

# PRICES AND CONDITIONS 2023

Prices are always expressed in Swiss Francs (CHF) and do not include taxes.  
Prices are subject to change.



neo advertising

# THE SEGMENTS



## STREET

Public domain  
Private domain  
Tram/Bus shelters  
Vehicle exteriors



## PUBLIC TRANSPORT

Vehicle interiors  
Train stations  
Tram/Bus shelters



## AIRPORT

Geneva Airport



## SHOPPING CENTER

Malls  
Parking



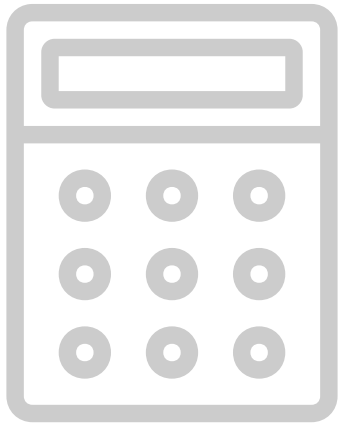
## POS

Point of sale  
Parking



## POI

Let,s Go Fitness  
Palexpo



**PRICES**

# STREET

## SITE-BY-SITE

### PRICES CATEGORIES

Prices are calculated on a **weekly** basis (7 days). Prices are based on SPR+ performance values. Target area: CH resident population 15+.  
All surfaces are booked individually.

CATEGORIES	CONTACTS PER WEEK	F200	F200L / RL / LD / DIGITAL	F12	F12L / LR	F24	F4*
1	> 240,000 contacts	880	1,060	960	1,180	1,750	-
2	between 140 and 240,000 contacts	700	840	770	930	1,500	125
3	between 90 and 140,000 contacts	550	630	580	700	1,200	75
4	between 50 and 90,000 contacts	430	520	450	550	900	38
5	between 25 and 50,000 contacts	350	400	370	450	750	-
6	between 5 and 25,000 contacts	280	350	320	390	600	-
7	< or = 5,000 contacts	150	180	160	200	-	-

Long-term campaign: CHF 40 / change of subject / surface

\* No SPR+ data for F4

### WEEKLY ELECTRICITY COSTS

#### FORMAT

10,,: CHF 10 / screen / slot

15,,: CHF 10 / screen / slot

24hrs: CHF 15 / screen / slot

# STREET FIX NETWORKS

Prices are calculated on a **weekly** basis (7 days).

NETWORKS	CITY	NUMBER OF SURFACES	FORMAT	INFORMATIONS	GROSS MEDIA RATE
<b>Baryton</b>	Geneva	40	F12	<a href="#">See the product sheet</a>	13,000
Coverage network	Bern	40	F12	<a href="#">See the product sheet</a>	13,000
<b>Concerto</b>	Geneva	20	F12	<a href="#">See the product sheet</a>	6,000
Cross-border network					
<b>Contralto</b>	Geneva	35	F200	<a href="#">See the product sheet</a>	15,000
Coverage network	Bern	30	F200	<a href="#">See the product sheet</a>	15,000
<b>Diva</b>	Zürich (VBZ)	30	Digital	<a href="#">See the product sheet</a>	15,000
Coverage network VBZ					
<b>Maestro</b>	Geneva	35	F200L	<a href="#">See the product sheet</a>	21,500
Coverage network	Bern	30	F200L	<a href="#">See the product sheet</a>	15,000
	Zürich (VBZ)	55	F200L	<a href="#">See the product sheet</a>	27,000
<b>Maestro + Diva</b>	Zürich (VBZ)	85	Mixte	<a href="#">See the product sheet</a>	42,000
Coverage network VBZ					
<b>Prima Donna</b>	Geneva	30	F200L	<a href="#">See the product sheet</a>	22,500
Separate surfaces, exclusivity, geomarketing for target groups with an affinity for luxury					
<b>City C</b>	Geneva	25	F4	<a href="#">See the product sheet</a>	2,100
Coverage network					
<b>City S</b>	Geneva	35	F4	<a href="#">See the product sheet</a>	2,800
Coverage network	Bern	35	F4	<a href="#">See the product sheet</a>	2,000
<b>City M</b>	Geneva	55	F4	<a href="#">See the product sheet</a>	4,600
Coverage network	Bern	50	F4	<a href="#">See the product sheet</a>	3,000
<b>City Rive Droite (right side) or Rive Gauche (left side)</b>	Geneva	35	F4	<a href="#">Right: See the product sheet</a> <a href="#">Left: See the product sheet</a>	2,800
Coverage network					
<b>Soprano 1 (top) ou 2 (bottom)</b>	Geneva	36	F4 columns	<a href="#">See the product sheet</a>	2,800
Coverage network					

# STREET DOOH NETWORKS

Prices are calculated on a **weekly** basis (7 days).  
Spot: 10 seconds / Loop: 60 seconds

REGION	PRODUCT	NR OF SURFACES	FORMAT	INFORMATIONS	GROSS MEDIA RATE	ELECTRICITY COSTS
<b>Geneva</b>	CEVA	14	9/16 UHD - 1080 x 1920 px	<a href="#">See the product sheet</a>	700	56
	Lancy	2	9/16 UHD - 1080 x 1920 px	<a href="#">See the product sheet</a>	1,080	20
	Onex	1	9/16 UHD - 1080 x 1920 px	<a href="#">See the product sheet</a>	360	10
	Rue du Rhône	1	9/16 UHD - 1080 x 1920 px	<a href="#">See the product sheet</a>	300	8
	Thônex	2	9/16 UHD - 1080 x 1920 px	<a href="#">See the product sheet</a>	360	20
	Mont-Blanc Passage	3	9/16 UHD - 1080 x 1920 px	<a href="#">See the product sheet</a>	400	10
<b>Volketswil</b>	Digital Boulevard	10	9/16 UHD - 1080 x 1920 px	<a href="#">See the product sheet</a>	3,600	100
<b>Tessin</b>	Réseau DOOH	16	9/16 UHD - 1080 x 1920 px	<a href="#">See the product sheet</a>	360 / screen	10
<b>D-CH</b>	Pharmacies Rotpunkt	109	9/16 UHD - 1080 x 1920 px	<a href="#">See the product sheet</a>	500 / 10s / pharmacy	-

## ILLUMINATED ROTATING COLUMNS

1 column equals 6 x F200L // 3 x F400L

The price categories correspond to the table “Prices categories” on page 4.

CITY	NR OF COLUMNS	NR OF SURFACES F200L	CAT.	GROSS MEDIA RATE 1 X F200L	GROSS MEDIA RATE 1 COLUMN	GROSS MEDIA RATE BY CITY
<b>Zürich</b>	1	6	3	630	3,780	
	3	18	5	520	9,360	20,340
	3	18	4	400	7,200	
<b>Zug</b>	2	12	5	520	6,240	
	1	6	4	400	400	6,640

# PUBLIC TRANSPORT

## MOVING MEDIA BASEL (BVB & BLT): VEHICLES EXTERIOR

PRODUCT	INFORMATION	FORMAT	NET MEDIA RATE	COST CALCULATION
Rooftop Advertising	BVB: on both sides, door side or road-facing (Citaro 2015 long) BVB/BLT: on both sides (Citaro 2010 long/short)	Sticker height 335 or 600 mm	from 1,360 / 4 weeks	<a href="#">See cost calculation</a>
Bus-Back XXL	BVB/BLT: Citaro 2010 with or without rear window Citaro 2015	With rear window: 1,870 - 2,160 x 1,570 mm Without rear window: 2,160 x 835 mm	from 1,400 / 4 weeks	<a href="#">See cost calculation</a>
Traffic Board < F24	BVB: Citaro 2015 long, road-facing BVB/BLT: Citaro 2010 long, road-facing	Traffic board normal Traffic board high	from 2,600 / 4 weeks	<a href="#">See cost calculation</a>
Full Branding Bus	BVB/BLT: Citaro 2015 long and short	Various formats	from 10,800 / 4 weeks	<a href="#">See cost calculation</a>
Rooftop Advertising Tram	BVB: Flexity and/or Combino, both sides, door side and road-facing BLT: Tango, both sides, door side and road-facing	Length: 34,450 mm Depending on tram type: 600-900 mm high	from 2,800 / 4 weeks	<a href="#">See cost calculation</a>
Full Branding Tram	BVB: Flexity and/or Combino BLT: Tango	Various formats	from 42,000 / 4 weeks	<a href="#">See cost calculation</a>
F24 Plus (Combo Format)	BVB: Flexity and/or Combino, road-facing BLT: Tango, road-facing	F24: 2,685 x 2,560 mm Depending on tram type: 600, 800, 900 mm	from 7,000 / 4 weeks	<a href="#">See cost calculation</a>
F12 on the Bus and/or Tram Network	At least 8 F12 posters are uniformly spread on the road-facing side of the bus and/or tram network	F12: 2,685 x 1,280 mm	from 500 / 2 weeks	<a href="#">See cost calculation</a>
F200 Cityformat Bus	At least 8 F200 posters are uniformly spread on the road-facing side of the bus network	F200: 1,165 x 1,700 mm	from 340 / 2 weeks	<a href="#">See cost calculation</a>
F200 Cityformat Tram	BVB: Combino Tram F200, door side 3 posters per tram	F200: 1,165 x 1,700 mm	from 1,020 / 2 weeks	<a href="#">See cost calculation</a>
Traffic Board Plus	Citaro 2010 and/or 2015 long, road-facing	Traffic Board (<F24) & Rooftop Advertising Depending on tram type: 300 or 600 mm high	from 3,000 / 4 weeks	<a href="#">See cost calculation</a>
F24 Large Format Tram & Bus	2 large format F24 can be placed by tram and/or bus, road-facing	F24: 2,685 x 2,560 mm	from 550 / week	<a href="#">See cost calculation</a>
KMU (SME) Rooftop Advertising Tram	BVB: Combino BLT: Tango	Various formats	from 4,000 / 52 weeks	<a href="#">See cost calculation</a>
DOOH - City Kanal Basel	Full-coverage DOOH network with 600 double screens in BVB trams & buses (excl. City Kanal BLT screens)	10 seconds Landscape format: 1,280 x 720 px	from 1,560 / day	<a href="#">See cost calculation</a>

# PUBLIC TRANSPORT

## MOVING MEDIA BASEL (BVB & BLT): VEHICLE INTERIOR

PRODUCT	INFORMATION	FORMAT	NET MEDIA RATE	COST CALCULATION
Transparent Window Decals	Transparent window decals are an easy-to-plan, fast and high-impact advertising media. Only 300 pieces are enough to cover the entire Basel region. Minimum booking: 100 pieces	Transparent sticker: 500 x 250 mm	from 4,500 / 4 weeks	<a href="#">See cost calculation</a>
Hanging Displays	100% coverage of the BVB & BLT network with only 700 hanging cartons. Minimum booking: 100 pieces	250 x 350 mm	from 1,560 / week	<a href="#">See cost calculation</a>
Hanging Displays with Dispenser	100% coverage of the BVB & BLT network with only 700 hanging cartons. Minimum booking: 100 pieces	250 x 350 mm	from 2,070 / week	<a href="#">See cost calculation</a>
HangTags	30 to 40 flyers per vehicle are placed on the handlebars of the entire BVB & BLT network. Minimum booking: 10,500 pieces	100 x 240 mm	from 15,500 / week	<a href="#">See cost calculation</a>
Inside Branding	5,000 passengers per day / tram Minimum booking: 1 tram		from 12,000 / 4 weeks	<a href="#">See cost calculation</a>



# PUBLIC TRANSPORT

## TRANSPORTS PUBLICS GENEVOIS (TPG): VEHICLES EXTERIOR

RANGE	PRODUCT	INFORMATION	FORMAT	MINIMUM DURATION	GROSS MEDIA RATE	INSTALLATION AND REMOVAL COSTS
Classic	F4 door side	Autobus Citaro; Megabus / Megatrolleybus; Trolleybus Exqui.City; Trolleybus Tosa; Minibus Sprinter 35T	895 x 1,280 mm	14 days	155	50
	F200 road-facing	Autobus Citaro; Megabus / Megatrolleybus; Trolleybus Exqui.City; Minibus Sprinter; Minibus Sprinter 35T	1,175 x 1,670 mm	14 days	460	50
	F12 road-facing	Autobus Citaro; Trolleybus / Megatrolleybus; Trolleybus Exqui.City; Trolleybus Tosa	2,685 x 1,280 mm	14 days	520	125
	F24 road-facing	Autobus Citaro; Trolleybus / Megatrolleybus; Trolleybus Exqui.City; Trolleybus Tosa	2,685 x 2,480 mm	14 days	1,083	238
	MAXI12 road-facing	Autobus Citaro; Trolleybus / Megatrolleybus; Trolleybus Exqui.City; Trolleybus Tosa	3,355 x 1,600 mm	14 days	921	250
	AR200 Back	Autobus Citaro; Autobus MAN	1,175 x 1,700 mm	14 days	596	88
	ARMidi24 Back	Autobus Citaro; Trolleybus Tosa	1,810 x 1,700 mm	14 days	940	125
Spectacular	Full branding	Trams Cityrunner, Tango	See technical sheet	28 days	25,620	on request
	Full branding	Trams (line 12) 2 items	See technical sheet	28 days	12,075	on request
	Full branding	Trams (line 12) 3 items	See technical sheet	28 days	14,280	on request
	Full branding	Trams (line 12) 3 + 2 items	See technical sheet	28 days	26,355	on request
	Full branding	Trolleybus Exqui.City	See technical sheet	28 days	8,400	on request
	Partial branding	Trolleybus	See technical sheet 2 F4 + 1 F24 + 4 Rooftops	14 days	2,840	on request
	Full branding Line 10	Megatrolleybus, Excl. line 10 (Geneva Airport - Rive)	See technical sheet	28 days	10,920	on request
	Full AR	Trolleybus Exqui.City	251 x 303 cm	28 days	1,700	on request
	Combi M	Autobus Citaro ; Trolleybus ; Trolleybus Exqui.City	See technical sheet 1 F24 + 2 Rooftops	14 days	1,480	238
	Combi L	Trams Cityrunner	See technical sheet 2 F24 + 5 Rooftops	14 days	2,790	475
	Combi XL	Trams Cityrunner	See technical sheet 4 F24 + 3 Rooftops	14 days	4,280	950
	Combi L	Trams Tango	See technical sheet 2 MAXI12 + 6 Rooftops	14 days	2,570	500

# PUBLIC TRANSPORT

## TRANSPORTS PUBLICS GENEVOIS (TPG): VEHICLE INTERIOR

<b>RANGE</b>	<b>PRODUCT</b>	<b>INFORMATION</b>	<b>FORMAT</b>	<b>MINIMUM DURATION</b>	<b>GROSS MEDIA RATE</b>	<b>INSTALLATION AND REMOVAL COSTS</b>
Classic	Combi L	Trams (line 12) 3 items	See technical sheet 1 MEGA12 + 2 Rooftops	14 days	2,375	688
	Hanging Displays	All buses and trams	25 x 35 cm	14 days	24	3
	Hanging Displays with Dispenser	All buses and trams	25 x 35 cm	14 days	33	3
	Transparent Window Decals	All buses and trams	50 x 25 cm	28 days	15	25
Spectacular	Guerilla Marketing	Trams Tango	See technical sheet	28 days	9,900	500

# SHOPPING CENTER

## DIGITAL SHOPPING NETWORK (DSN)

### GENERAL INFORMATION

#### Site categories:

Bronze: < 20,000 visitors / week

Silver: > 20,000 visitors / week

Gold: > 50,000 visitors / week

Platinum: > 100,000 visitors / week

[Click here to see our Location list for DSN](#)

Tenants in shopping centres receive a special discount of 50%.  
Prices are calculated on a weekly basis (7 days).

#### Spot and loop:

Spot duration: 10 seconds

Loop duration: 60 seconds

#### Intense & Light:

Intense: the spot is played every loop

Light: the spot is played 1 in 4 loops

### WEEKLY ELECTRICITY COSTS

#### FORMAT

Intense: CHF 8 / screen / slot

Light: CHF 2 / screen / slot

### PRICES CATEGORIES

SITE CATEGORIES	QUALITY CRITERIA	GROSS MEDIA RATE	GROSS MEDIA RATE
		LIGHT	INTENSE
Bronze	AAA+	265	600
Silver	AA	265	500
Silver	AAA	265	625
Silver	AAA+	313	1,250
Gold	AA	265	700
Gold	AAA	375	1,500
Gold	AAA+	438	1,750
Platinum	AAA+	750	3,000
Branding Zone	-	-	from 1,500 to 3,000

# SHOPPING CENTER BRANDING ZONE (BZ)

## LOCATIONS OVERVIEW

[Click here to see our Branding Zone](#)

Tenants in shopping centres receive a special discount of 50%.  
Prices are calculated on a **weekly** basis (7 days).

**Spot and loop:**

Spot duration: 20 seconds maximum

PRODUCT	CITY	REGION	SURFACE	INFORMATION	GROSS MEDIA RATE	ELECTRICITY COSTS
Balexert Ascenseur	Geneva	Swiss FR	60 m <sup>2</sup>	<a href="#">See the product sheet</a>	3,500	175
Balexert Meyrin	Geneva	Swiss FR	22 m <sup>2</sup>	<a href="#">See the product sheet</a>	3,000	125
Balexert Louis Casai	Geneva	Swiss FR	48 m <sup>2</sup>	<a href="#">See the product sheet</a>	3,000	150
Centre Bahnhof Biel	Biel	Swiss DE	9.9 m <sup>2</sup>	<a href="#">See the product sheet</a>	2,500	48
Fribourg Centre	Fribourg	Swiss FR	26 m <sup>2</sup>	<a href="#">See the product sheet</a>	3,000	100
Fribourg Sud	Fribourg	Swiss FR	15.8 m <sup>2</sup>	<a href="#">See the product sheet</a>	2,500	133
La Praille	Geneva	Swiss FR	15 m <sup>2</sup>	<a href="#">See the product sheet</a>	1,500	125
Marin Centre	Neuchâtel	Swiss FR	2 screens of 11 m <sup>2</sup>	<a href="#">See the product sheet</a>	3,000	132 / 2 screens
Migros Crissier	Crissier	Swiss FR	18 m <sup>2</sup>	<a href="#">See the product sheet</a>	3,000	110
Romanel	Romanel-sur-Lausanne	Swiss FR	7 m <sup>2</sup>	<a href="#">See the product sheet</a>	3,000	60
Letzipark	Zürich	Swiss DE	24 m <sup>2</sup>	<a href="#">See the product sheet</a>	3,000	125
Volkiland	Volketswil	Swiss DE	2 screens of 20 m <sup>2</sup>	<a href="#">See the product sheet</a>	3,000	300 / 2 screens
Wankdorf	Bern	Swiss DE	22 m <sup>2</sup>	<a href="#">See the product sheet</a>	3,000	110
Winterthur Grüzemarkt	Winterthur	Swiss DE	10.45 m <sup>2</sup>	<a href="#">See the product sheet</a>	2,500	141
Würenlos (BE)	Würenlos	Swiss DE	2 screens of 12 m <sup>2</sup>	<a href="#">See the product sheet</a>	3,000	300 / 2 screens
Würenlos (ZH)	Würenlos	Swiss DE	2 screens of 12 m <sup>2</sup>	<a href="#">See the product sheet</a>	3,000	300 / 2 screens

# POS

## COOP PRONTO

Prices are calculated on a **weekly** basis (7 days).

### POINT OF SALE OVERVIEW

The number of locations/screens or the prices may vary due to renovations and maintenance work.

[Click here to see the Location list for POS](#)

Loop: 100 seconds

Spot: 10 seconds

Format: 16/9 - 1920 x 1080 px

COOP PRONTO	NUMBER OF SITES	NUMBER OF SCREENS	GROSS MEDIA RATE
Train stations	21	21	2,100
Gas stations	253	253	25,300
Others	44	44	4,400
<b>Total</b>	<b>318</b>	<b>318</b>	<b>31,800</b>

### SPECIAL PACKAGE FOR THE CAR INDUSTRY

PRODUCT	NUMBER OF SITES	GROSS MEDIA RATE	RABAIS	NET MEDIA RATE
Package Gas stations Automobile branch only	253	25,300	70%	7,590

### WEEKLY ELECTRICITY COSTS

#### FORMAT

Intense: CHF 4 / screen / slot

# AIRPORT CLASSIC

These fees are calculated on an **annual** basis. Other duration options are available upon request.

RANGE	SECTOR	NUMBER OF SUPPORTS	FORMAT	TECHNICAL INFORMATION	GROSS MEDIA RATE PER SUPPORT	PRODUCTION COSTS PER SUPPORT	ELECTRICITY COSTS PER SUPPORT
Iconic	<a href="#">Exit P2-P4</a>	1	Megaposter	4,147 x 9,968 mm	50,000	4,287	5,298
	<a href="#">Frontons Parking</a> (P2FO-P2FE)	2	Fronton	24,640 x 2,250 mm	130,000	9,106	2,000
	<a href="#">Grand Central</a>	1	Megaposter	6,912 x 1,728 mm	60,000	3,670	3,700
	<a href="#">Piliers ATCO</a>	1	Plexi	970 x 2,330 mm	180,000	10,706	1,565
	<a href="#">Taxi Lanes</a> East - 6 piliers West - 7 piliers	2	Wrapping	3,775 x 3,225 mm	130,000	12,090 13,310	5,319 6,206
Spectacular	Al50	1	Fronton	6900 x 910 mm	75,000	1,613	1,543
	<a href="#">Arrivées Aile Ouest</a> (AO01 à AO10)	10	Lightbox	4,800 x 2,000 mm	45,000	1,933	840
	<a href="#">Arrivées - Départs Transit</a> ADT1, ADT2, DT03, DT04	4	Lightbox	1,800 x 1,800 mm	15,000	653	554
	<a href="#">Arrivées Gate 9-10</a> A9101, A9102, A9103, A9104, A9109	5	Lightbox	3,600 x 1,500 mm	25,000	1,315	554
	<a href="#">Arrivées Gate 9-10</a> A9105, A9106, A9107, A9108	4	Lightbox	4,800 x 2,000 mm	30,000	1,933	840
	<a href="#">Arrivées Gate A11-A12</a> A1205, A1206, A1207, A1208	4	Lightbox	4,800 x 2,000 mm	20,000	1,933	840
	<a href="#">Arrivées Transit</a> AT51, AT52, AT61, AT62	4	Lightbox	3,600 x 1,500 mm	35,000	1,315	554
	<a href="#">Arrivées Transit</a> AT53, AT55, AT56, AT57, AT58	5	Lightbox	3,600 x 1,500 mm	15,000	1,315	554
	<a href="#">Arrivées Transit</a> AT71, AT72, AT73, AT74, AT75, AT76	6	Lightbox	3,600 x 1,500 mm	35,000	1,315	554
	Baggage Fronton	1	Sticker	multi-format	150,000	on request	n/a

# AIRPORT CLASSIC

These fees are calculated on an **annual** basis. Other duration options are available upon request.

RANGE	SECTOR	NUMBER OF SUPPORTS	FORMAT	TECHNICAL INFORMATION	GROSS MEDIA RATE PER SUPPORT	PRODUCTION COSTS PER SUPPORT	ELECTRICITY COSTS PER SUPPORT
Spectacular	<a href="#">BZ01 Aile Est - Arrivées Gros Porteurs</a> (EWBZ1)	5	Branding Zone	5 lightboxes de 3,600 x 1,500 mm + wrapping	225,000 Package price	26,000	2,770
	<a href="#">BZ02 Aile Est - Arrivées Gros Porteurs</a> (EWBZ2)	6	Branding Zone	6 lightboxes de 3,600 x 1,500 mm + wrapping	275,000 Package price	26,000	3,324
	<a href="#">C3 Arrivées</a> (C3A1 à C3A4)	4	Plexi	1,085 x 1,585 mm	30,000	658	478
	<a href="#">C3 Départs</a> (C3D1 à C3D5)	5	Plexi	1,085 x 1,585 mm	30,000	658	478
	<a href="#">CSC</a> (SC01 - SC02)	2	Lightbox	3,600 x 1,500 mm	80,000	1,315	554
	<a href="#">New CSC</a> (SC03 - SC04)	2	Lightbox	3,600 x 1,500 mm	60,000	1,315	554
	<a href="#">Départs Transit</a> (DT01 - DT02)	2	Lightbox	3,600 x 1,500 mm	15,000	1,315	554
	<a href="#">easyJet Departures</a> (LBCI01 + LBCI02)	2	Lightbox	4,800 x 2,000 mm	20,000	1,933	840
	<a href="#">Fastlane</a> (PL01)	1	Lightbox	3,600 x 1,500 mm	46,500	1,315	554
	<a href="#">Frontons Arrivées</a> A01, A09, A10 A06, A08	5	Fronton	2,950 x 4,400 mm 2,700 x 3,350 mm	27,500 Package price	3,281 2,953	2,397 1,671
	<a href="#">Frontons Arrivées</a> A02 A03, A04, A05, AFF1 AFF2	6	Fronton	2,950 x 4,400 mm 2,700 x 3,350 mm 2,800 x 3,100 mm	33,000 Package price	3,281 2,953 2,953	2,397 1,671 1,725
	<a href="#">Fronton Arrivée</a> A07	1	Fronton	3,220 x 3,500 mm	5,000	2,953	2,082
	<a href="#">Fronton Départ</a> A00	1	Fronton	2,950 x 4,400 mm	5,500	3,281	2,397
	<a href="#">LBAF</a>	1	Lightbox	4,800 x 2,000 mm	45,000	1,933	840
<a href="#">LBDF</a>	1	Lightbox	4,800 x 2,000 mm	45,000	1,933	840	

# AIRPORT CLASSIC

Please note that different duration options are available for the products below.

RANGE	SECTOR	NUMBER OF SUPPORTS	FORMAT	TECHNICAL INFORMATION	GROSS MEDIA RATE PER SUPPORT	PRODUCTION COSTS PER SUPPORT	ELECTRICITY COSTS PER SUPPORT
Spectacular	<a href="#">Parking Arrivées P2</a> P001 à P006, P2F12NO, P2F12SO, P2F12NE, P2F12SE	10	F12	2,685 x 1,280 mm	720 / month	472.50	on request
	<a href="#">Parking P1</a> P084, P181 P183	3	Lightbox	4,000 x 3,000 mm 4,000 x 3,000 mm	30,000	1,263	2,914 520
	<a href="#">Platinum</a>	1	Branding	300 m <sup>2</sup>	55,000 / 4 weeks	on request	896 / 4 weeks
	<a href="#">Mini-Platinum</a>	1	Branding	100 m <sup>2</sup>	34,000 / 4 weeks	on request	896 / 4 weeks
	<a href="#">Terminal C Départs</a> (LDI01)	1	Lightbox	4,300 x 1,700 mm	130,000 / year	2,812	1,350
	<a href="#">Tunnel Central</a>	28	Lightbox	4,800 x 2,000 mm	35,000 / year	1,933	840
	<a href="#">Tunnel Ouest</a>	30	Lightbox	4,800 x 2,000 mm	35,000 / year	1,933	840
	<a href="#">Tunnel Satellite 10</a>	14	Lightbox	4,800 x 2,000 mm	15,000 / year	1,933	840
	<a href="#">Tunnel Satellite 30 Départs</a> (BZ30-D) TS302 à TS309	8	Lightbox	4,800 x 2,000 mm	100,000 / year Package price	27,250 Package price	6,720 Package price
	<a href="#">Tunnel Satellite 30 Arrivées</a> (BZ30-A) TS310 à TS317	8	Lightbox	4,800 x 2,000 mm	100,000 / year Package price	28,780 Package price	6,720 Package price
	<a href="#">Tunnel Satellite 40 Arrivées</a> (BZ40-A) TS401 à TS408	8	Lightbox	4,800 x 2,000 mm	100,000 / year Package price	28,780 Package price	6,720 Package price
	<a href="#">Tunnel Satellite 40 Départs</a> (BZ40-D) TS409 à TS416	8	Lightbox	4,800 x 2,000 mm	100,000 / year Package price	27,250 Package price	6,720 Package price
	<a href="#">Zone Publique Arrivées</a> AP53 & AP54	2	Lightbox	3,600 x 1,500 mm	30,000 / year	1,315	554
	<a href="#">Zone Publique Arrivées</a> AP56 & AP57	2	Lightbox	3,600 x 1,500 mm	15,000 / year	1,315	554
<a href="#">Zone Publique Arrivées</a> AP58	1	Lightbox	2,400 x 2,400 mm	20,000 / year	1,367	554	



# AIRPORT CLASSIC

Please note that different duration options are available for the products below.

<b>RANGE</b>	<b>SECTOR</b>	<b>NUMBER OF SUPPORTS</b>	<b>FORMAT</b>	<b>TECHNICAL INFORMATION</b>	<b>GROSS MEDIA RATE PER SUPPORT</b>	<b>PRODUCTION COSTS PER SUPPORT</b>	<b>ELECTRICITY COSTS PER SUPPORT</b>
Spectacular	<a href="#">Zone Publique Arrivées AP80</a>	1	Lightbox	2,376 x 1,476 mm	20,000 / year	1,205	398
	<a href="#">Zone Publique Arrivées AP52</a>	1	Lightbox	3,600 x 1,500 mm	15,000 / year	1,315	554
Event	<a href="#">Baggage Carousel Sticker</a>	1	Sticker	Multi format	15,000 / month	15,768	-
	<a href="#">Exhibition Zone - Fleuriot</a>	1	Branding	4,000 x 5,000 mm	20,000 / month	-	-
	<a href="#">Exhibition Zone - Montreux Jazz</a>	1	Branding	6,000 x 3,000 mm	20,000 / month	-	-
	<a href="#">Hanging Banners (17)</a>	1	Branding	80 x 2,800 mm	20,000 / 2 weeks	5,474	-

# AIRPORT DIGITAL

Prices are calculated on a **weekly** basis (7 days).

Spot: 20 seconds / Loop: 160 seconds for 8 slots and 60 seconds for 3 slots

RANGE	SECTOR	NUMBER OF SUPPORTS	FORMAT	TECHNICAL INFORMATION	NR SLOTS TOTAL	NR SLOTS INTENSE	NR SLOTS LIGHT	GROSS MEDIA RATE INTENSE	GROSS MEDIA RATE LIGHT	ELECTRICITY COSTS
Iconic	<a href="#">Branding Zone Terminal A</a>	1	LED	4,320 x 600 px	3	3	-	1,400	-	67
	<a href="#">Digital Hall Baggage</a>	1	LED	6,240 x 1,092 px	3	3	-	6,000	-	442
	<a href="#">Digital Panoramic Security</a>	1	LED	6,240 x 624 px	3	3	-	1,500	-	138
	<a href="#">Digital Grand Central</a>	1	LED	2,880 x 720 px	3	3	-	3,500	-	155
	<a href="#">Digital Panoramic Check-ins</a>	1	LED	6,720 x 600 px	3	3	-	4,000	-	575
	<a href="#">Digital Aile Est</a>	5	LED	2,584 x 1,064 px	3	3	-	3,500	-	600
Target	<a href="#">Digital Business Aviation</a>	1	Digital	LCD 84" UHD	8	6	6	1,050	350	7
	<a href="#">Digital Business Lounges</a>	5	Digital	LCD 84" UHD	8	8	-	1,100	-	35
	<a href="#">Digital Welcome</a>	6	Digital	LCD 55" UHD	8	8	-	1,500	-	36
	<a href="#">Full Digital A or B</a> Out of Platinum Periode	30 (28 + 2 Screens Place Centrale)	Digital	LCD 84" UHD	8	6	6	7,500	2,500	217
	<a href="#">Full Digital A + B</a> Out of Platinum Periode	59 (55 + 4 Screens Place Centrale)	Digital	LCD 84" UHD	8	6	6	15,000	5,000	434
	<a href="#">Full Digital A or B</a> During Platinum Periode	28	Digital	LCD 84" UHD	8	6	6	7,000	2,335	203
	<a href="#">Full Digital A + B</a> During Platinum Periode	59	Digital	LCD 84" UHD	8	6	6	14,000	4,670	406

## WEEKLY ELECTRICITY COSTS

### FORMAT

Intense: CHF 7 / screen / slot

Light: CHF 2.30 / screen / slot

# POI

## LET,S GO FITNESS

Prices are calculated on a **weekly** basis (7 days).

### FITNESS OVERVIEW

The number of sites/screens or prices may vary due to work and maintenance.

[Click here to see the Location list of Let,s Go Fitness](#)

Loop: 60 seconds

Spot: 10 seconds

Format: 16/9 - 1920 x 1080 px

<b>REGIONS</b>	<b>NUMBER OF FITNESS</b>	<b>NUMBER OF SCREENS</b>	<b>GROSS MEDIA RATE 1 FITNESS</b>	<b>GROSS MEDIA RATE TOTAL</b>
Swiss DE	16	17	60	960
Swiss FR	54	54	60	3,240
National	70	71	60	4,200

### WEEKLY ELECTRICITY COSTS

#### FORMAT

Intense: CHF 4 / screen / slot

<b>RANGE</b>	<b>PRODUCT</b>	<b>NUMBER OF SUPPORTS</b>	<b>NUMBER OF CLIENTS</b>	<b>INDEPENDENTLY OF THE EXHIBITIONS</b>	<b>BIG B2B GROSS PRICE / EVENT</b>	<b>SMALL B2B GROSS PRICE / EVENT</b>	<b>BIG B2C GROSS PRICE / EVENT</b>	<b>SMALL B2C GROSS PRICE / EVENT</b>	<b>TECHNICAL COSTS</b>	<b>ELECTRICITY COSTS PER DAY</b>
Giant	Arena 1	1	1	65,000	15,000	10,000	40,000	10,000	11,621	14
	Arena 2	1	1	36,000	8,000	6,500	22,000	8,000	7,278	-
	Halle 7_1	1	1	30,000	8,000	6,500	20,000	8,000	6,798	-
	Halle 7_2	1	1	16,500	6,000	5,000	11,500	6,000	4,666	-
	Halle 5	1	1	22,500	7,500	6,000	15,000	7,500	7,609	6
Spectacular	Lightbox Halle 4	1	1	-	20,000	10,000	10,000	5,000	3,125	8
	Lightbox Main entrance	1	1	-	20,000	10,000	10,000	5,000	1,875	8
	Lightbox Halle 7	1	1	-	10,000	5,000	8,500	5,000	3,528	-
	Lightbox Hotel Boulevard	2	1	-	20,000	10,000	10,000	5,000	1,933	18
	Megaposter Admin	1	1	-	20,000	5,000	10,000	5,000	2,790	7
	Twins 1&2	4	1	-	15,000	7,500	10,000	7,500	3,750 / support	12
	Welcome	5	1	-	30,000	10,000	20,000	10,000	11,408	12
	Branded Columns	10	1	-	15,000	5,000	20,000	5,000	11,125	80
Digital	Cover Intense*	21	4	-	2,000	250	6,000	3,000	-	151
	Cover Light*	21	8	-	500	63	1,500	750	-	37.75
	Impact	24	3	-	20,000	10,000	10,000	5,000	-	336
	Iconic LED Main Boulevard	1	2	-	40,000	15,000	15,000	5,000	-	41
	Iconic LED Hotel Boulevard	1	2	-	40,000	15,000	15,000	5,000	-	21 / slot

\*Total loop only sold for B2Bs.

## EXHIBITIONS & FAIRS 2023

All information on events are provided without guarantee. You can find the latest information here: <https://palexpo.ch/en/agenda>

**Exhibition categories:**  
Small B2B: < 10,000 visitors  
Big B2B: > 10,000 visitors  
Small B2C: < 5,000 visitors  
Big B2C: >5,000 visitors

	<b>DATES</b>	<b>EXHIBITION CATEGORIES</b>	<b>HALLS</b>
Swiss Expo	11–14 January		
ArtGenève	26–29 January	Small B2C	Hall 2
Airspace World	8–10 March		
Salon du Livre	22–26 March	Big B2C	
Index	18–21 April	Big B2B	Halls 1, 2, 3, 4 and 5
48e Salon International des Inventions de Genève	26–30 April	-	to be confirmed
The Future of Work and Learning Event	31 May–1 <sup>st</sup> of June	-	-
EPHJ	6–9 June	Big B2B	Halls 1, 2 et 3
World Dog Show	24–27 August	-	-

# PROOF OF PLAY & PROOF OF POSTING

## CLASSIC & DIGITAL

CAMPAIGN	CAMPAIGN AMOUNT	PROOF OF PLAY / PROOF OF POSTING	PRICE
Classic	-	Posting report + basic photos*	incl.
Classic	-	Professional photos (GE + ZH)	600
Classic	-	Professional photos (other Swiss cities)	on request
Digital	from 0 to 49,999	Broadcasting report	incl.
Digital	from 50,000	Broadcasting report + basic photos*	incl.
Digital	-	Professional photos (GE + ZH)	600
Digital	-	Professional photos (other Swiss cities)	on request

\* Basic photos are taken by Neo Advertising collaborators.

# CREATION & PRODUCTION

## DIGITAL

### IMPORTANT INFORMATION

Our Creative Department is at your entire disposal if you need a personalised offer for the complete realisation of your digital or classic campaign.

The graphic sources, templates and videos must be provided by the client.  
Please contact our Crea Department if you have questions: [crea@neoadvertising.com](mailto:crea@neoadvertising.com)

### VIDEO ADAPTATION PRICES

TYPE	RATE
Format adaptation	300
Special format adaptation (LED)	600
Quick adaptation (less than 24h)	100

### VIDEO CREATION OR PRODUCTION PRICES

TYPE	PRODUCTION	MODIFICATIONS ON CLIENT,S REQUEST	RATE
Video Spot	simple (maximum 2 hours of work)	1	300
	standard (maximum 4 hours of work)	2	600
	non-standard (more than 4 hours of work)	-	on request
LED Spot	simple (maximum 2 hours of work)	1	600
	standard (maximum 4 hours of work)	2	1,200
Dynamic Spot	-	-	750
Dynamic CMS Spot	-	-	3,000

# CREATION & PRODUCTION CLASSIC

Are you looking for support in printing your posters? We will be happy to advise and help you.  
Contact our Crea Department: [crea@neoadvertising.com](mailto:crea@neoadvertising.com)

## CREATION & EXECUTION FOR CLASSIC SUPPORTS

<b>SUPPORT</b>	<b>PRODUCTION</b>	<b>GRAPHIC SOURCES</b>	<b>PRICE</b>
Airport Lightbox	execution	Graphic sources and template provided	600
Airport Lightbox	creation	-	1,200
Street Poster	execution	Graphic sources and template provided	600
Street Poster	creation	-	1,200





**CONDITIONS**

# GENERAL

## APPLICATION ORDER

1. Volume
2. Duration / Pack or others (Last-minute, Welcome)
3. Agency commission

## WHAT,S NEW?

- 2 types of discounts: standard and special
- Application of up to 2 discounts before agency commission
- Separately negotiated customer agreements or special offers cannot be combined with the discounts listed below.
- The following discounts (with the exception of the Pack discount) do not apply to Moving Media Basel (MMB). For a specific offer, please contact the sales department.

## EXAMPLE

### Price based on price list

- + Duration surcharge (Malls, POS, Airport)
- + Exclusivity surcharge

### Gross price

./ All discounts according to the discount order

### Net price

- ./ Agency commission
- Net/Net price
- + VAT
- = Invoice amount

# VOLUME DISCOUNT

- Calculated **per campaign**
- Consolidates the gross volume DOOH + OOH

## ALL SEGMENTS (EXCLUDING AIRPORT)

FROM CHF	TO CHF	DISCOUNT
0	4,999	7.5 %
5,000	9,999	10.0%
10,000	24,999	12.5 %
25,000	49,999	15.0 %
50,000	74,999	17.5 %
75,000	99,999	20.0 %
100,000	149,999	22.5 %
150,000	174,999	25.0 %
175,000	199,999	27.5 %
200,000	299,999	30.0 %
300,000	399,999	35.0 %
400,000	499,999	40.0 %
> 500,000	...	45.0 %

## AIRPORT

FROM CHF	TO CHF	DISCOUNT
0	4,999	2.5 %
5,000	9,999	5.0%
10,000	24,999	7.5 %
25,000	49,999	10.0 %
50,000	74,999	12.5 %
75,000	99,999	15.0 %
100,000	149,999	17.5 %
150,000	199,999	20.0 %
200,000	299,999	22.5 %
300,000	449,999	25.0 %
> 450,000	...	30.0 %

# STANDARD DISCOUNTS

Applies to all our segments:

- Calculated **per campaign**
- Valid on OOH and DOOH
- Can be combined (2 max)



## Welcome discount

All segments	10%
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## Duration discount\*

3 months	30%
6 months	40%
12 months	50%

\* Applies on Street, POS, Shopping Centre, OOH & DOOH



## Rabais Full Pack Geneva Airport

When buying Full Digital A + Full Digital B	30%
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## Last-minute discount

5 weeks before the campaign starts or 3 weeks before the fair starts at Palexpo	20%
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## Pack discount

When buying 2 segments or 1 network	10%
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## Agency commission

Switzerland	5%
International	15%

# SPECIAL DISCOUNTS

Applies to all our segments:

- Calculated **per campaign**
- Valid on OOH and DOOH
- Cannot be combined, except with agency commission



**Politics discount**  


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 25%



**Floating discount\***  


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 70%



**Tenant discount**  


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 Only Shopping Centre, Terminal C3 & DOOH 50%



**Culture discount**  


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 50%



**Media discount**  


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 All segments 25%



**Exhibitor discount - Palexpo**  


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 25%



**Zewo discount**  


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 50%



**Swiss Federal Offices**  
 Campaigns of the various federal offices (e.g. energy-saving measures, Covid prevention, health, etc.) 50%



**Early-bird\*\* Palexpo**  


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 For any campaign booked 3 months in advance 10%

\*\* Cannot be combined with the exhibitor discount

# SURCHARGE

## SHOPPING CENTER / POS

### Duration surcharge

Booking of < 1 week + 20%

Surcharge is applied with this formula:

$$\left( \frac{\text{Price 1 week}}{\text{Opening days}} \times \text{Booking days} \right) + 20\%$$

Exemple with 3 days on an Intense Slot (categorie Gold AAA+)

$$\left( \frac{1,750}{6} \times 3 \right) + 20\% = 1,050.-$$

## AIRPORT

### Duration surcharge

Booking of < 1 week + 20%

Surcharge is applied with this formula:

$$\left( \frac{\text{Price 1 week}}{\text{Opening days}} \times \text{Booking days} \right) + 20\%$$

Exemple with 3 days on Digital Welcome

$$\left( \frac{1,500}{7} \times 3 \right) + 20\% = 771,45$$