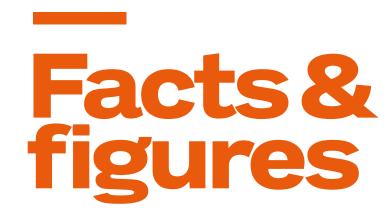
## POS Advertising



The advertising platform with impact.

# In-Store Radio







with impact.



## **POS Advertising**

**In-Store Radio** 

Facts& figures

### **CONTACT**

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## Content

COOP CROSS IMPACT | In-Store Radio |

## In-Store Radio

## Facts & figures

#### **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

#### **TECHNICAL DETAILS**

**Data delivery** 

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



### **PRICE**

Varies according to ad length and store coverage\*

#### **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).