



## Year-round presence at Zurich Airport SBB station

Book now: Two 12 m<sup>2</sup> Rail eBoard Track

Pay for  
20 weeks,  
get a whole  
year



Secure your long-term digital advertising presence at Zurich Airport's busy station now. You can reach more than 331,300 people a week when you advertise on the two powerful Rail eBoard Track. These attractive 12 m<sup>2</sup> projection screens ensure a high level of attention in the waiting area of platforms 2 and 3. Commercial and information content is displayed for 20 hours every day. This combination of adverts and news is well received by travelers and attracts a great deal of attention to your digital advertising.

### Profile

Advertising media Rail eBoard Track  
Format 16:9, projection screen 12 m<sup>2</sup>, in full HD quality  
Number of advertising media 2  
Content advertising, news and meteo  
Loop 120 seconds  
Spot length 10 to 90 seconds  
Screening period 5 a.m. until 1 a.m.  
Number of screenings 2,100 per week  
Timing all Rail eBoard Track play content synchronously  
Restrictions alcohol, tobacco

### Facts & Figures

- Average footfall of 331,300 people per week
- One of the busiest stations in Switzerland with 300 trains a day
- Eurocity, Intercity and S-Bahn station
- Zurich Airport: 29.4 million passengers a year
- Zurich Airport shopping: Sales of CHF 576 million a year

### Price in CHF, 10" spot, gross, excl. VAT

1 year 64 000.–

Shorter booking slots are available on request.  
5% agency commission (AC)  
Valid from now until week 52/2019