

**POS Advertising**



The advertising platform  
with impact.

# In-Store Radio

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**Facts &  
figures**





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**CONTACT**

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# Content

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# In-Store Radio

## Facts & figures

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### OVERVIEW OF SERVICES

- Ad length: 10 to max.15 seconds
- Broadcasts in up to 930 sales outlets possible (900 Coop retail POS, 30 department stores)
- Ads can be booked on a weekly basis

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### TECHNICAL DETAILS

#### Data delivery

48,000Hz, mono, 16 bit linear, WAV file, -3 dBFS




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### PRICE

Varies according to ad length and store coverage\*

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### DEADLINES

- **Lead time:** reservation 4 weeks in advance.
- **Duration:** at least 1 week

\* As a guide, average rates are based on 20-second ads. Retail: average rates CHF 40 per sales outlet for 6 days (2 broadcasts per hour during opening hours).