

Gross price	CHF
Price per advertising box for 7 days	152.90

First-order reduction	%
First-order	-10.00

City reduction	%
City class 1 (Geneva, Lausanne, Lucerne, St. Gallen, Winterthur)	-5.00
City class 2 (Aarau, Baden, Biel, Lugano)	-10.00
City class 3 (Bellinzona, Chur, Freiburg, Neuenburg, Olten, Sitten, Solothurn, Thun, Uster, Yverdon-Les-Bains)	-15.00
City class 4 (Brugg, Frauenfeld, Liestal, Rapperswil, Rheinfelden, Schaffhausen, Wil SG, Zug)	-20.00

Order volume reduction	%
from CHF 5'000	-2.50
from CHF 10'000	-5.00
from CHF 25'000	-7.50
from CHF 50'000	-10.00
from CHF 100'000	-12.50
from CHF 150'000	-15.00
from CHF 200'000	-17.50

Calendar week reduction	%
Calendar week 1 - 6	-15.00
Calendar week 7 - 9	-10.00
Calendar week 29 - 32	-5.00
Calendar week 47 - 49	-10.00
Calendar week 50 - 52	-15.00

Prices & Conditions

Loyalty reduction	%
from the 1st subsequent year	-5.00
from the 2nd subsequent year	-10.00
from the 3rd subsequent year	-15.00

ZEWO reduction*	%
ZEWO	-40.00

*ZEWO reduction is not combinable with other reductions

Focus region	%
Segmentation with focus region	+10.00%

Further services	
Production costs per advertising box	CHF 20.00
Express order*	+5.00%
*Period of 10-19 working days instead of 20-28 working days after receipt of print data	max. CHF 3'000.00
Design analysis via Predictive Eye Tracking	CHF 1'000.00
Design creation	CHF 140.00 / hour
Different designs per campaign	on request

The prices shown are exclusive of Value Added Tax (VAT).

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