

## PubliBike advert

# Get ahead on two wheels

### General information

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

### Booking periods / duration

<b>Booking period:</b>	at least 2 months
<b>Start:</b>	anytime

### Contact

<b>VBZ TrafficMedia:</b>	Tel. 044 411 41 23 trafficmedia@vbz.ch
--------------------------	---



# Production guidelines

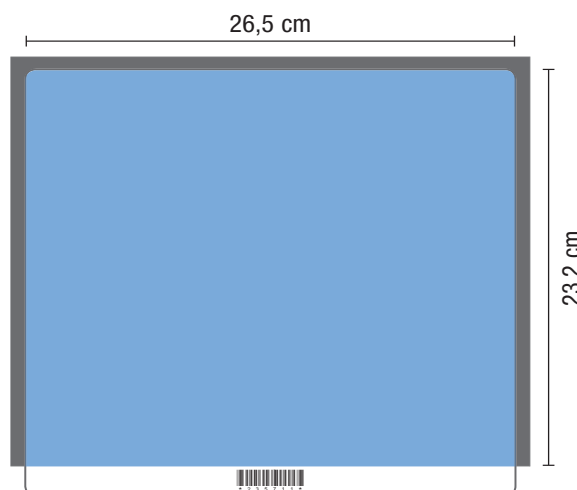
## Format / design

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:** valentina.giuffre@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.-