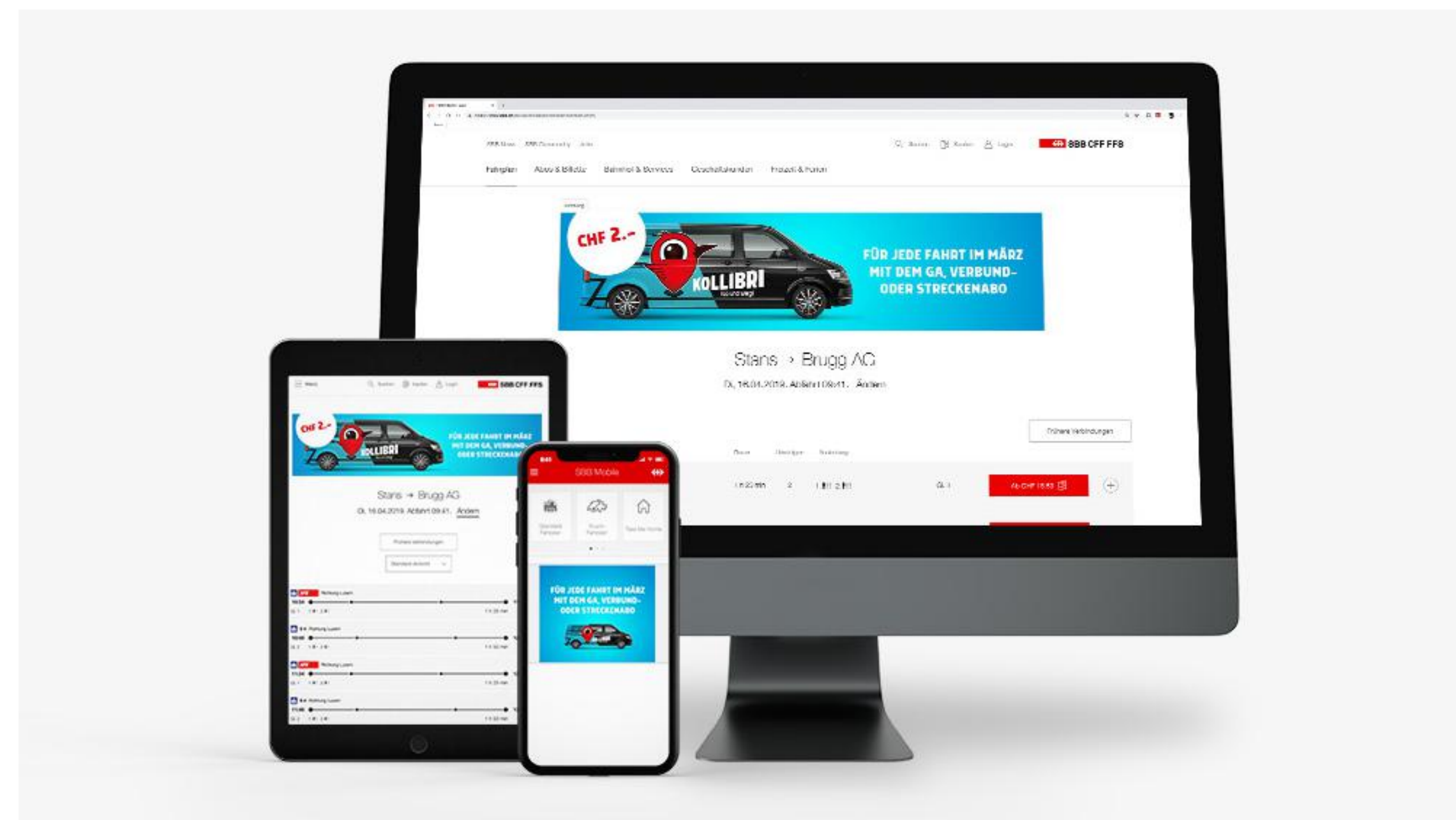


SBB Website (Mobile).



The SBB portal is one of Switzerland's most visited websites.

In addition to the highly popular timetable, customers can also access a wide range of information on travel and leisure activities. Thanks to the website's new design, you can reach customers with your advertising message on all devices – smartphone, tablet and desktop.

On SBB.ch, your advertising will be viewed by a target group that is keen on travelling, highly mobile and not afraid to spend, with a solid level of education and an aboveaverage demand for quality.

Your benefits.

- 1 million contact opportunities per week contact opportunities per week (Mobile)
- Exclusivity of your advertisement
- Targeting by place of departure and/or destination (via timetable enquiry)

Prices.

Placement	Mobile Rectangle Mobile Wideboard CPM in CHF (gross)
Run of Site	20.-*
schedule targeting	50.-*
Run of Channel	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.

You have the opportunity to place advertising campaigns that have local relevance (geo-targeting for town or canton) on our timetables. The values users enter into the timetable search (e.g. Bern–Luzern route) are used for unique targeting. We are able to offer you the following options on our website:

- Departure and/or arrival location
- Departure and/or arrival canton
- Departure and/or arrival time
- Departure and/or arrival date
- Departure and/or arrival day
- National and/or international connections
- Half Fare Travelcard
- Age
- Place of residence
- Gender

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

Info: You can also simply supply text and images and we will create Native Ads in SBB design for you (see factsheet Native Ads).

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
advertising@sbb.ch

Prices subject to change. Prices excl. VAT.
 01.2021