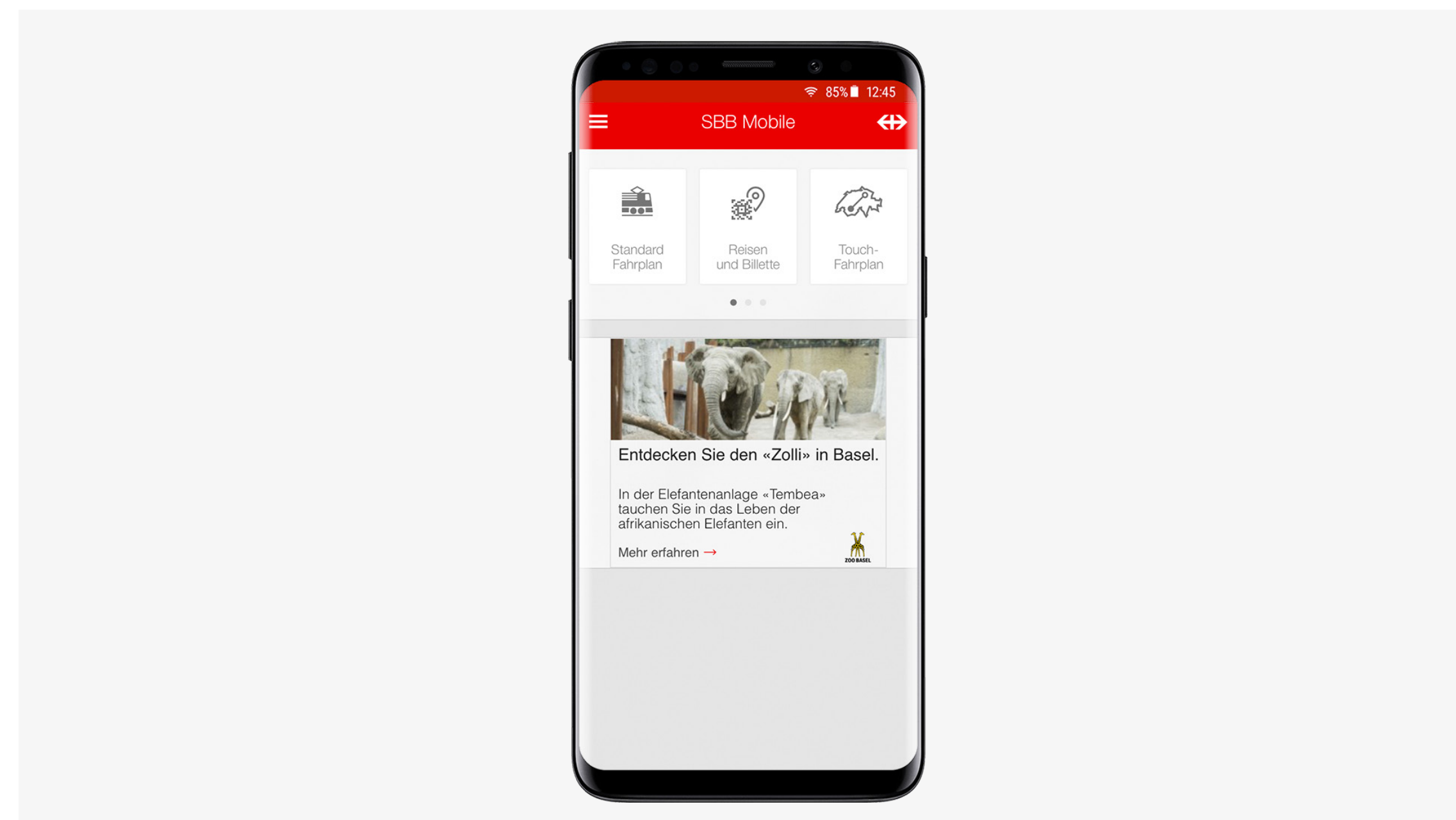


# SBB Native Ads.



Native ads: just let us create your advertising material directly using SBB design.

Place your message on the channels SBB Mobile, SBB website, SBB WiFi and PostBus WiFi.

## Your benefits.

- Creation of advertising material by SBB Digital Advertising
- Visually appealing advertising in SBB design
- Can be combined with all the well-known SBB targeting options

## Specifications.

- Available formats for delivery: JPG and PNG
- If providing the logo as a JPG: background must be in Hex code #F6F6F6
- No logos or slogans in the image
- Maximum file size for the advertiser logo: 30 kB
- Maximum file size for the image: 70 kB
- All the character limits in the following specifications also include spaces.
- If a third-party tracker is to be integrated, image pixels or HTML/Javascript must be used.

## Advertising formats.

Native Mobile Rectangle 300x250 without body text



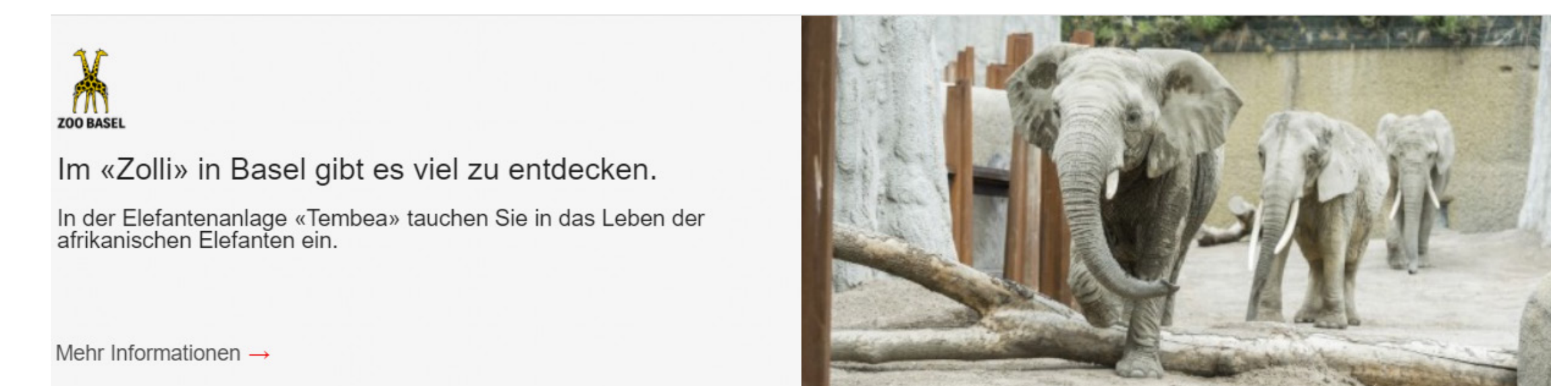
- Image: 298x110 pixels
- Advertiser logo: 149x45 pixels
- Headline: max. 75 characters (including spaces)
- Call to action (CTA): max. 12 characters (including spaces)
- Target URL (landing page)
- Placement on SBB Mobile, SBB WiFi, PostBus WiFi and SBB mobile website

Native Mobile Rectangle 300x250 with body text



- Image: 298x110 pixels
- Advertiser logo: 149x45 pixels
- Headline: max. 64 characters (including spaces)
- Body text: max. 110 characters (including spaces)
- Call to action (CTA): max. 12 characters (including spaces)
- Target URL (landing page)
- Placement on SBB Mobile, SBB WiFi, PostBus WiFi and SBB mobile website

Native Wideboard 994x250 with body text



- Image: 496 x 248 pixels
- Advertiser logo: 127x39 pixels
- Headline: max. 100 characters (including spaces)
- Body text: max. 200 characters (including spaces)
- Call to action (CTA): max. 65 characters (including spaces)
- Target URL (landing page)
- Placement on SBB desktop website

## Prices.

RoS/Front CPM CHF 20 or Targeting CPM CHF 50  
any additional targeting + CHF 10

## Lead times.

The advertising material must be transferred at least five working days before publication to [advertising@sbb.ch](mailto:advertising@sbb.ch) using the input form.

## Contact.

### SBB AG

Passenger Traffic – Digital Advertising  
Wylersstrasse 123/125  
CH-3000 Berne 65  
[sbb.ch/en/digitaladvertising](http://sbb.ch/en/digitaladvertising)  
[advertising@sbb.ch](mailto:advertising@sbb.ch)

Prices subject to change. Prices excl. VAT.  
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