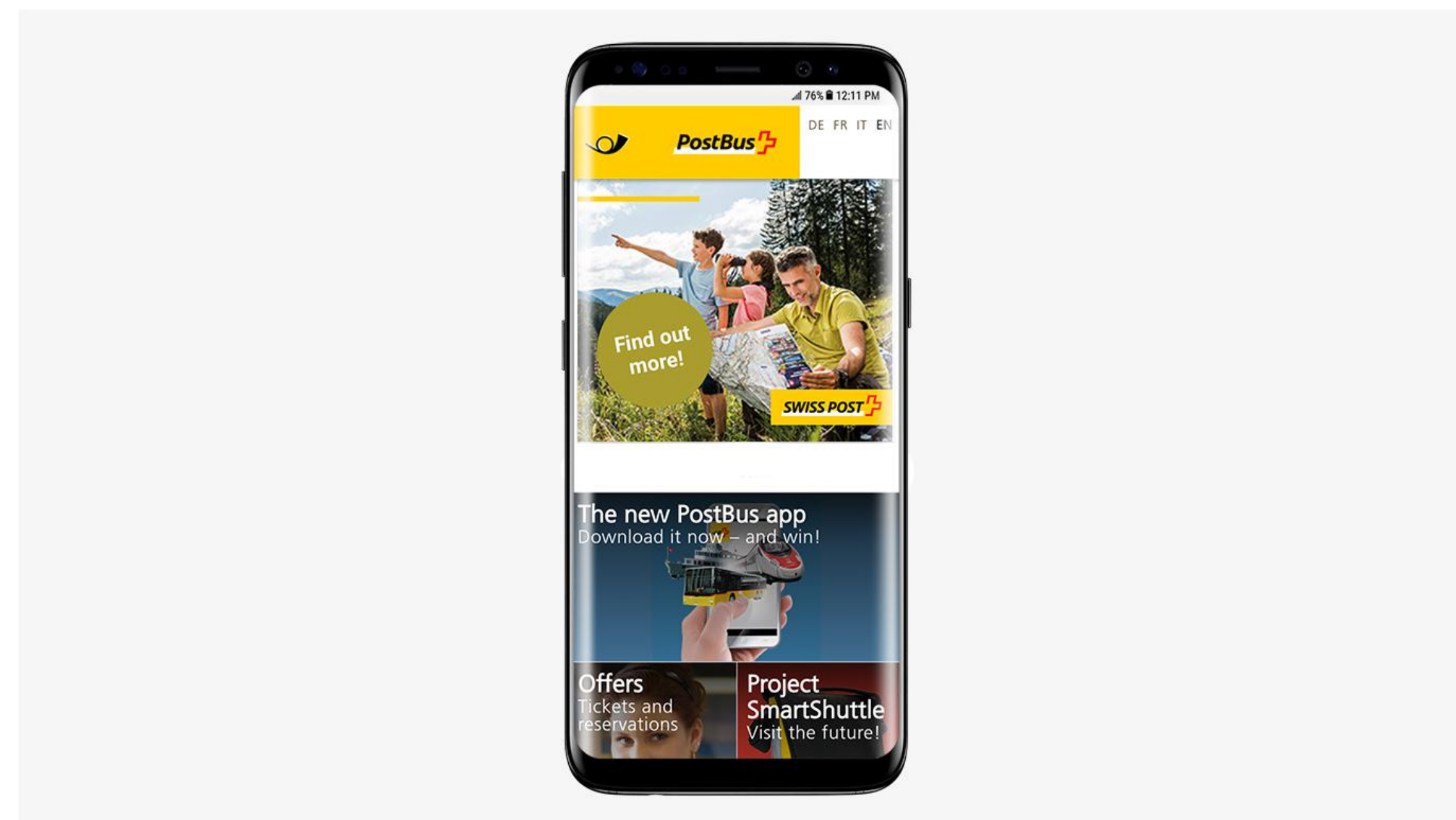


PostBus WiFi.



With PostBus WiFi, you can reach Mr and Mrs Swiss even outside the SBB network.

Mobilise passengers on their journey with PostBus and use our diverse geo-targeting options purposefully.

Your benefits.

- 150,000 contact opportunities per week
- Geo-targeting possible in desired regions
- 70% of users aged between 18 and 34

Prices.

Placement	Mobile Rectangle Mobile Wideboard CPM in CHF (gross)
Front	40.-*
Desired regions	70.-*

* We would be pleased to provide you with a personal offer including discount and indication of the net amount.

Add-Ons.

Add-Ons	CPM in CHF (gross)
Any additional targeting	+ 10.-
Special formats	+ 5.-

Targeting.

Choose the suitable regions for your campaign yourself:

- Northern Switzerland
- Central Switzerland
- Bern
- Western Switzerland
- Valais
- Zurich
- Eastern Switzerland
- Grisons
- Ticino

Specifications.

Advertising format	Size in pixels	Max. file size
Mobile Rectangle	300 × 250*	70 KB
Mobile Wideboard	320 × 160*	70 KB

* Images are to be supplied in double resolution with mobile advertisements.

Formats.

JPEG, GIF, PNG, HTML5

Special formats.

Video, Cube, Video Cube, Spincube, Slider and Deck-of-Cards

Lead times.

Please deliver the advertising media, in final form and in the respective languages, at least five working days prior to the start date of your campaign. By e-mail to: advertising@sbb.ch.

Contact.

SBB AG

Passenger Traffic – Digital Advertising
 Wylterstrasse 123/125
 CH-3000 Berne 65
sbb.ch/en/digitaladvertising
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Prices subject to change. Prices excl. VAT.
 01.2020