222'303	86'670	37.8	189'280
	German Switzerland	Basel	17	432'339	13'541	31.3	60'690
		Bern	7	72'947	2'232	30.6	23'520
		Lucerne	7	394'169	10'643	27.0	24'990
		Winterthur	8	115'150	2'819	24.5	19'040
Street	Zurich based on target audiences	Commuters	22	515'118	18'977	36.8	62'187
		Finance	27	949'617	37'719	39.1	73'920
		Shoppers	27	1'244'790	50'925	40.9	72'800
		Hedonists	13	398'322	15'304	38.4	33'600
		Youngsters	21	596'170	22'178	37.2	54'880

We are currently expanding our portfolio. So the number of screens and views may vary.

\*Average package price/average package CPM relates to the given number of screens and views for each geographical zone. The average CPM may vary depending on the mixture of categories and display availability.

## 8. Package prices for Digital PLAY, street, based on impressions

Segment	City	Package	Number of screens	Views per week	Impression price, 1 week			
Impression bookings, based on views					Gross*	Gross CPM*	Net*/**	Net CPM*/**
Street	Zurich	ZH City Centre	36	3'217'817	108'271	33.6	64'963	20.2
		ZH City Extended	50	3'702'946	123'140	33.3	73'884	20.0
		ZH City Maximum	72	4'444'605	144'450	32.5	86'670	19.5
	German Switzerland	Basel	17	864'678	22'568	26.1	13'541	15.7
		Bern	7	145'893	3'720	25.5	2'232	15.3
		Lucerne	7	788'339	17'738	22.5	10'643	13.5
		Winterthur	8	230'299	4'698	20.4	2'819	12.2
Street	Zurich based on target audiences	Commuters	22	1'030'235	31'628	30.7	18'977	18.4
		Finance	27	1'899'234	62'865	33.1	37'719	19.9
		Shoppers	27	2'489'580	84'875	34.1	50'925	20.5
		Hedonists	13	796'644	25'507	32.0	15'304	19.2
		Youngsters	21	1'192'341	36'963	31.0	22'178	18.6

We are currently expanding our portfolio. So the number of screens and views may vary.

\*Average package price/average package CPM relates to the given number of screens and views for each geographical zone.

The average CPM may vary depending on the mixture of categories and display availability.

\*\*40% flexible discount. Not eligible for other discounts such as JURA or campaign discount; entitled to 5% AC.

## 9. Prices for Digital PLAY, based on the category

Segment	Geo-cluster	Category description	Category	Average CPM national (one-week display period)		
				Plays in the loop Gold (predefined spot frequency)	Plays in the loop Silver (predefined spot frequency)	Impressions (number of views)*
Transmission based on...						
Digital Street	Top 5 cities (based on number of residents)	ZH Premium	11	32.6	39.1	19.6
		ZH Centre	10	30.6	36.7	18.4
		ZH Top	9	28.2	33.8	16.9
		ZH Basic	8	27.0	32.4	16.2
		Top City Centre	7	25.4	30.5	15.2
		Top City Basic	6	24.2	29.0	14.5
	Top 6–10 cities	City Centre	5	21.4	25.7	12.8
		City Basic	4	19.4	23.3	11.6
	>Top 10 cities	Couronne	3	16.0	19.2	9.6
Digital Convenience Network	Coop petrol stations across Switzerland	Convenience	2	26.0	31.2	15.6
Digital Shopping Media	Shopping centres across Switzerland	Shopping centre	1	9.6	11.5	5.8
Airport	Basel Airport	Basel Airport	1	9.6	11.5	5.8

All prices are stated in CHF and based on one-week display periods.

We are currently expanding our portfolio. So the number of screens and views may vary.

Average CPM national may vary depending on the mixture of categories and display availability

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## 10. Digital PLAY, CPM price lists including targeting surcharges

			Transmission based on plays in the loop (predefined spot frequency)			
Segment			Street	Convenience	Shopping centre	Airport
Category			3 to 11	2	1	1
<b>Base price</b>						
Average CPM national (one-week display period)			26,2*	26	9.6	x
<b>Targeting surcharges</b>						
Geotargeting	Geography**	added to the national CPM	+ 5%	+ 5%	+ 5%	10.1
	Screen		+ 25%	+ 25%	x	12
Time Targeting	Day	added to the national CPM and geotargeting	+ 30%	+ 30%	+ 30%	+ 30%
	Hour		+ 75%	+ 75%	+ 75%	+ 75%

			Transmission based on impressions (predefined number of views)			
Segment			Street	Convenience	Shopping centre	Airport
Category			3 to 11	2	1	1
<b>Base price</b>						
Average CPM national (one-week display period)			15,7*	15.6	5.8	x
<b>Targeting surcharges</b>						
Geotargeting	Geography**	added to the national CPM	+ 5%	+ 5%	+ 5%	6.1
	Screen		+ 25%	+ 25%	x	7.3
Time Targeting	Day	added to the national CPM and geotargeting	+ 30%	+ 30%	+ 30%	+ 30%
	Hour		+ 75%	+ 75%	+ 75%	+ 75%

All prices are stated in CHF and based on one-week display periods

We are currently expanding our portfolio. So the number of screens and views may vary.

\*Average CPM national may vary depending on the mixture of categories, display availability and number of screens

\*\*See description of targeting based on geographical zone

## 11. Booking information

### Targeting options

Targeting	Criterion	Description
<b>Geotargeting</b>	National	Choice of all screens in each geographical zone in each segment
	Language region	
	Canton	
	Agglomeration	
	Municipality	
	Post code	
	Town or city/shopping centre	
	Screen	Option to choose from one/several screens (with the exception of shopping channels, where the smallest geographical unit is a shopping centre)
<b>Time targeting</b>	Day	Option to choose from one/several days and weeks
	Hour	Time targeting on an hourly basis (e.g. 5–6 pm); option to choose several hour-long timeslots (e.g. 9–10 am + 7–8 pm)
<b>Packages</b>	Geofencing	Targeting based on predefined geo-clusters, such as 'Zurich Bahnhofstrasse Premium', 'Zurich Bahnhofstrasse Premium Extended'
	Geo audience	Geographically derived target audiences, such as shoppers, commuters and youngsters
<b>Contextual/tactical/ reactive targeting</b>	Weather	Campaigns displayed based on the current weather conditions, with dynamic elements:
		Temperature (hotter or cooler than xy°C)
		Weather conditions (sunshine, overcast, rain, snow, precipitation)
		Air quality
		UV index
	Pollen count (levels: low to high)	
	Other events	Upon consultation and if enough notice is given (prices available upon request)

### General information

<b>Basis for the performance values</b>	Street: based on the reach study by SPR+
	Convenience: the number of transactions and average face-to-face contact are used to calculate the weighted viewing probabilities
	Shopping centre: the footfall is used to calculate the weighted viewing probabilities
	Airport: the footfall is used to calculate the weighted viewing probabilities
<b>Booking process</b>	For normal campaigns: 5 working days
<b>Segment</b>	Street: portrait screens in busy pedestrian zones and street/crossing areas; 10s animated/static/15s static
	Convenience: portrait screens on the outer façades of busy petrol stations; 10s animated/static/15s static
	Shopping centre: portrait screens in busy shopping centres; 10s, animated/static
	Airport: portrait screens in the check-in, pick-up and baggage reclaim areas of Basel Airport; 10s, animated/static
<b>Advertising material</b>	The normal exclusion criteria for advertising in public spaces apply
	Advertising materials must be produced in accordance with the 'Technical data' guidelines
<b>Targeting surcharges</b>	See the price list for surcharges.

### Technical data

<b>Production/ specifications</b>	You can download the technical data by clicking on this <a href="#">link</a>
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## 12. Discounts and conditions

Our conditions and discounts enable you to plan campaigns to suit your individual needs. Take advantage of various discount systems, which can support you in the long or short term. **New in 2021:**

- **JURA & campaign discount:** OOH and DOOH are now both included in the eligible volume.
- **Participation:** 30% from CHF 30,000 net/net in OOH.
- **Bookings based on impressions (number of views):** 40% flexible discount, but not eligible for the JURA or campaign discount.

### JURA discount scale | OOH and DOOH now together

Net/net sales	Discount in %
25,000	10
100,000	14
300,000	18
600,000	21
1,000,000	25
1,500,000	30
2,500,000	33

The **annual turnover/Group discount (JURA)** is based on the total sales (net/net) of analogue and digital Clear Channel products in the previous year\*\*\*. This can be applied to all segments (OOH and DOOH)\*.

An agreement can also be made on the allocated budget for the current year, so that the JURA discount can be applied appropriately. Participation is additionally applied based on the net/net volume invested per campaign.

### Campaign discount | OOH, DOOH and POS now together

Net/net sales	Discount in %
10,000	3
25,000	5
50,000	7
100,000	10
150,000	15
200,000	20
300,000	25
400,000	30
600,000	35

The **campaign discount** is given in relation to a product on particular campaigns with a maximum duration of 4 weeks\*. This can be applied to all segments (OOH and DOOH)\*.

### Participation | OOH

Net/net sales	Free space in %
From 30,000	30

Participation for OOH is additionally applied based on the net/net volume invested and can be booked at short notice\*\*.

The campaign discount and JURA discount cannot be combined with each other or with other discounts and offers.

\* Excludes premium products VBZ network Urban Star Select, VBZ network Waitingzone, VBZ network Bahnhofplatz, the airport, long-term contracts and Lake Lucerne area, as well as bookings based on impressions (number of views, DOOH). In the DOOH segment, the JURA or campaign discount is also valid for Bahnhofstrasse.

\*\* Must be booked 2 weeks before display