

# General delivery conditions

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All advertising must be approved by Flughafen Zürich AG. Furthermore, Flughafen Zürich AG reserves the right to reject any advertising that does not conform to the specifications, is programmed incorrectly or designed to confuse or irritate users.

Advertisers must ensure that the technology necessary for correct display and functionality is available within the browser used to call up the page, otherwise the advertising cannot be delivered.

Delivery of the advertising must not trigger any security warnings or prompt the user to install plug-ins.

All advertising must be delivered in accordance with the technical specifications.

## Delivery deadlines

Standard advertising formats must be submitted by midday 3 days before the start. Special advertising formats must be submitted by midday 5 days before the start.

## Delivery address

Please send your advertising to the following e-mail address:

[onlineadvertising@zurich-airport.com](mailto:onlineadvertising@zurich-airport.com)

Receipt of your advertising will be confirmed by ad mastering.

## Reports

At the end of an advertising campaign, the customer is sent a report on the performance of the campaign. This generally contains the following figures:

Report	Proportion in %	No. of ad impressions	No. of clicks	Click-through rate (CTR)
Total	-	x	x	x
By campaign (subject)	x	x	x	x
By advertising (format)	x	x	x	x

## Contact

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