

# **PRICES AND TERMS 2026**

26.03.2026

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## PRICE OVERVIEW & CPM BASE VALUES

### ANALOGUE

F4, F200, F12, F24

Quality/category	CPM
4	9
3	7
2	6
1	2

### DIGITAL

Quality/ category	CPM	Targeting surcharges					
		Geo	Screen	Day	Hour	Silber/Bronze/ Carbon	Impression based
8	32						
7	27						
6	25						
5	21						
4	18	+5%	+25%	+20%	+50%	+20%	-40%
3	15						
2	12						
1	8						

All prices in CHF are gross and exclude VAT. – Prices subject to change.

# ROADSIDE PRICES

## ANALOGUE NETWORKS

Region	Product	Format	Number of spaces	Gross network price 7 days*	Gross network price 14 days
Bern	City S	F4	20	1'200	2'000
	City M	F4	35	2'000	3'300
	City L	F4	50	3'000	5'000
Genva	C	F4	20	1'800	3'200
	City S	F4	35	3'000	5'300
	City M	F4	50	4'500	8'000
	Rive Droite	F4	35	3'300	5'900
	Rive Gauche	F4	35	3'300	5'900
	Soprano [1 or 2]	F4	35	3'000	5'300
	Prima Donna	F200L	30	25'000	49'400
Lucerne	City S	F4	20	1'800	3'200
	City M	F4	35	2'000	3'300
	City L	F4	50	3'000	5'000
	Luzerner Seebecken	F200L	16	18'800	37'280
St. Gallen	City S	F4	15	1'000	1'600
	City M	F4	25	1'800	2'700
Winterthur	City S	F4	20	1'100	1'800
	City M	F4	35	2'000	3'300
	City L	F4	50	3'000	5'000
Zürich	City S	F4	20	900	1'400
	City M	F4	35	1'500	2'300
	City L	F4	50	3'000	5'000

\* Gross price includes a surcharge for a 7-day display period.

Our portfolio is constantly expanding. The number of locations/spaces may vary accordingly.

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## REGIONS & TOP CITIES DIGITAL

Region	Number of Screens	Gold Base Price [1 Playout per Loop] 1-week booking		
		Gross price per Week	CPM	Contacts per Week
National/whole CH	877	852'802	21.5	39'737'365
D-CH	778	785'036	21.1	37'129'280
F-CH	73	43'518	25.8	1'684'337
I-CH	26	24'249	26.3	923'748
<b>Top cities*</b>				
Zürich	396	598'713	20.8	28'822'007
Geneva	18	3'660	33.6	108'923
Basel	34	41'828	30.7	1'362'612
Lausanne	4	11'550	31.0	372'685
Bern	19	10'648	28.7	371'362
Winterthur	19	18'764	30.2	622'230
Lucerne	9	21'559	32.8	656'957
St. Gallen	5	1'949	26.3	74'242
Lugano-Paradiso	11	14'960	26.9	556'461
Locarno	5	7'208	31.2	231'020

## ZURICH PACKAGES DIGITAL

	Number of Screens	Gold Base Price [1 Playout per Loop] 1-week booking		
		Gross price per Week	CPM	Contacts per Week
<b>Packages*</b>				
<b>Premium-Packages</b>				
Bhf-Str. Premium	18	48'962	33.2	1'473'877
Bhf-Str. Surrounding Stars	15	29'344	32.5	903'496
<b>Reach packages</b>				
Coverage S	16	27'219	28.6	949'959
Coverage M	33	46'184	28.2	1'638'929
Coverage L	44	63'295	27.7	2'287'068
<b>Reach packages</b>				
Commuters	20	31'887	29.3	1'089'805
Youngsters	20	27'115	28.0	967'630
Business & Finance	18	20'623	25.9	794'209
Early Birds	20	27'683	27.2	1'016'804

\*Prices include «Geo» targeting surcharge

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## RETAIL PRICES

### REGIONS DIGITAL

Region*	Number of malls and shops	No. of screens	Gold Base Price (1 Playout per Loop) 1-week booking		Views for 1 week
			Gross price for 1 week	CPM	
National/ganze CH	448	966	291'057	16.4	17'759'502
D-CH	315	564	154'015	16.0	9'608'514
F-CH	121	386	132'183	16.9	7'827'073
I-CH	12	16	4'859	15.0	323'915

### SHOPPING MALL BRANDING ZONES DIGITAL

Shopping Mall**	City	Region	No. of screens	Screen size	Gold Base Price (1 Playout per Loop) 1-week booking	
					Gross price for 1 week	Views for 1 week
Chablais Centre	Aigle	F-CH	1	60 m <sup>2</sup>	2'498	62'438
Balexert Meyrin	Genève	F-CH	1	22 m <sup>2</sup>	4'961	124'032
Balexert Louis Casai	Genève	F-CH	1	48 m <sup>2</sup>	4'961	124'032
Balexert Ascenseur	Genève	F-CH	1	17.88 m <sup>2</sup>	5'788	144'704
Migros Crissier	Crissier	D-CH	1	9.9 m <sup>2</sup>	4'953	123'825
Fribourg Centre	Fribourg	F-CH	1	26 m <sup>2</sup>	4'938	123'445
Marin Centre Ost	Marin-Epagnier	F-CH	1	15.8 m <sup>2</sup>	2'460	61'512
Marin Centre West	Marin-Epagnier	F-CH	1	15 m <sup>2</sup>	2'460	61'512
La Praille	Carouge GE	F-CH	1	11 m <sup>2</sup>	2'455	61'371
Volkiland 1	Volketswil	F-CH	1	11 m <sup>2</sup>	2'454	61'348
Volkiland 2	Volketswil	F-CH	1	7 m <sup>2</sup>	2'454	61'348
Wankdorf Center	Bern	D-CH	1	13 m <sup>2</sup>	4'908	122'695
Centre Bahnhof Biel-Bienne	Biel/Bienne	D-CH	1	13 m <sup>2</sup>	4'088	102'207
Winterthur Grüzemarkt	Winterthur	D-CH	1	22.4 m <sup>2</sup>	4'086	102'158
Nyon La Combe 1	Nyon	D-CH	1	10.45 m <sup>2</sup>	2'451	61'273
Nyon La Combe 2	Nyon	F-CH	1	7m <sup>2</sup>	2'451	61'273
Fribourg Sud	Villars-sur-Glâne	F-CH	1	16m <sup>2</sup>	4'072	101'791
Migros Romanel	Romanel-sur-Lausanne	F-CH	1	10m <sup>2</sup>	4'071	101'775

\*Shopping malls and Coop Pronto shops can be booked individually.

\*\*Branding zones can be booked individually or together with the remaining shopping mall screens per mall.


















\*\*\*Prices include the «Screen» targeting surcharge.

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# AIRPORT PRICES

## AIRPORT GENEVA ANALOGUE







Range of products	Product	Location	Sector	Zones	Nr. of ad spaces	Format	Technical information	Gross media rate per year	Production costs per panel	Electricity costs per panel/year
	Fronton Exit P2-P4	Landside	Parking	 	1	Megaposter	4'147 x 9'968 mm	55'000.–	6'755.–	5'298.–
	Fronton Parking P2 West	Landside	Parking		1	Fronton	24'640 x 2'250 mm	150'000.–	9'106.–	2'000.–
	Fronton Parking P2 East	Landside	Parking		1	Fronton	24'640 x 2'250 mm	150'000.–	9'106.–	2'000.–
	Fronton Hall Baggage	Airside	Baggage		1	Fronton	Stickers – Multiformate	150'000.–	On request	0.–
	Taxi Lane East	Landside	Taxi lanes		1	Covering Vinyl	3'775 x 3'225 mm	150'000.–	12'090.–	5'319.–
	Taxi Lane West	Landside	Taxi lanes		1	Covering Vinyl	3'775 x 3'225 mm	150'000.–	13'310.–	6'206.–
Iconic	Tunnel Satellite 30 – Branding Zone 1A	Airside	B	 	8	Lightbox	4'800 x 2'000 mm	44'800.–	1'933.–	840.–
	Tunnel Satellite 30 – Branding Zone 1D	Airside	B	 	9	Lightbox	4'800 x 2'000 mm	50'400.–	1'933.–	840.–
	Tunnel Satellite 40 – Branding Zone 1A	Airside	B	 	8	Lightbox	4'800 x 2'000 mm	44'800.–	1'933.–	840.–
	Tunnel Satellite 40 – Branding Zone 1D	Airside	B	 	9	Lightbox	4'800 x 2'000 mm	50'400.–	1'933.–	840.–
	East Wing Arrivals – Branding Zone 1	Airside	C		5	Lightbox + Toile + Wrapping	Multiformate	250'000.–	5'200.–	554.–
	East Wing Arrivals – Branding Zone 2	Airside	C		6	Lightbox + Toile + Wrapping	Multiformate	300'000.–	5'200.– (analog)	554.– (analog) + 6400.– (LED)

Range of products	Product	Location	Sector	Zones	Nr. of ad spaces	Format	Technical information	Gross media rate per year	Production costs per panel	Electricity costs per panel/year
Iconic & Spectacular	Arrivées Gate 9-10 – Bloc 1	Airside	A		5	Lightbox	3'600 x 1'500 mm	200'000.–	1'315.–	554.–
	Arrivées Gate 9-10 – Bloc 2	Airside	A		4	Lightbox	4'800 x 2'000 mm		1'933.–	840.–
	Fronton Arrivées – A	Airside	A		3	Fronton	2'950 x 4'400 mm		3'281.–	2'397.–
	Fronton Arrivées – A	Airside	A		3	Fronton	2700 x 3350 mm		2'953.–	1'671.–
	Fronton arrivées – F	Airside	F		1	Fronton	2'700 x 3'350 mm	50'400.–	2'953.–	1'671.–
	Fronton arrivées – F	Airside	F		1	Fronton	2'800 x 3'100 mm		2'953.–	1'725.–
	Arrivées France – F	Airside	F		1	Lightbox	4'800 x 2'000 mm		1'933.–	840.–
	Départs France – F	Airside	F		1	Lightbox	4'800 x 2'000 mm		1'933.–	840.–
	Arrivées Transit – A, D	Airside	A, D		4	Lightbox	3'600 x 1'500 mm	445'000.–	1'315.–	554.–
	Fronton Arrivées Pavillon 10 – A	Airside	A		1	Fronton	3'220 x 3'500 mm		2'953.–	2'082.–
	Digital ATCO	Airside	A, D, B		4	Digital	2'048 x 1'152 px		0.–	4'569.50


















Range of products	Product	Location	Sector	Zones	Nr. of ad spaces	Format	Technical information	Gross media rate per year	Production costs per panel	Electricity costs per panel/year	
Spectacular	Grand Central Lightbox	Airside	A		1	Megaposter	6'912 x 1'728 mm	40'000.–	3'670.–	3'700.–	
	Fronton Départ - D	Airside	D		1	Fronton	2'950 x 4'000 mm	20'000.–	3'281.–	2'397.–	
	Priority Lane	Airside	Security		1	Lightbox	3'600 x 1'500 mm	50'000.–	1'315.–	554.–	
	Fronton Parking P1/P2	Landside	Parking		1	Fronton	6900 x 910 mm	85'000.–	1'613.–	1543.–	
	Parking P1 Outside	Landside	Parking		1	Lightbox	4'000 x 3'000 mm	30'100.–	1'263.–	520.–	
	International Departures - C	Airside	C		1	Lightbox	4'300 x 1'700 mm	200'000.–	2'812.–	1'350.–	
	Security Control 1	Airside	Security 1		2	Lightbox	3'600 x 1'500 mm	300'000.–	1'315.–	554.–	
	Security Control 2	Airside	Security 2		2	Lightbox	3'600 x 1'500 mm		1'315.–	554.–	
	Tunnel Satellite 10 - Branding Zone 1	Airside	D			8	Lightbox	4'800 x 2'000 mm	100'000.–	1'933.–	840.–
	Tunnel Satellite 10 - Branding Zone 2	Airside	D			6	Lightbox	4'800 x 2'000 mm	75'000.–	1'933.–	840.–
	Public Area - Level Departures	Landside	Check-in			2	Lightbox	4'800 x 2'000 mm	20'000	1'933.–	840.–
	Private Jet Area Arrivals	Airside	C3			4	Lightbox	1'085 x 1'585 mm	120'000.–	658.–	478.–
	Public Area - Level Arrivals - Car Rentals	Landside	Car Rentals			3	Lightbox	3'600 x 1'500 mm	25'500.–	1'315.–	554.–
	Public Area - Level Arrivals - Le Chef	Landside	Arrivals			2	Lightbox	3'600 x 1'500 mm	20'000.–	1'315.–	554.–
	Public Area - Level Arrivals	Landside	Arrivals			1	Lightbox	2'400 x 2'400 mm	40'000.–	1'367.–	554.–
	Public Area - Level Arrivals	Landside	Arrivals			1	Lightbox	2'376 x 1'476 mm		1'315.–	554.–
	Parking P1 Inside	Landside	Parking			2	Lightbox	4'000 x 3'000 mm	60'200.–	1'263.–	1'457.–

Range of products	Product	Location	Sector	Zones	Nr. of ad spaces	Format	Technical information	Gross media rate per panel/year	Production costs per panel	Electricity costs per panel/year
Spectacular	Arrivées Aile Ouest - A, D	Airside	A & D		10	Lightbox	4'800 x 2'000 mm	50'000.-	1933.-	840.-
	Tunnel Central - B	Airside	B		28	Lightbox	4'800 x 2'000 mm	11'200.-	1933.-	840.-
	Tunnel Ouest - D	Airside	D		30	Lightbox	4'800 x 2'000 mm	47'500.-	1933.-	840.-
	Arrivées Transit - C, F	Airside	C, F		6	Lightbox	3'600 x 1'500 mm	50'000.-	1315.-	554.-
	Private Jet Area Departures	Airside	C3		5	Lightbox	1'085 x 1'585 mm	30'000.-	658.-	478.-
	Départs Transit - B	Airside	B		2	Lightbox	3'600 x 1'500 mm	11'200.-	653.-	554.-
	Départs Transit - B	Airside	B		2	Lightbox	1'800 x 1'800 mm	11'200.-	1315.-	554.-
	Arrivées Transit - B	Airside	B		2	Lightbox	1'800 x 1'800 mm	11'200.-	1315.-	554.-
	Arrivées Transit - B	Airside	B		5	Lightbox	3'600 x 1'500 mm	11'200.-	1315.-	554.-
	Parking Arrivées P2	Landside	Arrivals		10	F12L	2'685 x 1'280 mm	792.- per panel/year	0.-	90.- per panel/year

## GENEVA AIRPORT EVENT

Range of products	Product	Location	Sector	Zones	Nr. of ad spaces	Format	Technical information	Gross media rate	Production costs per panel
Event	Hanging Banners - Public Area	Landside	Arrivals		17	Branding	80 x 2'800 mm	10'000.-/2 weeks	322.-
	Exhibition Zone - Montreux	Landside	Arrivals		1	Exhibition	6'000 x 3'000 mm	18'000.-/1 month	0
	Exhibition Zone - Fleuriot	Landside	Arrivals		1	Exhibition	4'000 x 3'000 mm	22'000.-/1 month	0
	Baggage carousel 1	Airside	Baggage		5	Sticker	Multiformat	50'000.-/1 month	On request
	Baggage carousel 2	Airside	Baggage		2	Sticker	Multiformat	20'000.-/1 month	On request
	Baggage carousel 3	Airside	Baggage		1	Sticker	Multiformat	7'000.-/1 month	On request

## GENEVA AIRPORT DIGITAL

Range of products	Product	Location	Sector	Zones	Nr. of ad spaces	Format	Technical information	Gross media rate per panel/year	Production costs per panel	Electricity costs per week
Iconic	Branding Zone Terminal A	Airside	A, D		1	LED	4'320 x 600 px	3	1'700.–	67.–
	Digital Hall Baggage	Airside	Baggage		1	LED	6'240 x 1'092 px	3	6'811.–	478.–
	Digital Panoramic Security	Airside	Security 2		1	LED	6'240 x 624 px	3	1'700.–	138.–
	Digital Grand Central	Airside	A,B,C, D		1	LED	2'880 x 720 px	3	3'500.–	155.–
	Digital Panoramic Check-Ins	Landside	Public Area		1	LED	6'720 x 600 px	3	5'800.–	575.–
	Digital East Wing	Airside	C		5	LED	2'584 x 1'064 px	3	3'500.–	600.–
	Digital East Wing BZ1	Airside	C		1	LED	3'360 x 945 px	3	3'784.–	102.–
	Digital East Wing BZ2	Airside	C		1	LED	960 x 545 px	3	2'703.–	23.–
	Digital East Wing BZ3	Airside	C		1	LED	1'440 x 1625 px	3	3'244.–	80.–
Target	Digital Full A	Airside & Landside	A, B, C, D, F	 	29	LCD	84" FHD	8	8'104.–	217.–
	Digital Full B Extended	Airside & Landside	A, B, C, D, F	 	35	LCD	84" FHD	8	10'997.–	330.–
	Digital Business Lounges	Airside	Lounges		5	LCD	84" FHD	8	1'250.–	26.–
	Digital Business Aviation	Airside	C3	 	1	LCD	84" FHD	8	1'352.–	8.–
	Digital Welcome	Landside	Ankunft		6	LCD	55" FHD	8	1'560.–	36.–

## AIRPORT BASEL DIGITAL

Package	Location	Nr. of ad spaces	Technical information	Base price gold (1 playout per loop)
				Gross price per 1 month
Digital network branding package	Check-in & baggage claim hall	9	65-75 Zoll / 9:16 Portrait / 1080 x 1920 px	11'000.-

## SWISS LOUNGES AIRPORT ZURICH & GENF DIGITAL

Package	Location	Nr. of ad spaces	Technical information	Base price gold (1 playout per loop)
				Gross price per 1 month
Branding Zurich	SWISS Lounges Airport Zurich	34*	9:16 portrait / 1080 x 1920 px & Screen Collage / 5760 x 1080 px	21'500.-
Branding Zurich + Genf	SWISS Lounges Airport Zurich + Genf	36*	See Packages Branding Zurich & Branding Geneva	23'000.-
Branding Genf	SWISS Lounges Airport Genf	2	16:9 landscape / 1920 x 1080 px	2'500.-

\*When all lounges are open

All prices are in CHF gross and exclude VAT – prices are subject to change

# PRICES MOBILITY

## TRANSPORTS PUBLICS GENEVOIS (TPG) ANALOG

Format	Side	Period	Media Costs
F4	doorside	14 days	205.–
F200	doorside / Road-facing	14 days	740.–
F12	Road-facing	14 days	888.–
AR200	Back	14 days	740.–
AR12	Back	14 days	888.–
ARMidi24	Back	14 days	1'087.–
F24	Road-facing	14 days	1'348.–
MAXI12	Road-facing	14 days	1'161.–
Hängekarton	Inside	14 days	31.–
Hängekarton mit Display	Inside	14 days	39.–
Fenstertransparent	Inside	28 days	41.–
<b>Tram</b>			
Full Branding	Trams Cityrunner, Tango	28 days	25'620.–
Full Branding (Tram line 12)	Trams 2 elements	28 days	12'075.–
Full Branding (Tram line 12)	Trams 3 elements	28 days	14'280.–
Full Branding (Tram line 12)	Trams 3 + 2 elements	28 days	26'355.–
Combi L (1 MEGA12 + 2 rooftops)	Trams 3 elements ( line 12)	14 days	2'329.–
Combi L (2 F24 + 5 rooftops)	Trams Cityrunner	14 days	4'046.–
Combi XL (4 F24 + 3 rooftops)	Trams Cityrunner	14 days	6'202.–
Combi L (2 MAXI12 + 6 rooftops)	Trams Tango	14 days	3'942.–
Guerilla Marketing	Trams Tango	28 days	14'500.–
<b>Bus</b>			
Full Branding	Trolleybus	28 days	8'400.–
Full Branding Line 10	Megatrolleybus	28 days	10'920.–
Partial Branding (full back)	Trolleybus	28 days	1'700.–
Partial Branding (1 F200 + 1 ARMidi24 + 1 F24 + 5 crêtes)	Autobus Citaro articulated	14 days	4'525.–
Combi M (1 F24 + 2 rooftops)	Autobus Citaro, Trolleybus	14 days	1'888.–

All prices in CHF gross and excluding VAT - subject to change without notice

# DISCOUNTS & CONDITIONS

Our conditions and discounts enable you to plan campaigns according to your specific needs. Take advantage of various discount systems, which can support you in the long or short term.

- **JURA/campaign discount\***: OOH and DOOH jointly count towards the eligible volume.
- **Participation / free space**: 30% from CHF 30,000 net/net in OOH and DOOH according to the distribution of the booked campaigns [Airport and Premium products are excluded].
- **Bookings based on impressions (number of views)**: 40% flexible discount, but not eligible for the JURA or campaign discount.
- **ZEWO & culture discount**: 50% including agency commission.
- **Politics**: 40% including agency commission.

## JURA/campaign discount schedule

Net sales	Discount
50'000	10%
100'000	14%
350'000	18%
650'000	21%
1'000'000	25%
1'500'000	30%
2'500'000	33%

\*JURA/campaign discounts do not apply to airport products at Geneva Airport or SWISS Lounges at Zurich Airport

## GENEVA AIRPORT VOLUME DISCOUNT

Gross from CHF	Gross up to CHF	Discount
25'000	49'999	2.50%
50'000	74'999	5.00%
75'000	99'999	7.50%
100'000	149'999	12.50%
150'000	199'999	15.00%
>200'000		17.50%

The volume discount at Geneva Airport cannot be combined with other discounts. The campaign discount and JURA are excluded from the Geneva Airport inventory.

### Industry exclusivity

#### No exclusivity

For all regular screens such as full digital A, full digital B extended, business lounge and digital welcome, exclusivity for customers is not guaranteed. Advertisements from potential competitors may be displayed one after the other, if the booking situation does not allow otherwise. If a customer desires exclusivity, all slots within the loop must be booked (full branding).

#### Exclusivity

For all iconic large-format screens, we guarantee industry exclusivity if the customer books two of three available slots for a period of six months. The customer automatically receives the right to extend the booking for the next period or the following year. An exception is the iconic digital hall baggage screen: as there are only two slots available, the customer must book one slot for six months to obtain exclusivity.

# CREATION & PRODUCTION

## IMPORTANT INFORMATION

Our Creative Department is at your entire disposal if you need a personalised offer for the complete realisation of your digital or classic campaign. The graphic sources, templates and videos must be provided by the client. Please contact our Crea Department if you have questions: [crea@goldbachneo.com](mailto:crea@goldbachneo.com)

## VIDEO ADAPTATION PRICES

Type	Cost
Format adaptation	300.–
Special format adaptation (LED)	600.–
Quick adaptation (less than 24h)	100.–

Type	Production	Modifications on client's request	Cost
Video Spot	simple (maximum 2 hours of work)	1	300.–
	standard (maximum 4 hours of work)	2	600.–
	non-standard (more than 4 hours of work)	–	on request
LED Spot	simple (maximum 2 hours of work)	1	600.–
	standard (maximum 4 hours of work)	2	1'200.–
Dynamic Spot	–	–	750.–
Dynamic CMS Spot	–	–	3'000.–

## CREATION AND EXECUTION FOR CLASSIC OOH FORMATS

Type	Production	Graphic sources	Cost
Airport Lightbox	execution	Graphic sources and template provided	600.–
Airport Lightbox	creation	–	1'200.–
Street Poster	execution	Graphic sources and template provided	600.–
Street Poster	creation	–	1'200.–

Prices are always expressed in Swiss Francs (CHF) and do not include taxes.