

Adverts that move people – for customers on the move.

Drive your campaign forward with
VBZ TrafficMedia in VBZ vehicles.

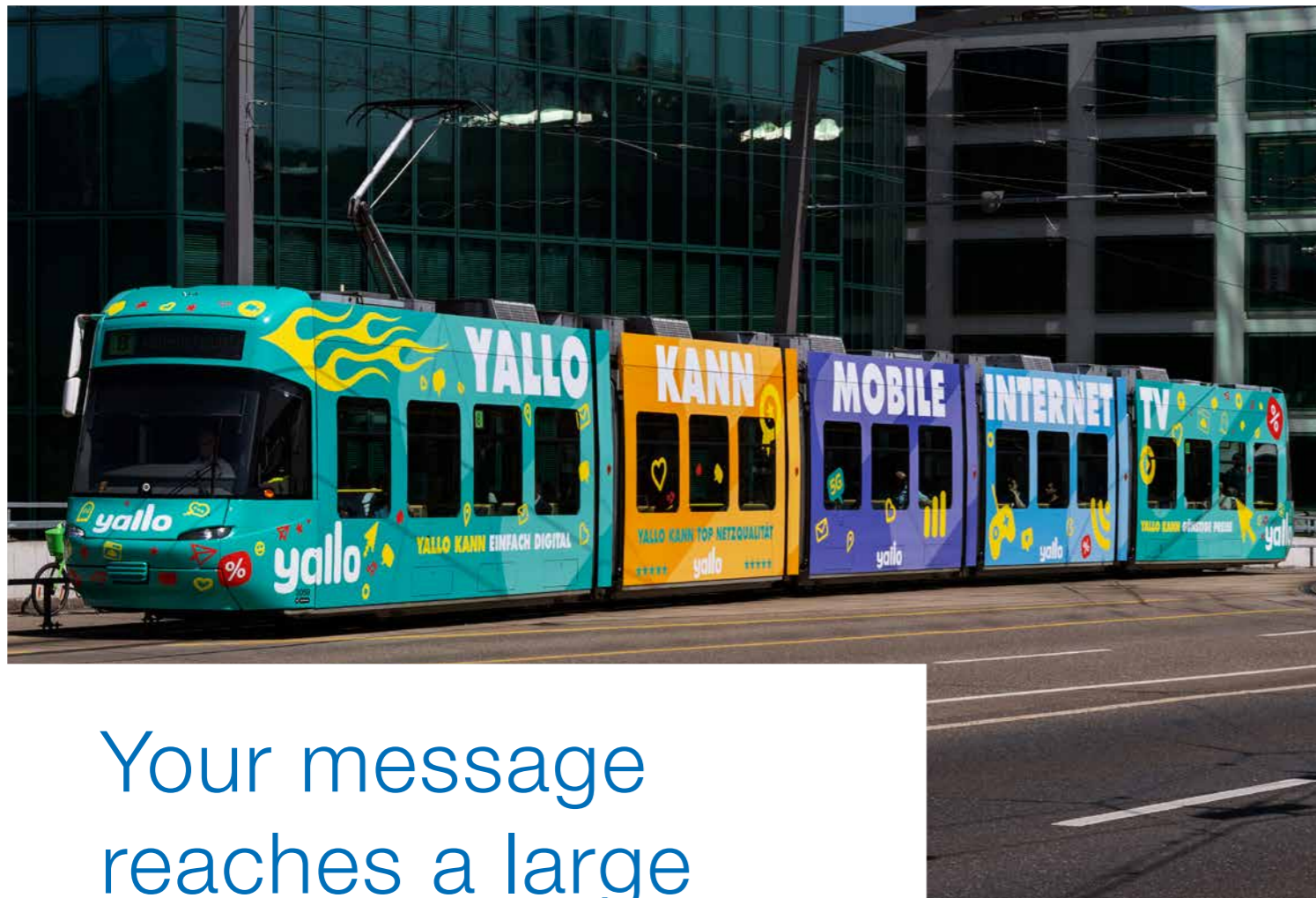
Transport
advertising
achieves the highest
acceptance.
More information
on page 5.

VBZ TrafficMedia
Luggwegstrasse 65
8048 Zürich

Telephone: +41 (0)44 411 47 00
trafficmedia@vbz.ch
www.vbz.ch/trafficmedia

 Ein Unternehmen
der Stadt Zürich

VBZ  **Zürich Linie**



Your message reaches a large target audience.



For adverts to have an impact, they've first got to be seen. That's easily achieved on VBZ trams and buses, where your message will reach more than 960'000 passengers every working day.

And in an environment close to where people actually make their purchases. In short, opting for a campaign on and in VBZ vehicles is a particularly promising advertising strategy.

Its extensive reach is just one good reason among many: from A for 'attention' through to Z for 'Zurich-wide', there are many reasons to pick VBZ. Talk to our skilled advisers about your needs; we'd be more than happy to help.

Alija Idriz
Head of Commercialisation

Our stops, your campaign.

- 4** Facts to help you decide
- 6** Formats at a glance
- 8** Exterior tram advertising
- 9** Full tram wrapping
- 10** Full tram advertising
- 11** Trolleybus rooftop advertising
- 12** Bus side advertising
- 13** Bus back advertising
- 14** Tram/bus hanging displays
- 15** Tram/bus transparent window decals
- 16** Newspaper-box posters
- 17** Tram floor stickers
- 18** Advertising pool
- 19** Event partnerships
- 20** Posters at stops
- 21** Contact

All the advertising types, formats, prices and technical details are listed at www.vbz.ch/trafficmedia

Top scores for reach and efficiency

The people of Zurich are ready to see your campaign.

Advertising goes down particularly well with affluent passengers aged 35 to 55+. There are lots of other good reasons for advertising on or in trams and buses (see on the right page).

Displaying your adverts within our vehicles means you benefit from the widespread acceptance enjoyed by VBZ. This important aspect is once again confirmed in the latest study on advertising awareness. Vehicle advertising achieves maximum acceptance, lending your presence greater recognition and credibility. We would be more than happy to provide survey results relevant to you – just ask us.



Zurich is a major city,
with more than
960'000
passengers a day
(Monday to Friday).

An efficient tool:
e.g. just CHF
1.80
per 1'000 contacts
(with 600 hanging
displays for 1 week).

Vehicle advertising is well-received, with
97%
of people either liking it or not being bothered by it.

Loyal passengers:
87%
of all Zurich residents
travel with us
at least once a week.

We regularly assess the advertising effectiveness of transport advertising.

Sources: VBZ TrafficMedia's 2022 advertising impact study, VBZ passenger figures, survey of the population of the City of Zurich.

Your options at a glance

Showcase for advertising.

We can offer you an array of tried-and-trusted forms of advertising – in, on and around our vehicles. Simply choose the advertising type that best fits your message.

Production

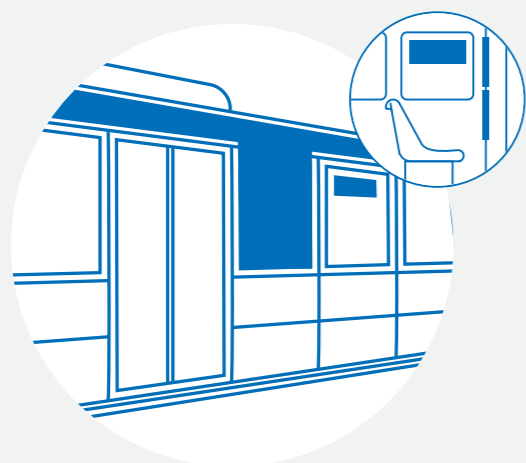
All prices are exclusive of production costs and VAT, which must be paid by the client. VBZ TrafficMedia will be happy to assist with finding qualified producers, on request.



Exterior tram advertising



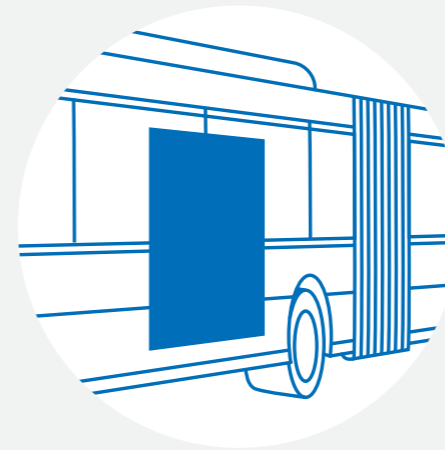
Full tram wrapping



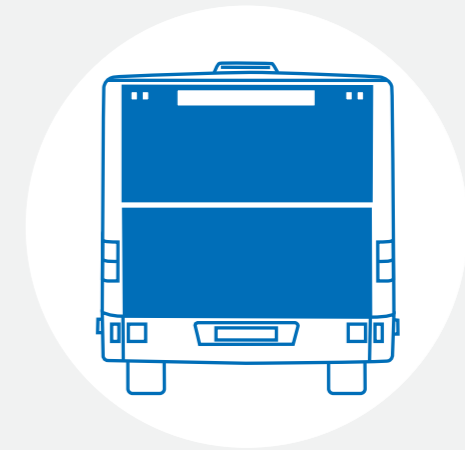
Full tram advertising



Bus side advertising



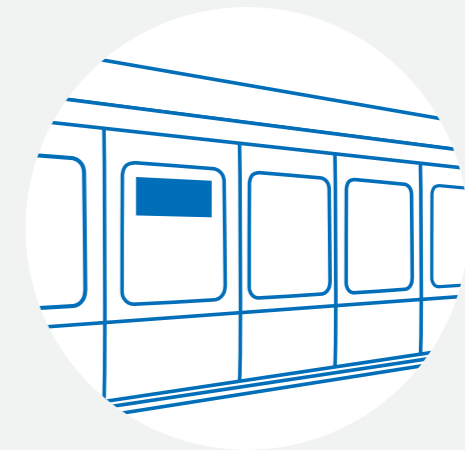
Bus side advertising



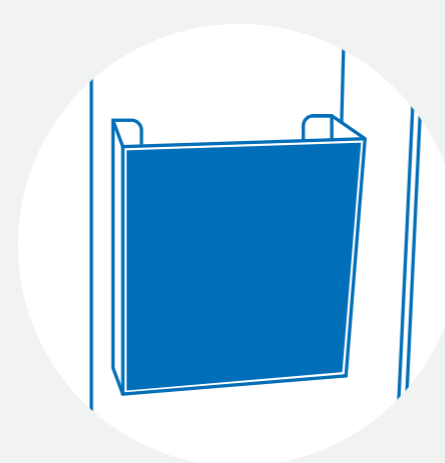
Bus back advertising



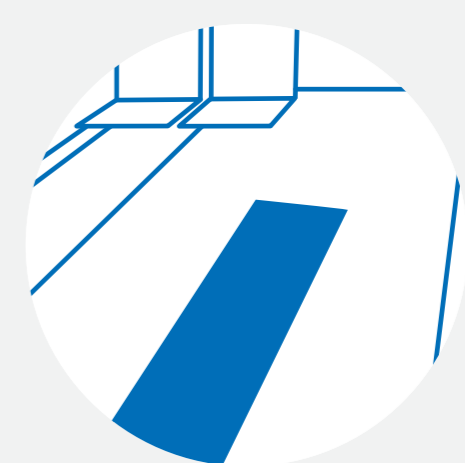
Tram/bus
hanging displays



Tram/bus
transparent window decals



Newspaper-box posters



Floor stickers



Keep your message on track.

Exterior tram advertising is the perfect tool to attract the attention of Zurich's residents in no time at all. Boost efficiency with moving posters on the side of the vehicle.



Applicability / impact

- Image building
- Increased recognition
- Local presence
- High recall rates
- Popular among Zurich residents

Offer / prices

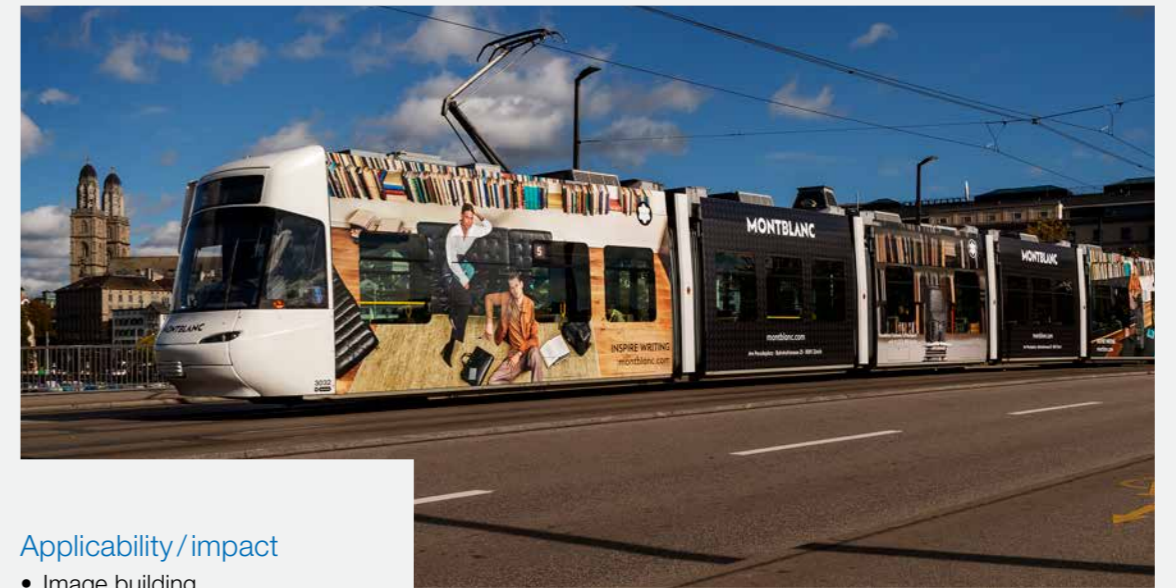
- Various sizes available depending on the type of tram, from small to whole-vehicle adverts
- On both sides of the vehicle
- Moving posters on both sides can be booked in conjunction with rooftop advertising
- X-large format with more advertising space
- Can be booked for 3 months or more

Product	3 months	6 months	12 months
Cobra (various sizes)	from 5'000.-	from 7'990.-	from 12'200.-
Cobra with moving posters (various sizes)	from 11'780.-	from 20'650.-	from 34'940.-
Cobra X-Large with or without moving poster	from 13'770.-	from 22'030.-	from 33'600.-
Flexity X-Large with or without moving poster	from 15'860.-	from 25'380.-	from 38'700.-



Think outside the box.

Want to make a big impression? Exclusively available on seven Cobra and Flexity trams, passers-by and passengers alike can't help but notice them. They catch the attention of users, particularly young people.



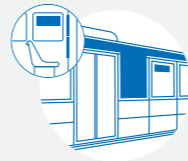
Applicability / impact

- Image building
- Increased recognition
- Local presence
- Sales promotion inside the tram
- Direct communication with target audience
- Exclusive presence
- Striking

Offer / prices

- A tram exclusively for you: use all the advertising options within the tram in addition to the exterior advert
- maximum of seven fully wrapped trams are on the move at any one time
- Can be booked for 3 months or more

Product	3 months	6 months	12 months
Cobra full wrap	178'000.-	285'000.-	485'000.-
Flexity full wrap	190'000.-	300'000.-	514'000.-



Full tram advertising

All-in-one presence.

Full tram advertising gives your company or product the entire stage for creating an exclusive presence – all advertising formats are reserved for your message – enabling you to reach your audience multiple times on every trip.



Applicability / impact

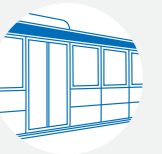
- Image building
- Increased recognition
- Local presence
- Sales promotion inside the tram
- Direct communication with the target audience
- Exclusive presence

Offer / prices

All interior and exterior advertising formats reserved for a single company:

- Rooftop advertising with moving poster
- Hanging displays
- Transparent window decals
- Newspaper-box posters (in Cobra)
- Further interior options
- Can be booked for two months or more

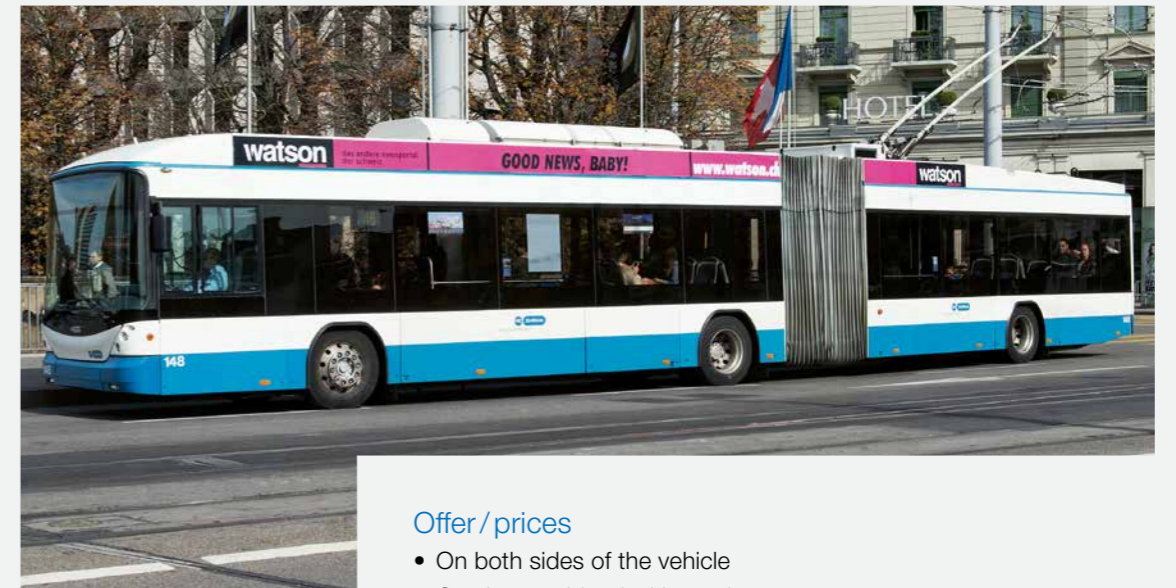
Product	3 months	6 months	12 months
Flexity	62'200.–	89'100.–	142'000.–
Cobra	57'700.–	82'700.–	132'000.–



Trolleybus rooftop advertising

The sky's the limit.

Adverts on trolleybuses leave a lasting impression. And to attract even greater attention, combine rooftop advertising with moving posters on the sides of the vehicle.



Offer / prices

- On both sides of the vehicle
- Can be combined with moving posters
- Can be booked for 3 months or more

Applicability / impact

- Increased recognition
- Local presence
- High impact
- Striking

Product	3 months	6 months	12 months
Trolleybus/double-articulated trolleybus	from 2'290.–	from 3'890.–	from 5'680.–
Trolleybus/double-articulated trolleybus with moving posters	from 6'160.–	from 11'440.–	from 20'310.–
Double-articulated trolleybus X-Large	4'950.–	8'410.–	12'270.–
Double-articulated trolleybus X-Large with moving poster	8'820.–	15'960.–	26'900.–



More than a sideshow.

Reach people in Zurich's most high-traffic neighbourhoods with F12- and F200-format posters on the sides of buses.



Applicability / impact

- Increased recognition
- Local presence
- High impact
- Striking

Offer / prices

- 1 F200 or F12 road-facing poster
- Poster content can be implemented without modification
- Can be booked for 2 weeks or more

Product	2 weeks	4 weeks	6 weeks	Additional week
F200	870.-	1'640.-	2'410.-	385.-
F12	1'060.-	1'930.-	2'800.-	435.-



We've got your back.

Stay front and centre with bus back advertising! Your message will achieve maximum reach among both drivers and pedestrians. We offer a range of formats so that you can vary your presence based on your needs.



Applicability / impact

- Increased recognition
- Local presence
- High impact
- Striking

Offer / prices

- Various format options: partial back, full back, F200 back and Midi24 back
- Partial/full back can be booked for 1 month or more; F200 and Midi24 for 2 weeks or more

Product	3 months	6 months	12 months
Partial back	from 3'360.-	from 5'850.-	from 8'190.-
Full back	from 5'900.-	from 10'260.-	from 14'360.-

Product	2 weeks	4 weeks	6 weeks
F200 back	890.-	1'320.-	1'750.-
Midi24 back	1'720.-	2'450.-	3'180.-

Hanging displays on trams and buses

Hang out with us!

A welcome change for passengers. With or without a dispenser, hanging displays are often the last push before a customer makes a purchase. More than 60% recognition can be achieved, even with a short, high-coverage campaign.

Applicability/impact

- Sales promotion
- Increased recognition
- Direct communication with target audience
- Generate responses (dispensers)
- Catalyst for city shoppers

Offer/prices

- On trams and buses
- With or without dispensers
- Book 500 or more units to be present in every vehicle
- Can be booked for 1 week or more
- Start dates: Mondays, Tuesdays or Thursdays

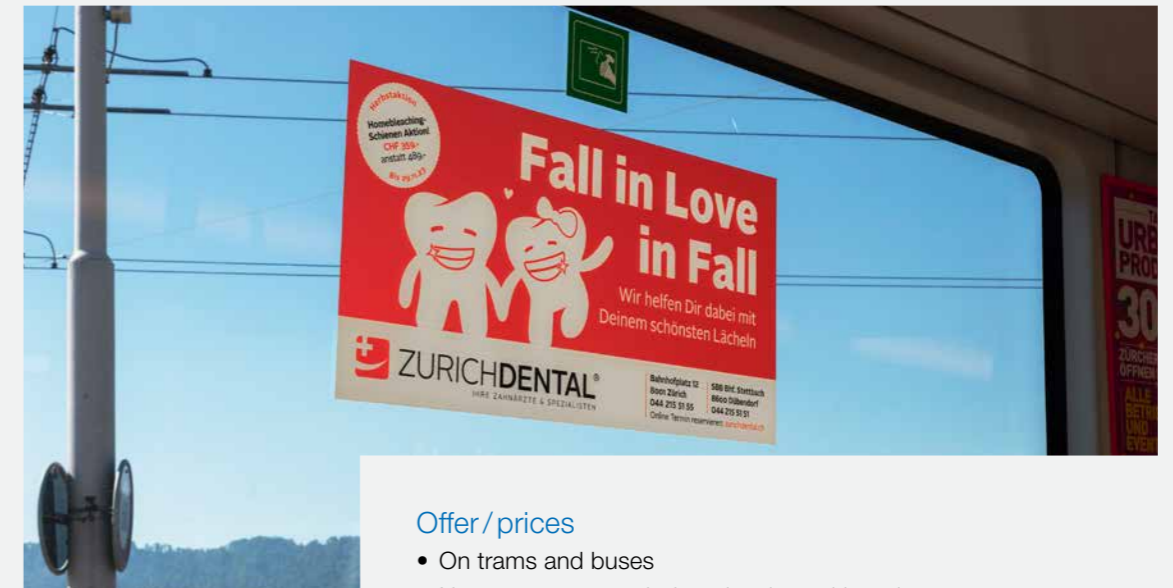


Product	Coverage	2 weeks	4 weeks	6 weeks
Hanging display without dispenser	200 units	4'360.-	6'680.-	9'000.-
	400 units	8'720.-	13'360.-	18'000.-
Hanging display with dispenser	200 units	5'440.-	8'080.-	10'720.-
	400 units	10'880.-	16'160.-	21'440.-

Transparent window decals on trams and buses

The benefits are crystal-clear.

Make sure your message sticks in our passengers' minds. Perfect for advertising an event, for example, or for long-term promotions. The premium option gives you maximum exposure near the door.



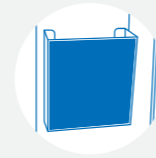
Offer/prices

- On trams and buses
- New: transparent window decals positioned in the prominent premium location by the door/entrance enjoy maximum exposure
- Can be booked for 1 month or more
- Start dates: Wednesdays or Fridays

Applicability/impact

- Increased recognition
- Promotion
- Sales promotion
- Events
- Catalyst for sales

Product	Coverage	1 month	2 months	3 months
Transparent window decals	200 units	10'200.-	13'800.-	17'400.-
	400 units	20'400.-	27'600.-	34'800.-
Premium transparent window decals	200 units	11'600.-	15'600.-	19'600.-
	400 units	23'200.-	31'200.-	39'200.-



Take-away promotion.

Newspaper boxes are much more than just somewhere to put your newspaper after you've read it. They are the focal point for getting your message across to people who are particularly receptive to information.



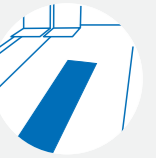
Applicability / impact

- Messages with news value
- High exposure when people take or return a newspaper

Offer / prices

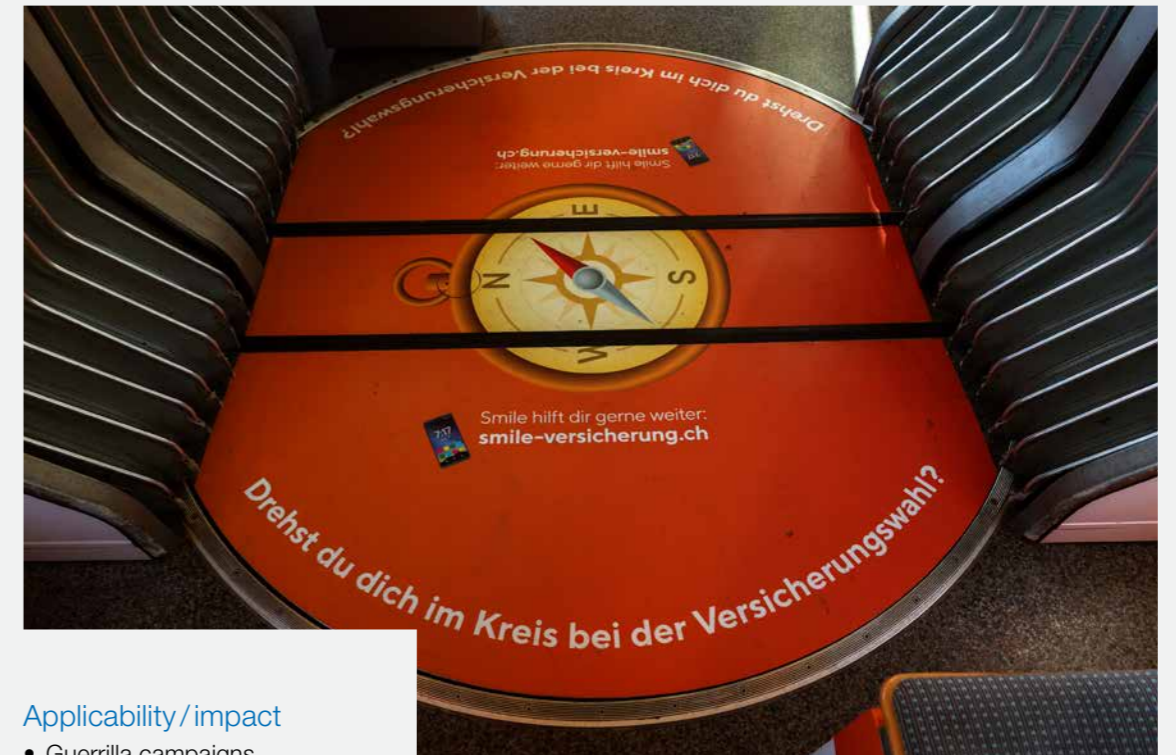
- On tram Cobra
- Can be booked for 1 month or more

Product	Coverage	6 months	12 months
Newspaper-box posters	200 units	18'000.-	34'920.-
	300 units	27'000.-	52'380.-



For ideas that stick.

These adverts may be on the floor, but their impact is sky-high. Why? Because our passengers really do watch where they're going. Take advantage of this effect for maximum exposure.



Applicability / impact

- Guerrilla campaigns
- Promotions
- Surprising
- Striking

Offer / prices

- In the articulation or in the door area
- Two or four stickers per vehicle
- Can be booked for 1 month or more

Product	1 month
Articulation (Cobra)	1'800.-
Door area (Cobra)	from 1'200.-



Cross-border traffic.

Our advertising pool puts your advertising on vehicles in the Limmat Valley and Upper Glatt Valley, or on the Forchbahn, for a positive impression across the region. Available as hanging displays, rooftop or bus back advertising.

Includes a combo discount!

Combo advertising pool offers:

Hanging displays in VBZ vehicles, the Limmat Valley and on the Forchbahn. Various combinations with coverage from 150 to 930 units.

Product	Can be booked for 1 week or more
Hanging displays with or without dispenser	from 2'700.-

Roof and bus back advertising

on buses in the Upper Glatt Valley and Limmat Valley



Product	Bus back advertising can be booked for 4 weeks or more
Roof and bus back advertising	from 1'380.-

Hanging displays

in buses in the Limmat Valley



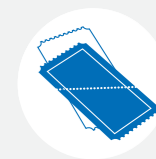
Product	Can be booked for 1 week or more, 30 or 60 units
With or without dispensers	from 690.-

Hanging displays

on the Forchbahn

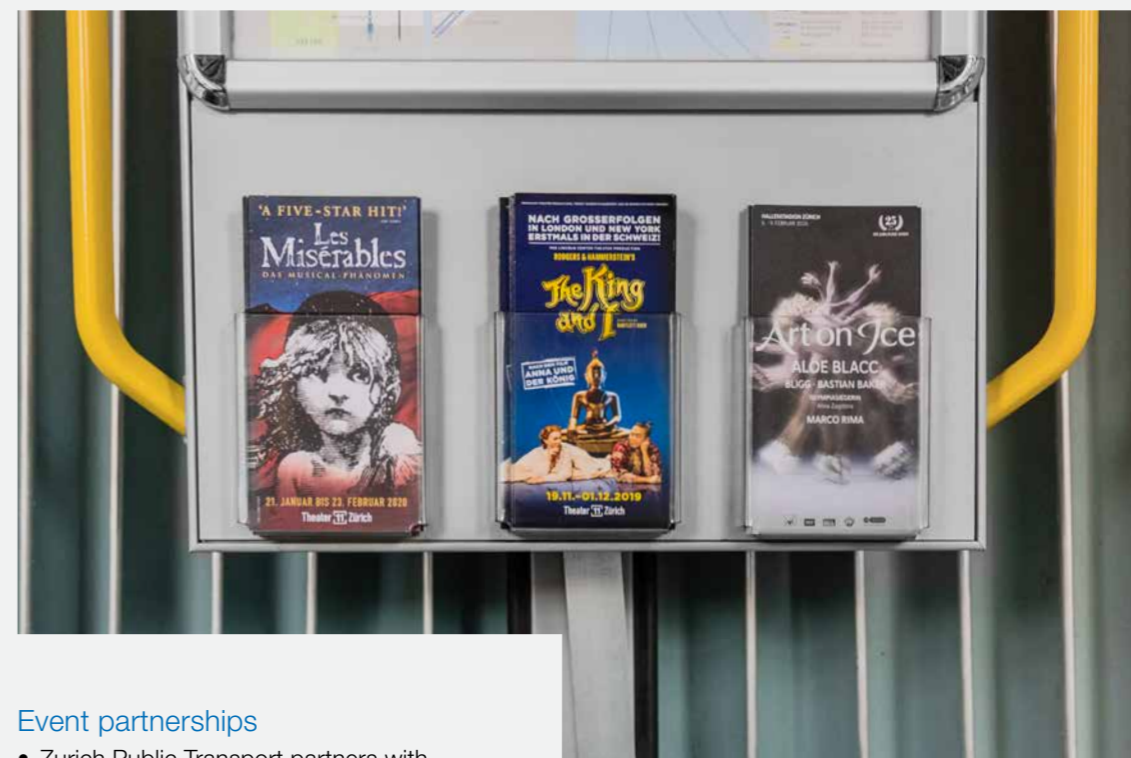


Product	Can be booked for 1 week or more, 10 to 40 units
With or without dispensers	from 350.-



We would be happy to arrange a partnership with you.

VBZ will help make your event a truly memorable experience. We offer support – from the event's transport concept through to the integration of ZVV tickets into the event ticket and timetable communication at the event, all the way to publicity.



Event partnerships

- Zurich Public Transport partners with a variety of events in the city of Zurich. Event partnerships can include the following:
 - Integration of ZVV tickets to and from the event into the event ticket
 - Advertising for your event on public transport (on the inside or outside of vehicles, exclusive advertising formats for event organisers)
 - Comprehensive transport concept for your event (additional vehicles, special routes, shuttle buses)
 - Timetable communication on site and while guests are travelling
 - Single point of contact for all services

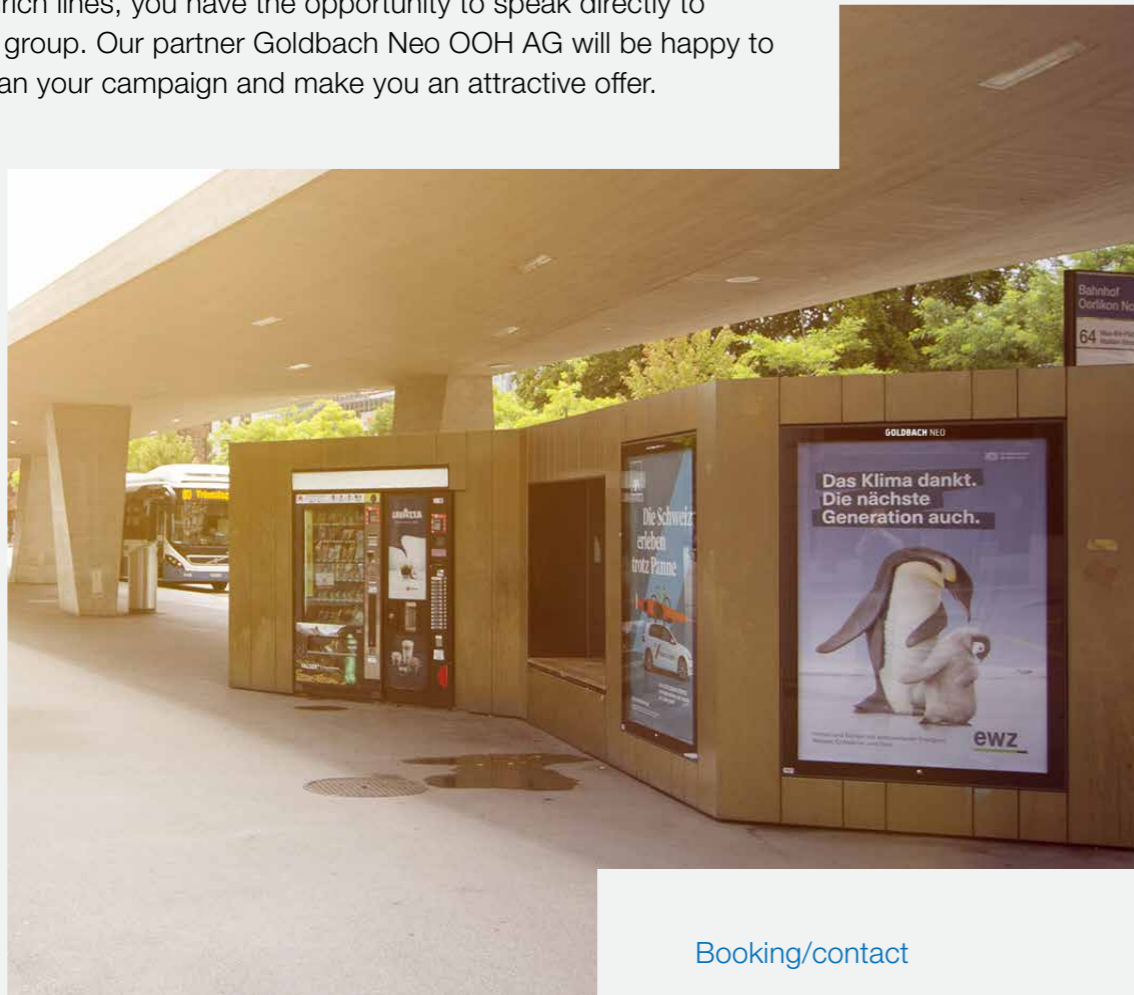
Special tickets

Special ZVV tickets are available as combination tickets – covering both entry to and transport to and from conferences or private events – or as a promotional give-away, an environmentally friendly alternative to a courtesy vehicle or as part of customer service (e.g. for garages or insurance companies).

Posters at stops

Waiting time is viewing time.

With over 1'200 analogue and digital poster sites at tram stops along the VBZ Zurich lines, you have the opportunity to speak directly to your target group. Our partner Goldbach Neo OOH AG will be happy to help you plan your campaign and make you an attractive offer.

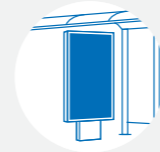


Booking/contact

Neo Advertising SA
c/o Goldbach Group
Seestrasse 39
8700 Küsnacht Goldbach
Tel. +41 43 818 59 55
zurich@neoadvertising.com
www.neoadvertising.com

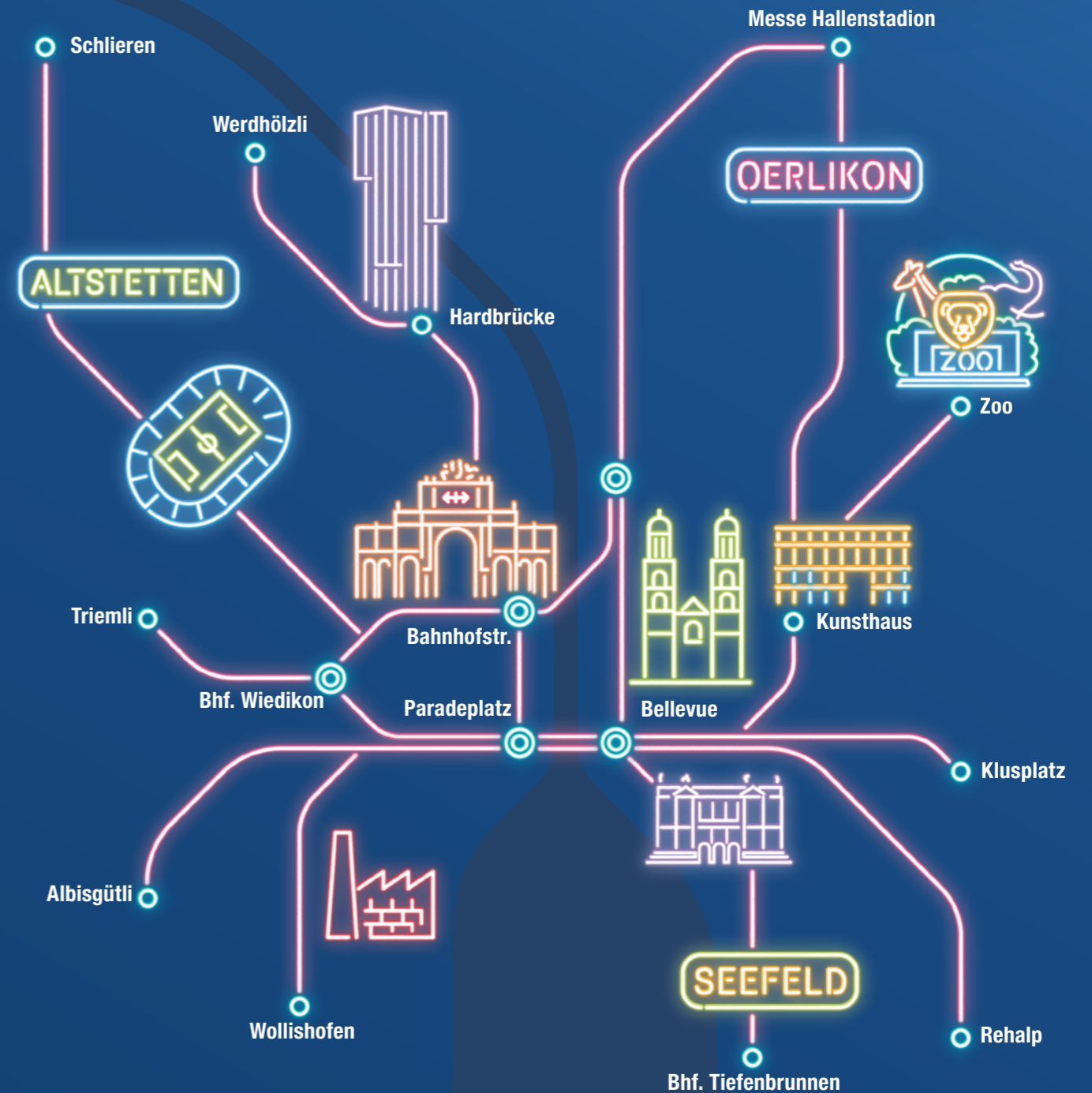
Advertising at tram stops is seen by everyone who passes by and is highly effective. Use Zurich's public transport system for your poster campaign and get your message across to everyone who catches the tram at the stops along the VBZ Zurich line.

Thanks to a huge range of sociodemographic criteria, you can speak directly to the target group you want to reach at over 1'200 poster sites. Our partner Neo Advertising will be happy to help you plan your next successful poster campaign – analogue or digital, at single stops or along the entire line.



Choose your own route.

The event tram is open to your requests. At your event, you decide where to go. You tell us which districts or attractions you and your guests would like to see during your event. For example, you could enjoy an aperitif at Bellevue, your main course up the Zürichberg and dessert on the journey towards Albisgütli. We set the route according to your wishes, transforming your event into your very own tram cruise on the VBZ network. You can find out more at www.eventlinie.ch



Powered by



Ein Unternehmen der Stadt Zürich