

The prices at a glance

Cost per thousand (CPT)

Cost in CHF per 1000 views (ad impressions).

Advertising formats

	Leaderboard	Maxiboard	Skyscraper	Wallpaper
Placements				
Homepage	60.00	70.00	60.00	80.00
Target groups	60.00	70.00	60.00	80.00
Categories	50.00	60.00	50.00	70.00
Run of site	40.00	50.00	40.00	60.00

Fixed placements (weekly)

Cost in CHF with 100,000 views (ad impressions) guaranteed.

Advertising formats

	Leaderboard	Maxiboard	Skyscraper	Wallpaper
Placements				
Homepage	5400.00	6300.00	5400.00	7200.00
Target groups	5400.00	6300.00	5400.00	7200.00
Categories	4500.00	5400.00	4500.00	6300.00
Run of site	3600.00	4500.00	3600.00	5400.00

The prices for fixed placements contain a flat 10% discount.

A volume discount is also applied once a minimum turnover threshold has been reached.

Minimum booking (per campaign)

Order type

Minimum volume

CPT booking	50,000 ad impressions
Fixed placement	1 week

Discounts & commissions

Volume discount

Turnover volumes	Discount in %
10,000	4%
20,000	6%
30,000	8%
50,000	10%
70,000	12%
100,000	14%
130,000	16%
160,000	18%
200,000	20%
upwards of 250,000	on request

Partner discount

Partner companies of Zurich Airport receive a 25% rebate on booked ad impressions.

Commissions

Consultancy commission

Domestic 5%

Abroad 15%

The rate of the discount applies per order and cannot be combined with other offers. It applies once the relevant turnover threshold has been reached.