



# Price list for stand and distribution campaign.

Status: December 2024

# Stand campaign.

Railway station	Daily frequency 2023*	Area no.	Max. m (length, width)	Max. m <sup>2</sup>	Area m <sup>2</sup>	Prices in CHF ½ day
Aarau	76 000	P1	4 × 3	12	12	1 600
Baden	58 000	P1	4 × 3	12	12	925
Basel	140 000	P1	7 × 5	35	35	4 500
		P2	10 × 10	100	25	5 800
Bellinzona	16 000	P1	6 × 3	18	18	1 600
Bern	297 000	P1	7 × 5	35	35	4 400
		P2	4 × 4.25	17	17	1 800
Biel/Bienne	64 000	P1	3 × 4	12	12	1 425
Bülach	15 100	P1	6 × 8	48	48	1 300
Chur	40 000	P1	4 × 3	12	12	925
Genève Aéroport	41 000	P2	6 × 4	24	24	1 600
		P3	6 × 4	24	24	1 600
		P4	6 × 4	24	24	1 600
		P5	6 × 4	24	24	1 600
		P6	6 × 4	24	24	1 600
		P7	6 × 4	24	24	1 600
		Genève Cornavin	171 000	P1	6 × 5	30
Genève Eaux-Vives	13 400	P1	5 × 3	15	15	900
		P2	4 × 4	16	16	900
Lugano	30 000	P1	8 × 3	24	24	1 320
Luzern	144 000	P1	18 × 9	160	to 40	4 300
					from 41 to 80	5 675
					from 81 to 120	8 600
					from 121 to 160	10 500
<b>Metro m2 Lausanne-Flon</b>	Further information on page 8.					
Neuchâtel	29 000	P1	5 × 3	15	15	1 425
Olten	63 000	P1	6.2 × 5.2	32	32	2 100
Renens	22 600	P1	4 × 4	16	16	1 200
St. Gallen	78 000	P1	3 × 3	9	9	2 100
Wil SG	18 000	P1	4 × 3	12	12	925
Winterthur	131 000	P1	7 × 3.5	25	100	2 850
Zug	60 000	P1	3 × 2	6	6	1 400
Zürich Europaallee	10 000	P1	10 × 10	100	to 10	1 100
					from 11 to 20	1 650
					from 21 to 40	2 750
					from 41 to 60	3 850
					from 61 to 80	4 950
					from 81 to 100	6 050
Zürich Europaplatz	57 000	P1	6 × 4	24	24	3 500
Zürich Hauptbahnhof	399 000	P2	8 × 5	40	40	6 050
Zürich Oerlikon	114 000	P1	8 × 4	32	32	2 500
Zürich Stadelhofen	87 000	P1	14/12.5 × 10/6	100	to 40	3 850
					from 41 to 60	5 280
					from 61 to 100	5 940

\* Average daily frequency Monday–Friday (Source: SBB 2023)

## Distribution campaign – large and medium-sized railway

Railway station	Daily frequency 2023*	Distribution points	Prices in CHF ½ day	Prices in CHF ¼ day	Quantity of distr. points included	Prices in CHF for each additional point ½ day	Prices in CHF for each additional point ¼ day
Aarau	76 000	S1-S2	2 200	3 950	2		
Baden	58 000	S1	1 050	1 900	1		
Basel	140 000	S1-S4	3 950	7 100	3	1 320	2 370
Bellinzona	16 000	S1	800	1 425	1		
Bern	297 000	S1-S5	4 050	7 250	3	1 350	2 420
Biel/Bienne	64 000	S1-S2	1 050	1 900	1	1050	1900
Brig	21 000	S1	800	1 425	1		
Chur	40 000	S1-S3	950	1 700	1	950	1 700
Delémont	8 100	S1	550	950	1		
Frauenfeld	9 100	S1	600	1 080	1		
Fribourg	33 000	S1	950	1 700	1		
Genève Aéroport	41 000	S1-S2	650	1 150	1	650	1 150
Genève Champel	5 200	S1	425	750	1		
Genève Cornavin	171 000	S1-S3	3 550	6 350	3		
Genève Eaux-Vives	13 400	S1-S3	550	950	3		
Lancy-Bachet	6 600	S1	425	750	1		
Lancy-Pont-Rouge	9 400	S1	425	750	1		
Liestal	16 000	S1	800	1 425	1		
Lugano	30 000	S1	800	1 425	1		
Luzern	144 000	S1-S2	3 150	5 700	2		
<b>Metro M2 Lausanne</b>	Further information on page 8.						
Neuchâtel	29 000	S1-S2	950	1 700	1	950	1 700
Olten	69 000	S1-S2	2 100	3 800	2		
Rapperswil	23 000	S1	950	1 700	1		
Renens	22 600	S1	950	1 700	1		
Schaffhausen	23 100	S1-S3	800	1 400	1	800	1 400
Sion	13 300	S1	650	1 150	1		
Solothurn	15 300	S1-S2	800	1 425	1	800	1425
St. Gallen	78 000	S1-S2	2 200	3 950	2		
Thun	31 600	S1	1 050	1 900	1		
Uster	24 300	S1	950	1 700	1		
Visp	25 700	S1	800	1 425	1		
Weinfelden	15 500	S1	800	1 425	1		
Wil SG	18 000	S1-S2	950	1 700	1	950	1 700
Winterthur	131 000	S1-S3	2 550	4 600	2	1 275	2 300
Yverdon-les-Bains	18 600	S1-S2	800	1 425	1	800	1 425
Zug	60 000	S1-S2	1 050	1 900	1	1 050	1 900

\* Average daily frequency Monday–Friday (Source: SBB 2023)

## Distribution campaign – large and medium-sized railway

Railway station	Daily frequency 2023*	Distribution points	Prices in CHF ½ day	Prices in CHF ¼ day	Quantity of distr. points included	Prices in CHF for each additional point ½ day	Prices in CHF for each additional point ¼ day
Zürich Altstetten	37 800	S1-S2	1 050	1 900	2		
Zürich Enge	25 000	S1-S2	800	1 425	1	800	1 425
Zürich Europaallee	10 000	S1-S2	800	1 250	2		
Zürich Europaplatz	57 000	S1	1 250	2 400	1		
Zürich Hauptbahnhof	399 000	S1-S10	6 050	10 850	4	1 510	2 710
Zürich Oerlikon	114 000	S1-S2	2 100	3 800	2		
Zürich Stadelhofen	87 000	S1-S2	2 700	4 850	2		

\* Average daily frequency Monday–Friday (Source: SBB 2023)

## Distribution campaign – smaller stations.

Railway station	Daily frequency 2023*	Prices in CHF ½ day	Prices in CHF ¼ day
Aadorf	1 600	425	750
Affoltern am Albis	7 400	550	950
Aigle	10 600	550	950
Altdorf UR	2 200	425	750
Amriswil	3 200	425	750
Andelfingen	2 500	425	750
Arbon	1 900	425	750
Arth-Goldau	19 200	650	1 150
Baar	8 700	550	950
Bad Ragaz	2 800	425	750
Bad Zurzach	1 400	425	750
Bauma	730	425	750
Biasca	2 500	425	750
Bonstetten-Wettswil	3 600	425	750
Brugg AG	22 300	950	1 700
Brunnen	2 900	425	750
Bubikon	5 300	550	950
Buchs SG	5 600	550	950
Bülach	15 100	950	1 700
Cham	5 800	550	950
Chiasso	8 600	550	950
Dielsdorf	3 000	425	750
Dietikon	20 900	950	1 700
Dietlikon	7 800	550	950
Dornach-Arlesheim	4 700	550	950
Döttingen	2 400	425	750
Dübendorf	7 900	650	1 150
Effretikon	16 900	800	1 425
Emmenbrücke	5 400	425	750
Erlenbach ZH	3 600	425	750
Fehraltorf	3 100	425	750
Flüelen	1 000	425	750
Frick	4 900	525	950
Gland	6 700	550	950
Glarus	3 000	425	750
Glattbrugg	6 300	550	950
Gossau SG	7 200	650	1 150
Grenchen Süd	4 600	550	950
Heerbrugg	3 700	425	750
Herrliberg-Feldmeilen	3 900	425	750
Herzogenbuchsee	3 500	425	750
Hinwil	2 700	425	750

\* Average daily frequency Monday–Friday (Source: SBB 2023)

## Distribution campaign – smaller stations.

Continuation

Railway station	Daily frequency 2023*	Prices in CHF ½ day	Prices in CHF ¼ day
Hochdorf	1 900	425	750
Horgen	8 500	550	950
Kilchberg ZH	4 200	425	750
Killwangen-Spreitenbach	4 300	425	750
Kloten	5 000	550	950
Kreuzlingen	7 400	550	950
Küsnacht ZH	5 200	550	950
Küssnacht am Rigi	2 700	425	750
La Chaux-de-Fonds	9 900	550	950
La Neuveville	1 300	425	750
Lachen SZ	3 200	425	750
Langenthal	10 400	650	1 150
Laufen	5 700	550	950
Lenzburg	26 000	950	1 700
Leuk	2 300	425	750
Locarno	9 400	550	950
Lyss	10 100	650	1 150
Männedorf	4 900	550	950
Martigny	10 100	550	950
Meilen	7 900	550	950
Mellingen Heitersberg	4 000	425	750
Mendrisio	9 700	425	750
Monthey	2 300	425	750
Montreux	17 300	800	1 425
Morges	21 400	800	1 425
Moutier	3 300	425	750
Münchenbuchsee	3 500	425	750
Münsingen	6 400	550	950
Muri AG	2 700	425	750
Muttenz	5 700	550	950
Nänikon-Greifensee	4 500	550	950
Nebikon	1 500	425	750
Nyon	18 100	950	1 700
Oberwinterthur	3 600	550	950
Oensingen	4 900	550	950
Palézieux	6 900	425	750
Payerne	5 900	550	950
Pfäffikon SZ	15 700	800	1 425
Pfäffikon ZH	5 500	550	950
Porrentruy	3 300	425	750
Pratteln	8 500	550	950
Pully	2 700	425	750
Regensdorf-Watt	6 500	550	950

\* Average daily frequency Monday–Friday (Source: SBB 2023)

## Distribution campaign – smaller stations.

Continuation

Railway station	Daily frequency 2023*	Prices in CHF ½ day	Prices in CHF ¼ day
Rheineck	1 700	425	750
Rheinfelden	8 600	550	950
Richterswil	5 000	550	950
Romanshorn	11 100	650	1 150
Romont FR	5 100	425	750
Rorschach	6 000	550	950
Rotkreuz	15 000	650	1 150
Rümlang	4 700	425	750
Rüti ZH	11 500	650	1 150
Sargans	11 600	650	1 150
Schlieren	13 000	650	1 150
Schwanden GL	1 800	425	750
Schwerzenbach ZH	9 700	650	1 150
Schwyz	2 500	425	750
Siebnen-Wangen	3 100	425	750
Sierre/Siders	7 100	550	950
Sissach	7 600	550	950
St. Margrethen SG	4 200	425	750
Stäfa	5 300	550	950
Stein am Rhein	1 700	425	750
St-Maurice	7 100	550	950
Sursee	12 900	650	1 150
Thalwil	17 300	800	1 425
Turgi	6 600	550	950
Uznach	8 700	550	950
Uzwil	5 100	500	900
Versoix	4 400	425	750
Vevey	24 200	950	1 700
Wädenswil	17 900	800	1 425
Wallisellen	12 600	650	1 150
Wettingen	5 000	550	950
Wetzikon ZH	24 700	950	1 700
Winterthur Seen	2 400	425	750
Wohlen AG	6 000	550	950
Ziegelbrücke	11 500	550	950
Zofingen	9 600	650	1 150
Zürich Tiefenbrunnen	4 600	425	750

\* Average daily frequency Monday–Friday (Source: SBB 2023)

# Discounts.

## Stand campaign.

Discounts on total amount	
from 3 actions	5 %
from 5 actions	10 %
from 10 actions	15 %
from 30 actions	20 %

Discounts for consecutive days	
from 2 days	10 %
from 3 days	20 %
from 4 to 7 days	30 %

A promotion counts as a whole day of "promotion". The individual promotions are cumulated (per contract confirmation/ booking) and thus form the basis for discounting. The more favourable discount system is applied.

Example:

1 day promotion = 1 action

## Distribution campaign.

Discounts on total amount	
from 3 actions	5 %
from 5 actions	10 %
from 10 actions	15 %
from 30 actions	20 %

A promotion counts from half a day of "sampling". The individual promotions are cumulated (per contract confirmation/ booking) and thus form the basis for discounting.

Example:

1 half day sampling = 1 promotion

1 full day sampling = 2 promotions





## Distribution campaign - Metro m2 Lausanne.

Station	Frequency per hour	Distribution points (all incl. in the price)	Prices in CHF ½ day	Prices in CHF ¼ day
Lausanne-Croisettes	4 500	S1-S2	1 000	1 800
Lausanne-Flon	10 000	S1-S4	1 200	2 000
Lausanne-Gare*	8 800	S1/S2*	1 200	2 000
Lausanne-Ouchy	3 400	S1	1 000	1 800

\* Restriction matin/après-midi, see specifications

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## Stand campaign - Metro m2 Lausanne.

Station	Frequency per hour	Area in m <sup>2</sup> (length, width)	Price per day
Lausanne-Flon P1	10 000	4 x 4	2 500

## Discounts - Metro m2 Lausanne.

### Stand campaign.

Discounts on total amount	
from 3 actions	5 %
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from 10 actions	15 %

Discounts for consecutive days	
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from 4 to 7 days	30 %

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from 5 actions	10 %
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A promotion counts from half a day of “sampling”. The individual promotions are cumulated (per contract confirmation/ booking) and thus form the basis for discounting.

Example:

1 half day sampling = 1 promotion

1 full day sampling = 2 promotions

**Note that promotions at SBB stations cannot be combined with promotions at Metro m2.**