

Clear Channel Switzerland

2022 prices and conditions

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1. Prices for traditional formats – street

F 12	Normal		Backlit		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*+		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 ^{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*+		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 ³	14 days	7 days ³		14 days	Quality	7 days ³
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 ³	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.

¹⁾ Scrollers are operated with three posters.

²⁾ Price per scroller or Trivision display.

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

2. Prices for traditional formats – POS

F 12	Normal		Backlit		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*		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 ^{1,2}		
	Quality	7 days ³	14 days	7 days ³	14 days	7 days ³	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 ³	14 days
3*		653	1,096
2*		600	989

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

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

²⁾ Price per scroller or Trivision display.

³⁾ 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

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**
Löwencentner	6	1'194**	10.1	118'192**	717**	12.1	59'096**
Perry Center	2	551	10.1	54'587	331	12.1	27'294
Centrum Regensdorf	7	2'335	10.1	231'158	1'401	12.1	115'579
MANOR St. Gallen 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
MANOR Sierre	3	486	10.1	48'131	292	12.1	24'066
Total	121	32'281		3'197'086	19'375		1'598'545

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	212	78'062	26.9	2'901'939	1'368'306	46'837	32.28	1'450'969	684'153
German Switzerland	175	67'621	28.2	2'394'074	1'105'543	40'572	33.9	1'197'037	552'771
French Switzerland	31	12'109	28.2	429'383	202'400	7'265	33.8	214'692	101'200
Italian Switzerland	6	2'213	28.2	78'481	40'920	1'328	33.8	39'241	20'460

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	212	78'062	26.9	46'837	16.1	2'901'939
German Switzerland	175	67'621	28.2	40'572	16.9	2'394'074
French Switzerland	31	12'109	28.2	7'265	16.9	429'383
Italian Switzerland	6	2'213	28.2	1'328	16.9	78'481

*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

*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		
Transmission based on loops					Gross*	Gross CPM*	Plays
Street	Zurich	ZH Bahnhofstr. Premium	16	1'335'074	45'700	34.2	87'360
		ZH Bahnhofstr. Surrounding Stars	11	1'046'008	35'773	34.2	60'231
		ZH Bahnhofstr. Premium Extended	27	2'381'082	81'433	34.2	147'571
		Zurich City	73	4'026'794	131'273	32.6	383'818
		Zurich Agglomeration	4	88'501	1'752	19.8	21'031
	German Switzerland	Basel City	20	970'460	25'232	26.0	142'800
		Basel Country	11	154'923	3'067	19.8	78'540
		Bern City	10	212'899	5'429	25.5	57'600
		Bern Agglomeration	5	90'880	1'799	19.8	28'800
		Lucerne City	7	734'239	16'520	22.5	49'980
		Winterthur	10	229'018	4'672	20.4	41'650
	F-CH	Lausanne	2	251'386	6'712	26.7	11'200
	I-CH	Locarno	4	274'874	5'443	19.8	19'040
	Street	Zurich based on target audiences	Commuters	25	1'125'932	34'341	30.5
Finance			27	1'809'181	60'065	33.2	147'840
Shoppers			27	2'381'082	81'433	34.2	145'600
Hedonists			13	889'686	28'915	32.5	67'200
Youngsters			21	917'194	28'250	30.8	109'760

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.

Segment	City	Package	Number of screens	Silver views	Loop price, 1 week/Silver		
Transmission based on loops					Gross*	Gross CPM*	Plays
Street	Zurich	ZH Bahnhofstr. Premium	16	667'537	27'420	41.1	43'680
		ZH Bahnhofstr. Surrounding Stars	11	523'004	21'464	41.0	30'116
		ZH Bahnhofstr. Premium Extended	27	1'190'541	48'860	41.0	73'786
		Zurich City	73	2'013'397	78'764	39.1	191'909
		Zurich Agglomeration	4	44'250	1'051	23.8	10'515
	German Switzerland	Basel City	20	485'230	15'139	31.2	71'400
		Basel Country	11	77'462	1'840	23.8	39'270
		Bern City	10	106'449	3'257	30.6	28'800
		Bern Agglomeration	5	45'440	1'080	23.8	14'400
		Lucerne City	7	367'119	9'912	27.0	24'990
		Winterthur	10	114'509	2'803	24.5	20'825
	F-CH	Lausanne	2	125'693	4'027	32.0	5'600
	I-CH	Locarno	4	137'437	3'266	20.2	9'520
Street	Zurich based on target audiences	Commuters	25	562'966	20'605	36.6	70'666
		Finance	27	904'591	36'039	39.7	73'920
		Shoppers	27	1'190'541	48'860	40.9	72'800
		Hedonists	13	444'843	17'349	38.4	33'600
		Youngsters	21	458'597	16'950	37.2	54'880

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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	2'935'903	99'331	33.8	59'598	20.3	
		ZH City Extended	52	3'418'418	114'116	33.4	68'470	20.0	
		ZH City Maximum	73	4'026'794	131'273	32.6	78'764	19.6	
		Zürich Agglomeration	4	88'501	1'752	19.8	1'051	11.9	
	German Switzerland	Basel City	20	970'460	25'232	26.0	15'139	15.6	
		Basel Country	11	154'923	3'067	19.8	1'840	11.9	
		Bern City	10	212'899	5'429	25.5	3'257	15.3	
		Bern Agglomeration	5	90'880	1'799	19.8	1'080	11.9	
		Lucerne City	7	734'239	16'520	22.5	9'912	13.5	
		Winterthur	10	229'018	4'672	20.4	2'803	12.2	
		F-CH	Lausanne	2	251'386	6'712	26.7	4'027	16.0
		I-CH	Locarno	4	274'874	5'443	19.8	3'266	11.9
Street	Zurich based on target audiences	Commuters	25	1'125'932	34'341	30.5	20'605	18.3	
		Finance	27	1'809'181	60'065	33.2	36'039	19.9	
		Shoppers	27	2'381'082	81'433	34.2	48'860	20.5	
		Hedonists	13	889'686	28'915	32.5	17'349	19.5	
		Youngsters	21	917'194	28'250	30.8	16'950	18.5	

ZH screens 30 m/ 24 h, static

Address	Hours per day	Share of voice	Loop	No. of ad spaces per loop	Number of broadcasts per 'Gold' day	Number of broadcasts 1 week (Gold)	Base price 1 week (Gold)	Views 1 week
Heimplatz	16	50%	1h	2	16	112	675	35,289
Kasernenstr. / Europaplatz	16	50%	1h	2	16	112	750	55,748
Schwamendingenplatz	16	50%	1h	2	16	112	675	26,442
Stauffacher	16	50%	1h	2	16	112	825	56,691
Turbinenplatz	16	50%	1h	2	16	112	675	18,981
Zehntenhausplatz	16	50%	1h	2	16	112	675	54,577
Bürkliplatz	16	50%	1h	2	16	112	1,125	61,019
Enge railway station	16	100%	16 h	1	1	7	1,050	198,104
Limmatplatz	16	100%	16 h	1	1	7	933	129,278
University / Rämistr.	16	100%	16 h	1	1	7	933	84,896

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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	18.9	22.7	11.3
Digital Convenience Network	Coop petrol stations across Switzerland	Convenience	2	26.9	32.3	16.1
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.

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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
Base price						
Average CPM national (one-week display period)			27.3*	26.9	9.6	x
Targeting surcharges						
Geotargeting	Geography**	added to the national CPM	+5%	+5%	+5%	CHF 10.1***
	Screen		+25%	+25%	x	CHF 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
Base price						
Average CPM national (one-week display period)			16.4*	16.1	5.8	x
Targeting surcharges						
Geotargeting	Geography**	added to the national CPM	+5%	+5%	+5%	CHF 6.1***
	Screen		+25%	+25%	x	CHF 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

***absolute prices

11. Booking information

Targeting options

Targeting	Criterion	Description
Geotargeting	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)
Time targeting	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)
Packages	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
Contextual/tactical/ reactive targeting	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

Basis for the performance values	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
Booking process	For normal campaigns: 5 working days
Segment	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
Advertising material	The normal exclusion criteria for advertising in public spaces apply
	Advertising materials must be produced in accordance with the 'Technical data' guidelines
Targeting surcharges	See the price list for surcharges.

Technical data

Production/ specifications	You can download the technical data by clicking on this link
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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.

- **JURA & campaign discount:** OOH and DOOH are 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

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

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, 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