



neo advertising
SMART OUTDOOR



DISCOUNTS

AND SPECIFIC CONDITIONS

2020





CITY

ORDER OF APPLICATION

Order of discounts' application:

1. Duration
2. Volume or Other
3. Agency commission

VOLUME DISCOUNT



Based on gross price

From 0 to 2,499.00	- 0%
From 2,500.00 to 4,999.00	- 5%
From 5,000.00 to 9,999.00	- 7.5%
From 10,000.00 to 19,999.00	- 10%
From 20,000.00 to 29,999.00	- 12.5%
From 30,000.00 to 49,999.00	- 15%
From 50,000.00 to 74,999.00	- 20%
> 75,000.00	- 25%

DURATION DISCOUNT

Long-term campaign (> 3 months)



Network

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



Site by site

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



OTHER DISCOUNTS



Combo discount

City + Malls and/or POS*	- 20%
--------------------------	-------

* The turnover from Malls / POS must represent 25% of the City's gross price



Last-minute discount

5 weeks before the campaign starts	- 20%
------------------------------------	-------



Floating discount*

	- 70%
--	-------



Politics discount

	- 25%
--	-------



Zewo discount*

	- 50%
--	-------



Agency commission

Switzerland	- 5%
International	- 15%



Cultural discount*

Only on F4	- 50%
------------	-------



Welcome discount

All environments	- 10%
------------------	-------

* Cannot be combined with the agency commission



MALLS

EXCLUSIVITY

- A maximum of 2 advertisers from the same branch per loop.
(That means a maximum of 2 intense slots)
- Branch exclusivity: purchase of 2 slots
- Total exclusivity: purchase of all slots + 10% surcharge

VOLUME DISCOUNT



DSN Intense (per campaign)

From 5000 to 9999.-	- 5%
From 10,000 to 24,999.-	- 10%
From 25,000 to 49,999.-	- 15%
From 50,000 to 74,999.-	- 20%
From 75,000 to 99,999.-	- 25%
> 100,000.-	- 30%



DSN Light (per campaign)

From 2500 to 4999.-	- 5%
From 5000 to 9999.-	- 10%
From 10,000 to 24,999.-	- 15%
From 25,000 to 49,999.-	- 20%
From 50,000 to 74,999.-	- 25%
> 75,000.-	- 30%

MALLS OTHER DISCOUNTS



Last-minute discount

5 weeks before the campaign starts - 20%



Floating discount*

- 70%



Agency commission

Switzerland - 5%
International - 15%



Zewo discount*

- 50%



Cultural discount*

- 50%



Tenant discount*

- 50%



Welcome discount

All environments - 10%

* Cannot be combined with the agency commission

SURCHARGE



Duration surcharge

Booking of < 1 week + 20%

Surcharge is applied with this formula:

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

Exemple with 3 days on a Balexert BZ:

$$\left(\frac{3000}{6} \times 3 \right) + 20\% = 1800.-$$



AIRPORT

DISCOUNT

Discounts are only valid on the digital offer (networks, not Iconic LED). They are applied per customer, per campaign (1 order). Volume discount cannot be combined with any other discounts.

EXCLUSIVITY

- A maximum of 2 advertisers from the same branch per loop.
(That means a maximum of 2 intense slots)
- Branch exclusivity: purchase of 2 slots
- Total exclusivity: purchase of all slots + 10% surcharge

VOLUME DISCOUNT



Intense (per campaign)

From 5000 to 9999.-	- 5%
From 10,000 to 24,999.-	- 10%
From 25,000 to 49,999.-	- 15%
From 50,000 to 74,999.-	- 20%
From 75,000 to 99,999.-	- 25%
> 100,000.-	- 30%



Light (per campaign)

From 2500 to 4999.-	- 5%
From 5000 to 9999.-	- 10%
From 10,000 to 24,999.-	- 15%
From 25,000 to 49,999.-	- 20%
From 50,000 to 74,999.-	- 25%
> 75,000.-	- 30%

AIRPORT OTHER DISCOUNTS



Last-minute discount

5 weeks before the campaign starts - 20%



Floating discount*

- 50%



Agency commission

Switzerland - 5%
International - 15%



Zewo discount*

- 50%



Cultural discount*

Only available on Digital Culture, Cultural Agenda & Welcome Culture - 50%



Tenant discount*

- 20%



Welcome discount

All environments - 10%

* Cannot be combined with the agency commission

SURCHARGE



Duration surcharge

Booking of < 1 week + 20%

Surcharge is applied with this formula:

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

Exemple with 3 days on Digital Departure:

$$\left(\frac{6000}{7} \times 3 \right) + 20\% = 3085.70$$



POINT OF SALE

EXCLUSIVITY

- A maximum of 2 advertisers from the same branch per loop
- Branch exclusivity: purchase of 2 slots
- Total exclusivity: purchase of all slots + 10% surcharge

DISCOUNTS



Site (per client, per campaign)

From 2500 to 4999.-	- 5%
From 5000 to 9999.-	- 10%
From 10,000 to 24,999.-	- 15%
From 25,000 to 49,999.-	- 20%
From 50,000 to 74,999.-	- 25%
> 75,000.-	- 30%



Agency commission

Switzerland	- 5%
International	- 15%



Zewo discount*

- 50%



Cultural discount*

- 50%



Welcome discount

All environments	- 10%
------------------	-------

* Cannot be combined with the agency commission



PALEXPO

DISCOUNTS



Early-bird*

For any campaign booked 3 months in advance	- 10%
---	-------

* Cannot be combined with the exhibitor discount



Last-minute discount

3 weeks before the fair starts	- 20%
--------------------------------	-------



Exhibitor discount

	- 25%
--	-------



Agency commission

Switzerland	- 5%
International	- 15%



Cultural discount*

Only available on the Digital Cover	- 50%
-------------------------------------	-------

* Cannot be combined with the agency commission



Welcome discount

All environments	- 10%
------------------	-------

DISCOUNTS

DISCOUNT COMBINATION

	VOLUME	COMBO	LAST-MINUTE	WELCOME	FLOATING	POLITICS	CULTURE / ZEW0	AGENCY COMM.
VOLUME		●	●	●				●
COMBO	●			●				●
LAST-MINUTE	●			●				●
WELCOME	●	●	●					●
FLOATING								
POLITICS								●
CULTURE / ZEW0								
AGENCY COMM.	●	●	●	●		●		

To contact us:

+41 22 949 77 77

sales@neoadvertising.com