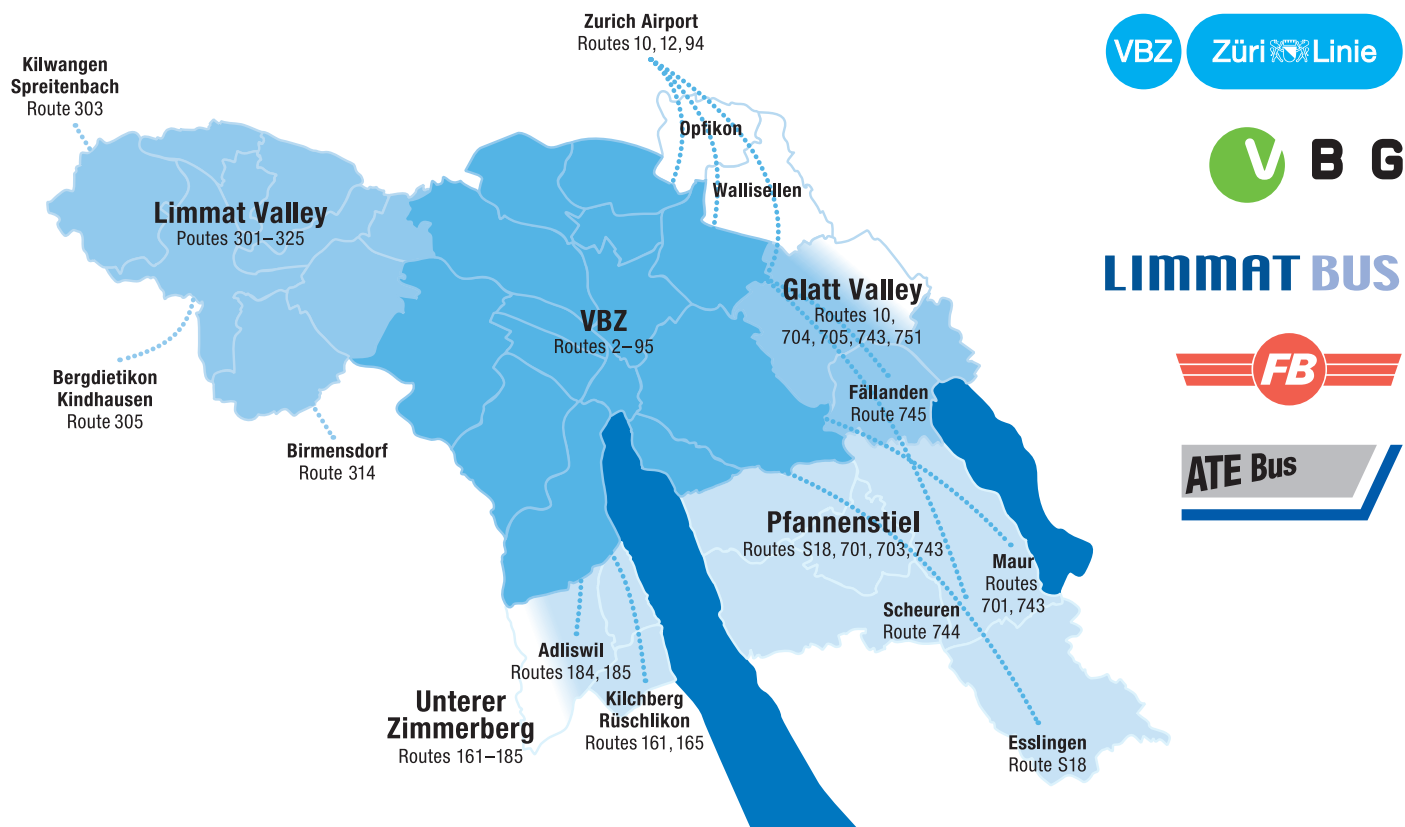


Advertising pool

# Breaking boundaries



## General information

Hanging displays are also available for VBZ-operated bus routes in the Limmat Valley and on the Forchbahn. Both bus rooftop and bus-back advertising are also possible for buses in these regions and in the Upper Glatt Valley. All design proposals must be submitted to VBZ for approval in advance.

## Production

Please note the production specifications for all advertising material on the according factsheet.

## Pool

With the advertising pool, a campaign covering the various regions can be combined with a campaign in Zurich. The prices for the pool network include attractive discount

## Contact

**VBZ TrafficMedia:** Tel. 044 411 41 23  
trafficmedia@vbz.ch



## Advertising pool

# Hanging display offers in the Limmat Valley

## Hanging displays in the Limmat Valley

Number of units	1 week	2 weeks	3 weeks	4 weeks	5 weeks	6 weeks
30	690.–	860.–	1,030.–	1,200.–	1,370.–	1,540.–
60	1,380.–	1,720.–	2,060.–	2,400.–	2,740.–	3,080.–

Longer campaign durations on request.

## Hanging displays with dispensers in the Limmat Valley

Number of units	1 week	2 weeks	3 weeks	4 weeks	5 weeks	6 weeks
30	840.–	1,040.–	1,240.–	1,440.–	1,640.–	1,840.–
60	1,680.–	2,080.–	2,480.–	2,880.–	3,280.–	3,680.–

Longer campaign durations on request.

## Ancillary cost

Description	30 units	60 units
Poster replacement	135.–	270.–
Refilling of dispensers	135.–	270.–

## Advertising pool

# Hanging display offers on the Forchbahn

## Hanging displays on the Forchbahn

Number of units	1 week	2 weeks	3 weeks	4 weeks	5 weeks	6 weeks
10	350.–	408.–	466.–	524.–	582.–	640.–
20	610.–	726.–	842.–	958.–	1,074.–	1,190.–
30	870.–	1,044.–	1,218.–	1,392.–	1,566.–	1,740.–
40	1,130.–	1,362.–	1,594.–	1,826.–	2,058.–	2,290.–

Longer campaign durations on request. Starting day is Saturday.

## Hanging displays with dispensers on the Forchbahn

Number of units	1 week	2 weeks	3 weeks	4 weeks	5 weeks	6 weeks
10	400.–	470.–	540.–	610.–	680.–	750.–
20	710.–	850.–	990.–	1,120.–	1,270.–	1,410.–
30	1,020.–	1,230.–	1,440.–	1,650.–	1,860.–	2,070.–
40	1,330.–	1,610.–	1,890.–	2,170.–	2,450.–	2,730.–

Longer campaign durations on request. Starting day is Saturday.

## Ancillary cost

Description	10 units
Poster replacement	45.–
Refilling of dispensers	45.–

## Advertising pool

# Hanging display offers for the advertising pool

## Hanging displays advertising pool

Network	Units	Distributor	1 week	2 weeks	3 weeks	4 weeks	5 weeks	6 weeks
1	150	100 <sup>1</sup> , 30 <sup>2</sup> , 20 <sup>3</sup>	2,700.–	3,460.–	4,220.–	4,980.–	5,740.–	6,500.–
2	260	200 <sup>1</sup> , 30 <sup>2</sup> , 30 <sup>3</sup>	4,290.–	5,607.–	6,924.–	8,241.–	9,558.–	10,875.–
3	370	300 <sup>1</sup> , 30 <sup>2</sup> , 40 <sup>3</sup>	5,920.–	7,795.–	9,670.–	11,545.–	13,420.–	15,295.–
4	510	400 <sup>1</sup> , 60 <sup>2</sup> , 50 <sup>3</sup>	8,160.–	10,744.–	13,328.–	15,912.–	18,496.–	21,080.–
5	720	600 <sup>1</sup> , 60 <sup>2</sup> , 60 <sup>3</sup>	11,160.–	14,808.–	18,456.–	22,104.–	25,752.–	29,400.–
6	930	800 <sup>1</sup> , 60 <sup>2</sup> , 70 <sup>3</sup>	14,415.–	19,127.–	23,839.–	28,551.–	33,263.–	37,975.–

Longer campaign durations on request. Discounts included in price.

## Hanging displays with dispensers advertising pool

Network	Units	Distributor	1 week	2 weeks	3 weeks	4 weeks	5 weeks	6 weeks
1	150	100 <sup>1</sup> , 30 <sup>2</sup> , 20 <sup>3</sup>	3,225.–	4,135.–	5,045.–	5,955.–	6,865.–	7,775.–
2	260	200 <sup>1</sup> , 30 <sup>2</sup> , 30 <sup>3</sup>	5,330.–	6,907.–	8,484.–	10,061.–	11,638.–	13,215.–
3	370	300 <sup>1</sup> , 30 <sup>2</sup> , 40 <sup>3</sup>	7,400.–	9,645.–	11,890.–	14,135.–	16,380.–	18,625.–
4	510	400 <sup>1</sup> , 60 <sup>2</sup> , 50 <sup>3</sup>	10,200.–	13,294.–	16,388.–	19,482.–	22,576.–	25,670.–
5	720	600 <sup>1</sup> , 60 <sup>2</sup> , 60 <sup>3</sup>	14,400.–	18,768.–	23,136.–	27,504.–	31,872.–	36,240.–
6	930	800 <sup>1</sup> , 60 <sup>2</sup> , 70 <sup>3</sup>	18,135.–	23,777.–	29,419.–	35,061.–	40,703.–	46,345.–

Longer campaign durations on request. Discounts included in price.

<sup>1</sup>VBZ, <sup>2</sup>Limmat Valley, <sup>3</sup>Forchbahn