

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

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).