



neo advertising
SMART OUTDOOR



DISCOUNTS

AND SPECIFIC CONDITIONS

2021



Take advantage of the various booking options to optimise your advertising campaign both qualitatively and quantitatively.

DISCOUNTS ORDER

1. Duration
2. Volume
3. Others
4. Agency commission

REMINDER

Price based on price list

./ Post-COVID (Airport)
+ Duration surcharge (Malls, POS)
+ Exclusivity surcharge

Gross Price

./ All discounts according to the discount order

Net Price

./ Agency commission

Price Net/Net

+ VAT
= Invoice amount

Agreements with customers negotiated separately or special offers cannot be combined with the discounts listed below.

DISCOUNTS

DISCOUNT COMBINATION

	DURATION	VOLUME	COMBO	LAST-MINUTE	WELCOME	FLOATING	POLITICS	CULTURE / ZEW0	COMM. AGENCY	POST-COVID AIRPORT	NB MALLS / NB POS	TENANTS
DURATION		●	●	●	●				●	●		
VOLUME	●		●	●	●				●	●	●	
COMBO	●	●			●				●			
LAST-MINUTE	●	●			●				●	●		
WELCOME	●	●	●	●					●	●		
FLOATING												
POLITICS									●			
CULTURE / ZEW0												
COMM. AGENCY	●	●	●	●	●		●			●	●	
POST-COVID AIRPORT	●	●		●	●				●			
NB MALLS / NB POS		●							●			
TENANTS												

DISCOUNTS



Combo Discount

City + Malls and/or POS*	- 20%
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* Malls / POS turnover must represent 25% of the City universe gross price



Last-minute Discount

5 weeks before the campaign's start	- 20%
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Agency commission

Switzerland	- 5%
International	- 15%



Politics Discount

	- 25%
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Welcome Discount

All universes	- 10%
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Floating Discount*

	- 70%
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A flexible billboard campaign, depending on availabilities, at preferential prices.



Culture Discount*

Only on the F4	- 50%
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Zewo Discount*

	- 50%
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Tenant Discount*

	- 50%
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* Cannot be combined with the agency commission



CITY

Discounts can only be applied on commercial sites and by client, by campaign (1 Turbo order).

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 or site by site

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



MALLS

VOLUME DISCOUNT



DSN Intense (per campaign)

From 5,000 to 9,999.-	- 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 2,500 to 4,999.-	- 5%
From 5,000 to 9,999.-	- 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%

NUMBER OF MALLS DISCOUNT



Number of Malls

From 5 to 9 Malls	- 5%
From 10 to 19 Malls	- 10%
From 20 to 29 Malls	- 20%
30 Malls and +	- 30%

MALLS

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 Branding Zone:

$$\left(\frac{3,000}{6} \times 3 \right) + 20\% = 1,800.-$$



AIRPORT

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

VOLUME DISCOUNT



Intense (per campaign)

From 5,000 to 9,999.-	- 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 2,500 to 4,999.-	- 5%
From 5,000 to 9,999.-	- 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%

The culture discount is only valid on the following products : Digital Culture, Cultural Agenda and Welcome Culture.

To adapt our pricing to the evolution of the air traffic, we grant an additional post-covid discount on top of our standard discounts (Please contact our sales team).

AIRPORT 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

VOLUME DISCOUNT



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%

NUMBER OF POS DISCOUNT



Number of POS

From 10 to 49 POS	- 5%
From 50 to 99 POS	- 10%
From 100 to 199 POS	- 20%
200 POS and +	- 30%



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%
