GOLDBACH NEO

FACTSHEET MEGAPOSTER CENTRAL, ZURICH

27.10.2026

FACTSHEET
MEGAPOSTER CENTRAL
AT CENTRAL ZURICH TRAM STATION

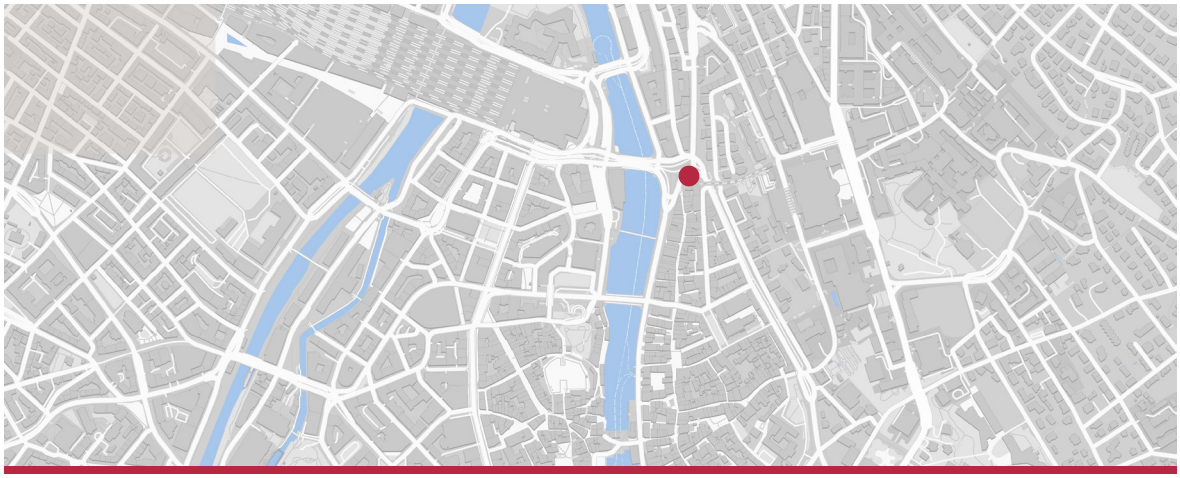
Located in the heart of Zurich's vibrant centre, our megaposter site undoubtedly offers the best location, the city has to offer. With the highest frequency of pedestrians, public transport passengers and motorists in the whole of Switzerland, our presence is unmissable. But not only that, our megaposter benefits from an optimal viewing distance and a remarkably long viewing duration. Welcome to a place that puts your message in focus and creates a lasting impression.

Information

Size	8.57 m x 9.48 m (WxH), 81.24 m^2
Illumination	None
Frequency/4 weeks	Approximately 2 Mio.
Authorization	Outline approval given, subject matter requires approval
Restrictions/ conditions on subject matter	No advertising for tobacco, erostism, alcohol or politi- cal advertising (1 image with low information density, a maximum of three words, one small logo and internet adress clearly as secondary features)



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Price per month

Gross media value*	CHF 53 000.–
Production*	CHF 2 720.–
Assembly/removal*	CHF 6 290.–
Total	**CHF 62 010.–**

Display period (DP13) cost	CHF 66 250.–

*Per period of posting is 4 weeks
Prices are in CHF excl. VAT

Megaposter booking periods 2027

BOOKING PERIOD	CALENDAR WEEK	START	END
BP 01	CW 01 – CW 04	04.01.27	31.01.27
BP 02	CW 05 – CW 08	01.02.27	28.02.27
BP 03	CW 09 – CW 12	01.03.27	28.03.27
BP 04	CW 13 – CW 16	29.03.27	25.04.27
BP 05	CW 17 – CW 20	26.04.27	23.05.27
BP 06	CW 21 – CW 24	24.05.27	20.06.27
BP 07	CW 25 – CW 28	21.06.27	18.07.27
BP 08	CW 29 – CW 32	19.07.27	15.08.27
BP 09	CW 33 – CW 36	16.08.27	12.09.27
BP 10	CW 37 – CW 40	13.09.27	10.10.27
BP 11	CW 41 – CW 44	11.10.27	07.11.27
BP 12	CW 45 – CW 48	08.11.27	05.12.27
BP 13	CW 49 – CW 52	06.12.27	02.01.28

WHEN IT'S SAID AND DONE:
On your request, we're offering the megaposter a second life through various upcycling options through our third-party partner. For details, please contact us.

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