

# Hanging displays in trams and buses

## For cliffhangers

### General information

The client shall assume the costs of design, production and transport of the hanging displays. All design proposals must be submitted to VBZ for approval in advance.

**Number of units:** 500 units or more guarantee a presence in every tram car / bus. It is not possible to choose specific routes.

### Booking periods / duration

**Booking period:** at least 1 week

**Start:** any Monday, Tuesday and Thursday

**Interruptions/  
replacements:**

subject to special agreement. The costs are borne by the client.

**Refilling:**

dispensers can be refilled if requested by the client. For prices see ancillary costs.

### Delivery

**Deadline:** at least 10 days prior to start of campaign.

**Delivery address:** warehouse of VBZ TrafficMedia, Luggwegstrasse 67, 8048 Zurich  
Please include order number and a description.

warehouse of VBZ TrafficMedia

Tel. 044 411 45 27, fax 044 411 46 83

Mon–Thu 7.30 a.m. to 4 p.m. Fri 7 a.m. to 3 p.m.

Maximum width of delivery vehicles: 2.30 m



### Contact

**VBZ TrafficMedia:** Tel. 044 411 47 00  
trafficmedia@vbz.ch

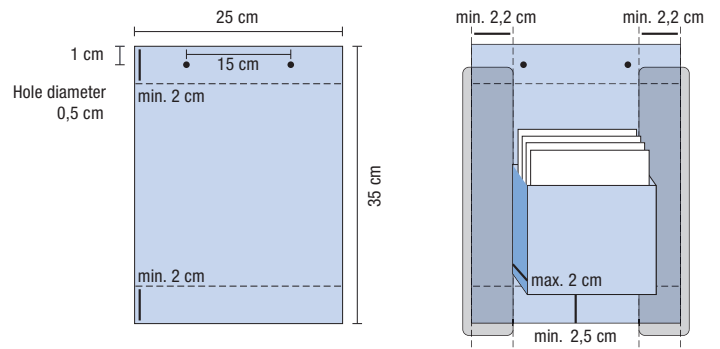
# Hanging displays in trams and buses

## For cliffhangers

### Format/execution

Uniform poster format: 25 cm wide × 35 cm high

- Printing:** The posters can be printed on one side or both sides.
- Mounting:** the posters must have 2 pinholes, see dimensional drawing: distance of 15 cm from the centre of one hole to the centre of the other, 1 cm from the upper edge to the hole centre, hole diameter exactly 0.5 cm.



Given the way that hanging displays are attached, all important graphic elements must be located at least 2 cm from the top and bottom edges of the hanging display.

The distance of 15 cm must be measured from the centre of the holes. Hole diameter: 0.50 cm

Maximum dispenser box width: 20.6 cm

### Production

- Posters:** paper weight for standard posters must be min. 400 g/m<sup>2</sup>, max. 600 g/m<sup>2</sup> (thickness: 0.5 to 1 mm).
- Dispenser posters:** paper weight of 800 g/m<sup>2</sup> to prevent bending (laminated posters, 2 × 400 g/m<sup>2</sup>, are also possible, provided they are flexible enough). See illustration for width and distance to edge.
- Dispenser boxes:** made of sturdy cardboard (min. 600 g/m<sup>2</sup>) and glued tuck-in flaps. The dispenser boxes need to be extensively glued to the base poster (rather than point by point) so that they do not become detached. Maximum depth: 2 cm.
- Dispenser cards:** as a rule, in A6 format, sturdy quality, delivered bound and pre-filled in the dispenser boxes.

Materials will be disposed of by VBZ after the campaign has ended if no contrary instructions are provided 10 days before the campaign starts.

- Delivery quantity for hanging displays: 10% more than the quantity ordered.
- Hole diameter: exactly 0.50 cm.
- Depth: max. 2 cm.
- The cardboard must be sturdy and flexible (0.50 to 1 mm thick).
- The dispenser boxes have to match the flyer size (at least two-thirds of the flyer height).
- Approx. 50 to 70 flyers per dispenser (guideline).
- No Plexiglas dispenser boxes.
- No folded or tucked dispenser boxes.
- No adhesive areas with double-sided tape or hot glue.
- **The hanging display must have a border of 2.20 cm on either side.**
- **Dispenser boxes must be an integrated component of the hanging display and must be affixed to the display at least 2.50 cm above the lower edge.**