

# STILL IMAGE ADVERTISING

In Zug cinemas, you can present your advertising in the form of a still image during the intermissions<sup>1</sup> to our cinema audience.

Our cinema advertising offers many advantages:

- ✓ Large-scale advertising in top image quality that achieves better recall rates than any other medium.
- ✓ High receptivity among a consumer-oriented audience
- ✓ Flexible billing models and transparent, fair billing based on visual contacts

## The right model for all needs

*Circuits without a binding end date*

You select the desired number of views from the price list below, or you tell us your budget and we will calculate the number of views you will receive for that amount. Your advertisement will be displayed until the agreed number of views has been reached. We will contact you shortly before the target is reached and you can extend the campaign if necessary.

*Circuits with a binding end date*

If your advertising is time-sensitive (e.g., when promoting an event), you only pay for the visual contacts that you have actually achieved within the predefined period. A maximum amount can be agreed upon for cost control purposes.

## Terms and Conditions

- Your advertisement will be shown during the intermission of all screenings. By default, it will be shown in all four theaters (Kinos Seehof 1+2, Gotthard, and Lux). However, certain theaters can be given preference or excluded upon request.
- The following prices apply to the standard display time of 10 seconds. The display time can be increased to up to 19 seconds. Please contact us for a quote.
- The start of the campaign and any subject changes are possible at the beginning of each cinema week (on Thursday). The image templates should reach us by the previous Tuesday so that they can be taken into account in good time.

## Preisliste

Views	Price in CHF
1'000	90.00
1'500	135.00
2'000	180.00
2'500	225.00
3'000	265.00
3'500	310.00
4'000	350.00
4'500	395.00
5'000	435.00

Sichtkontakte	Preis in CHF
6'000	520.00
7'000	605.00
8'000	685.00
9'000	765.00
10'000	845.00
12'000	1'000.00
14'000	1'150.00
16'000	1'295.00
18'000	1'435.00

Sichtkontakte	Preis in CHF
20'000	1'570.00
25'000	1'895.00
30'000	2'195.00
35'000	2'470.00
40'000	2'725.00
45'000	2'960.00
50'000	3'170.00
60'000	3'545.00
70'000	3'850.00

All prices are exclusive of 8.1% VAT.

**The more visual contacts you book, the less you pay per visual contact!**

Visitor numbers are subject to significant fluctuations at times. For an approximate switching period of **one month, between 4,500 and 6,000 visual contacts** should be estimated, **and for one year, approximately 60,000 visual contacts**. Visual contacts are calculated weekly based on the visitor numbers for all performances during which there was an intermission.

## Image templates

Digital content is shown in all cinemas. We require a JPEG file with the following dimensions as a template:

**1920px width x 1080px height \***

Upon request, we also accept templates in other formats (e.g., PDF or TIFF). A still image can consist of several consecutive images that are displayed in succession at precise intervals. The amount of text should always be adjusted to the display time (at normal reading speed).

\* The projection is configured differently in each room, which may result in a few pixels being lost. Therefore, no relevant information should be located at the edges of the still image (approx. 15px on each side).

## Contact cinema office

Do you have any questions? You can reach us at:

Telephone 041 726 10 90

E-Mail [werbung@kinozug.ch](mailto:werbung@kinozug.ch)