

## Exterior tram advertising – Cobra

# Always on track

### General information

For operational reasons, it is not possible to choose specific tram routes. The client shall assume the costs of design, production and transport of the advertising panels. All design proposals must be provided to VBZ in advance for approval.

**Dimensions:** 24–58 m length × 38.5 cm height  
or 55 cm for X-Large

**Moving Poster:** 116.5 x 170 cm, positioning upon request

### Production

Overhanging rooftop display is not possible. Installation and removal are effected by the production company and paid for by the client.

### Booking periods / duration

**Booking period:** 3 months or more  
**Start:** anytime  
**Interruptions/replacements:** subject to agreement.  
The costs are borne by the client.

### Discounts

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

**Duration discounts:** included in the offer

### Installation

**Place and date:** by arrangement with  
VBZ TrafficMedia



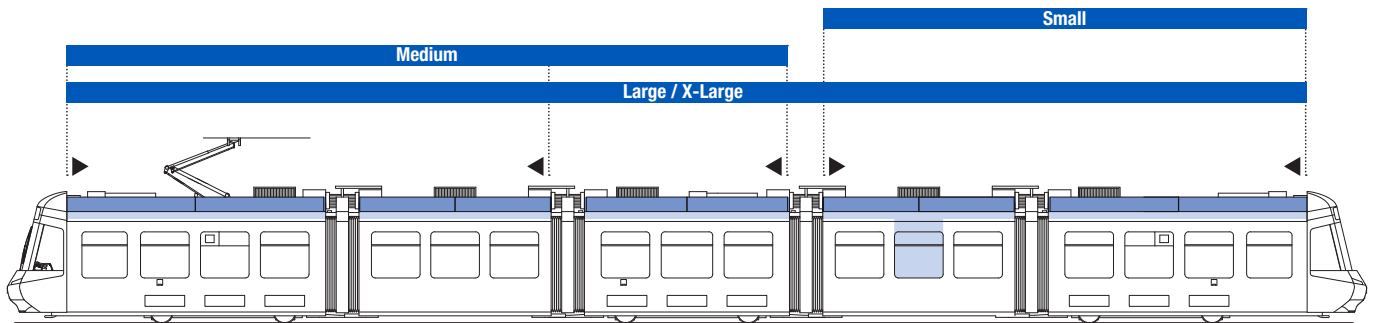
### Contact

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

## Exterior tram advertising – Cobra

# Tram rooftop advertising/moving poster offers

## Cobra trams



### Formats

Small	1188 × 38.5 cm /side
Medium	1715 × 38.5 cm /side
Large	2899 × 38.5 cm /side
X-Large	2899 × 55 cm /side
Moving Poster	116.5 × 170 cm /side

Two-sided rooftop display

Panel type	3 months	6 months	12 months
Small	4,900.–	7,750.–	11,950.–
Medium	6,650.–	10,600.–	16,200.–
Large	10,500.–	17,000.–	26,000.–
X-Large	13,500.–	21,800.–	33,300.–
Medium, incl. Moving Poster	11,550.–	20,200.–	34,200.–
Large, incl. Moving Poster	15,400.–	26,600.–	44,000.–
X-Large, incl. Moving Poster	18,400.–	31,400.–	51,300.–

Both vehicle sides included in the price (1 rooftop display / moving poster on each side).