

Prices & Conditions

| 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 |

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| 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).