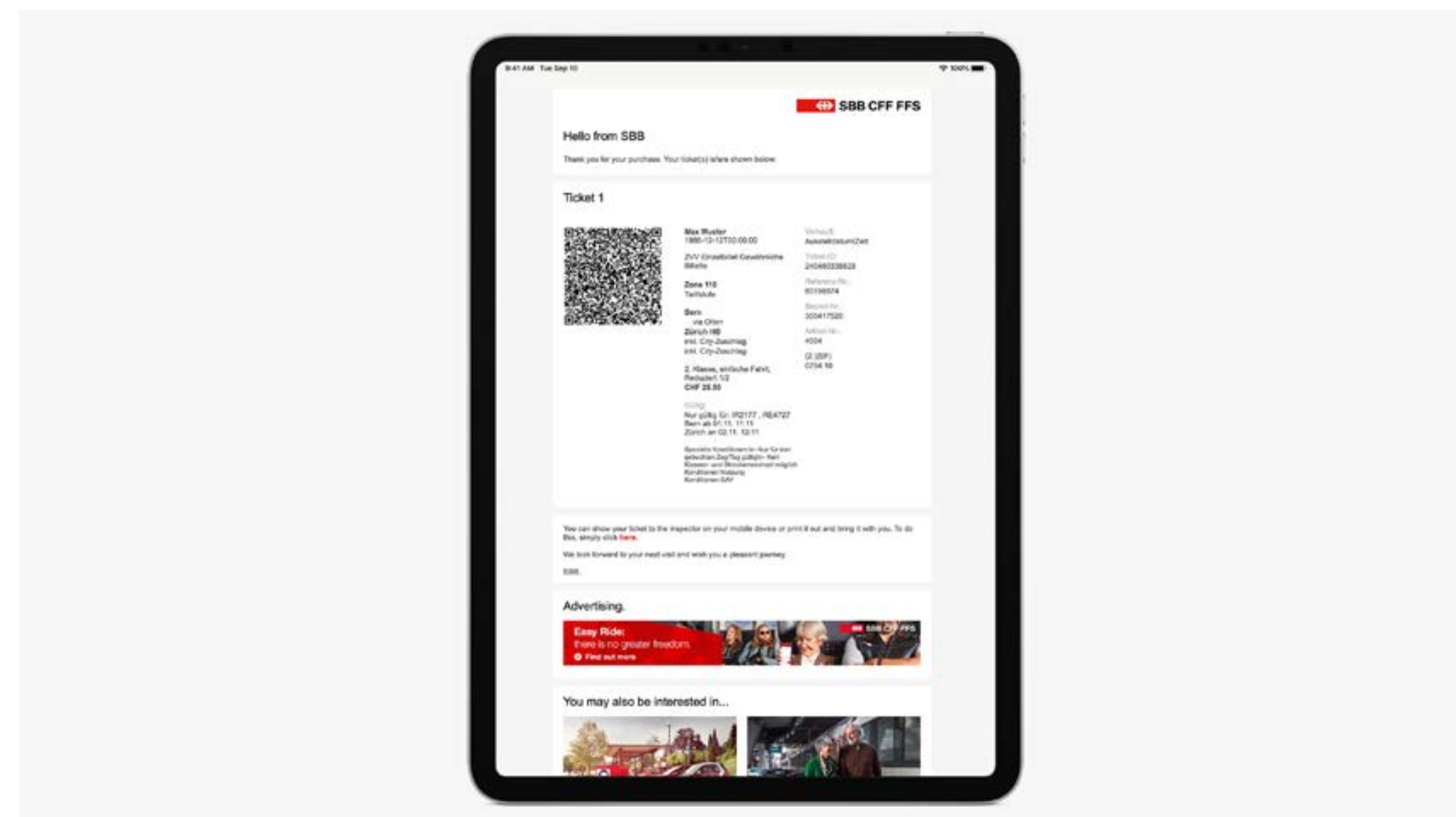


SBB order confirmation email.



Who doesn't recognise them? After every ticket purchase on SBB.ch or in the SBB Mobile app, you get one automatically in your inbox to confirm the ticket purchase you have just made: we're talking about order confirmations.

Send your advertising message with the order confirmation email which follows every purchase of a ticket valid in Switzerland – to over 1.1 million SBB customers a week.

Your benefits.

- Over 1.1 million contact opportunities every week
- Average open rate of 47.5 per cent
- Very diverse recipients
- Exclusive stand-alone advertising space

Prices.

Language	Per week in CHF (gross)
German	7,000.-*
French	2400.-*
Italian	500.-*
English	2600.-*

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

Targeting.

Language	Number of recipients / week
German	720,000
French	200,000
Italian	20,000
English	220,000

Specifications.

To ensure that the advertising content is displayed properly on mobiles and desktop computers, the two following formats must be provided.

Advertising format	Size in pixels	Max. file size
Mobile Rectangle	300 x 250	50 KB
Leaderboard	728 x 90	50 KB

Formats.

JPEG

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.

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