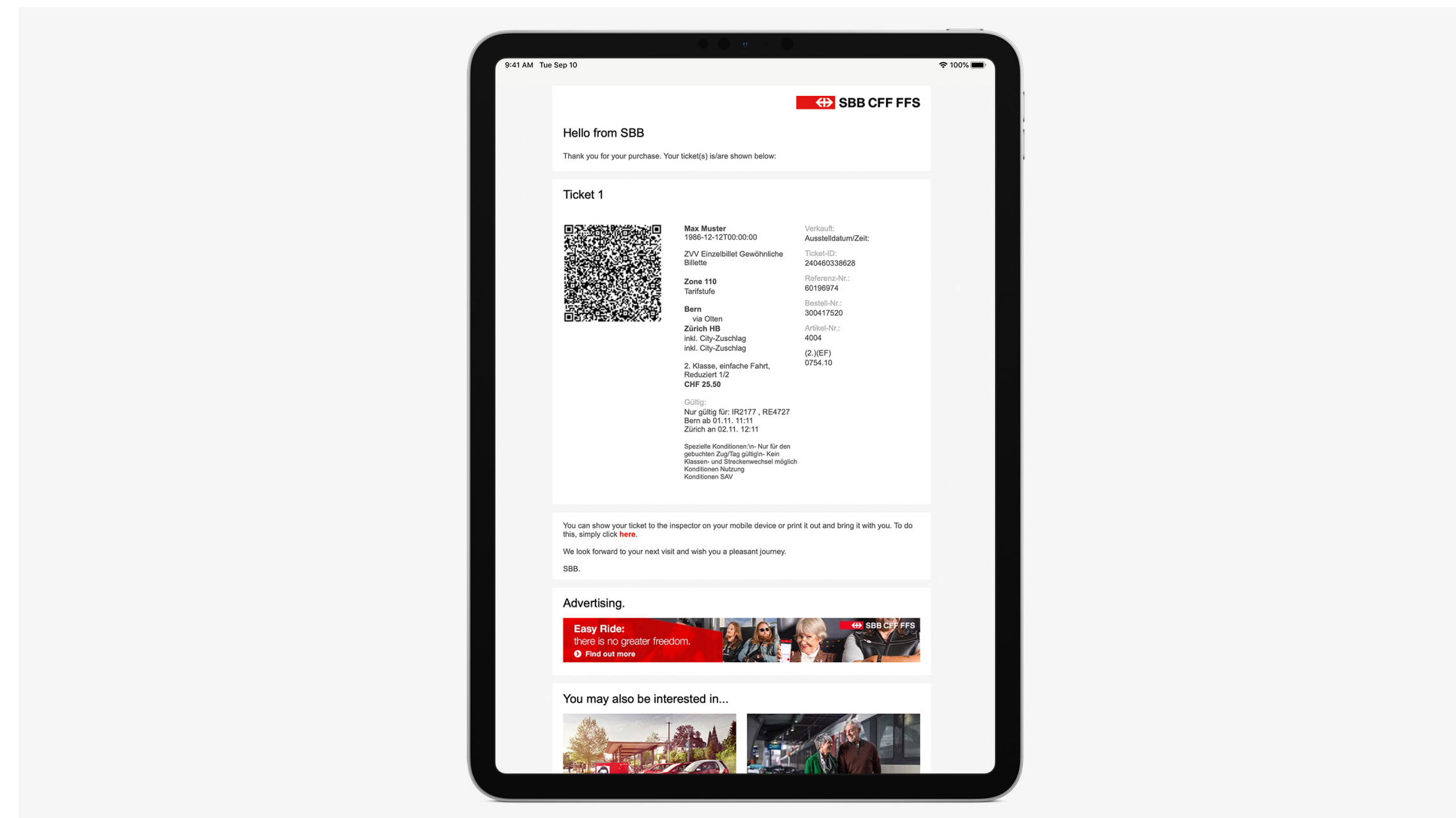


# SBB order confirmation email.



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   | 3 300.–                  |
| French   | 1 000.–                  |
| Italian  | 200.–                    |
| English  | 1 100.–                  |

\* 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   | 650 000                     |
| French   | 200 000                     |
| Italian  | 30 000                      |
| English  | 210 000                     |

## 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 |
|--------------------|----------------|----------------|
| Medium Rectangle   | 300 × 250      | 50 KB          |
| Leaderboard        | 728 × 90       | 50 KB          |

## Formats.

JPEG, PNG

## 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](mailto:advertising@sbb.ch).

## Contact.

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