



PermanentPoster at Zurich main station

Reach your target group with a PermanentPoster and two plastic films



Right in the heart of Zurich HB, you have the opportunity to book an attractive PermanentPoster. With the two additional foils (optional), you can attract even more attention. You can reach your target group ideally, as the PermanentPoster is located directly above the stairs from the Landesmuseum hall to the tracks 41-44.

Facts and Figures

- Frequency of **2 877 000** people per week
- Over **180** shops, restaurants and take-aways
- Largest railway station in Switzerland

Profile

Format PermanentPoster and plastic film
 Medium dimensions lightbox 451 cm x 150 cm + 4 cm printing add-on all around
 Medium dimensions plastic film 660 cm x 150 cm
 Material Backlit and plastic film
 Posting period 1 year or longer
 Restrictions alcohol, tobacco
 Target group commuters, public transport users



Key of the 4 locations

- 1 = Way down to Coop to go – sold
- 2 = Press & Books – sold
- 3 = Drinks of the World – sold
- 4 = Migros – available

Price in CHF, net, excl. VAT

1 year media price / location	39 000.–
Assembly	2 922.–
Production	2 846.–

All data without liability. Products and prices subject to change.
 Agency commission (AC) 5% on media value.
 Basis: General Terms and Conditions APG|SGA