

## Prices & Conditions

<b>Gross price</b>	<b>CHF</b>
Price per advertising box for 7 days	<b>149.90</b>

<b>First-order reduction</b>	<b>%</b>
First-order	<b>-10.00</b>

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

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

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

## Prices & Conditions

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

<b>ZEWO reduction*</b>	<b>%</b>
ZEWO	-40.00

\*ZEWO reduction is not combinable with other reductions

<b>Focus region</b>	
Segmentation with focus region	+10.00%

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

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