

PubliBike advert

Get ahead on two wheels

General information

Number of units:	at least 30 400 bicycles in circulation
Format:	26,5 x 23,2 cm
Advertising space:	front side of the front basket of e-bikes and bicycles
Design:	all design proposals must be submitted to VBZ for approval in advance.
Printing:	effected by Lettra Design Werbetechnik AG
Installation and removal:	effected by PubliBike and included in the price.

Booking periods / duration

Booking period:	at least 2 months
Start:	anytime

Contact

VBZ TrafficMedia:	Tel. 044 411 41 23 trafficmedia@vzb.ch
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Production guidelines

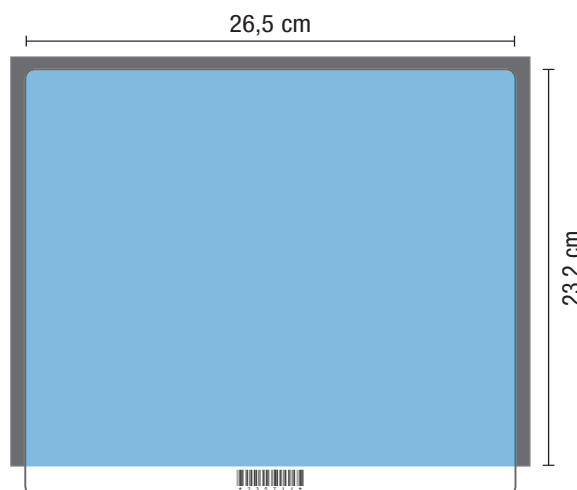
Format / design

The space is 26.5 cm x 23.2 cm. If colour is to be used across the entire surface, we recommend including the hidden area with the barcode. The barcode is added by Publi- Bike and serves as a means of identification.

Printing / data transfer

Lettra Design Werbetechnik AG carries out the printing. Please send the print data to PubliBike by email.

- Print data:** Illustrator (.ai) files in a zip folder or as a PDF
- Data to be sent to:** rebecca.barth@publibike.ch
(please mention the order number)
- Deadline:** The print data needs to be sent to PubliBike 30 days before the start of the campaign.
- Print-ready file:** After you have sent the data, you will receive the print-ready file via email. This must be approved within two business days in order to meet the release date.



PubliBike advert

PubliBike advert offer

Media costs

Months	30 Ex.	50 Ex.	80 Ex.	100 Ex.	150 Ex.	200 Ex.
2	3'300.-	5'500.-	8'800.-	11'000.-	16'500.-	22'000.-
3	4'650.-	7'750.-	12'400.-	15'500.-	23'250.-	31'000.-
4	6'000.-	10'000.-	16'000.-	20'000.-	30'000.-	40'000.-
5	7'200.-	12'000.-	19'200.-	24'000.-	36'000.-	48'000.-
6	8'400.-	14'000.-	22'400.-	28'000.-	42'000.-	56'000.-
7	9'450.-	15'750.-	25'200.-	31'500.-	47'250.-	63'000.-
8	10'500.-	17'500.-	28'000.-	35'000.-	52'500.-	70'000.-
9	11'550.-	19'250.-	30'800.-	38'500.-	57'750.-	77'000.-
10	12'600.-	21'000.-	33'600.-	42'000.-	63'000.-	84'000.-
11	13'500.-	22'500.-	36'000.-	45'000.-	67'500.-	90'000.-
12	14'400.-	24'000.-	38'400.-	48'000.-	72'000.-	96'000.-

Longer campaign durations and greater volumes of adverts upon request.

Production costs

	30 Ex.	50 Ex.	80 Ex.	100 Ex.	150 Ex.	200 Ex.
One-time	900.-	1'500.-	2'400.-	3'000.-	4'500.-	6'000.-