

Bus-back advertising

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General information

The client shall assume the costs of design, production, installation and removal of the advertising decals. All design proposals must be provided to VBZ in advance for approval.

Dimensions: F200 back: 117.5 × 170 cm
Midi24 back: 181 × 170 cm
all other measurements differ depending on the type
(exact dimensions on request)

Production

Luminescent and Scotchcal decals are not permitted. We recommend clear window decal with laminate on the back of the bus. In the window and the vehicle ventilation area, clear window decal without laminate must be used.

Installation and removal: effected by the production company and paid for by the client.

Booking periods / duration

Booking period: at least 1 month.
F200 back and Midi24 back may be booked from two weeks upwards

Start: anytime

Interruptions/replacements: subject to agreement. The costs are borne by the client. Not possible for F200 back and Midi24 back. Special campaign durations and quantities on request.

Discounts

Volume discounts: 3 or more vehicles: 5%;
6 or more vehicles: 10%

Duration discounts: included in the offer



Combined offers

When you simultaneously book bus rooftop and bus-back advertising on the same vehicles, VBZ offers you attractive discounts. Further information is available upon request.

Installation

Deadline and location: by arrangement with VBZ

Pool

Bus-back advertising can also be booked on the VBZ-operated bus routes in the Upper Glatt Valley and Limmat Valley regions.

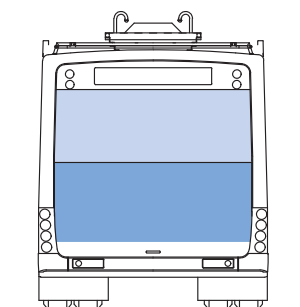
Contact

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

Bus-back advertising

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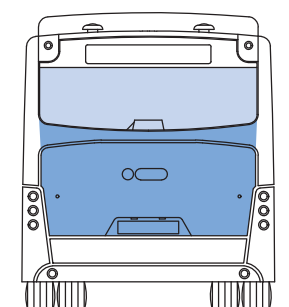
Trolleybuses



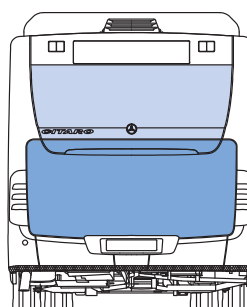
	1 month	2 months	3 months	6 months	12 months
Partial back 	1,880.–	2,710.–	3,870.–	6,750.–	9,460.–
Full back 	3,300.–	4,750.–	6,800.–	11,850.–	16,600.–

On request

Motorised buses



Neoplan-Standard
und -Gelenkbus



Mercedes-Citaro-
Standard- und -Gelenkbus

	1 month	2 months	3 months	6 months	12 months
Partial back 	1,600.–	2,280.–	3,280.–	5,730.–	8,040.–
Full back 	2,800.–	4,000.–	5,750.–	10,050.–	14,100.–

On request

Bus-back advertising

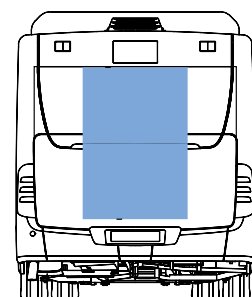
Follow me

Mercedes Citaro standard and articulated buses

Format

F200 back

117.5 × 170 cm



2 weeks

3 weeks

4 weeks

5 weeks

6 weeks

Extra week

880.–

1,090.–

1,300.–

1,510.–

1,720.–

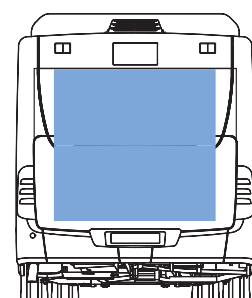
210.–

Mercedes Citaro standard and articulated buses

Format

Midi24 back

181 × 170 cm



2 weeks

3 weeks

4 weeks

5 weeks

6 weeks

Extra week

1,690.–

2,050.–

2,410.–

2,770.–

3,130.–

360.–

VBZ

Zürich Linie