

Make a wish!

*Do you want to address just guys or entire families?
Would you like to place your spot before the main film
or straight after the film trailer?*

Cinema commercials offer a wealth of possibilities – here's an overview:

1. *Advertising in the cinema auditorium of your choice*



GeoFocus (regional targeting):

Totally targeted – you choose the auditorium or auditoriums yourself. Nationally, regionally, locally – each screen can be controlled individually. No restrictions with regard to booked area or cinema category.

GeoFocus ECO (30% discount):

You determine the language region.
We determine the screen selection.

GeoFocus PLUS (30% surcharge):

Final placement in the national block.
You select the auditoriums individually.

2. *Advertising with the film of your choice*



CineFilm (audience targeting):

Select one or more films of your choice for national occupancy. You can also select films according to our clusters (namely female, male, family, young, teenager, premium, art-house or adult).

CineFilm ECO (30% discount):

You determine the language region.
We determine the film selection.

CineFilm PLUS (30% surcharge):

Final placement in the national block.
You select the films individually.

3. *Advertising with the placement of your choice*



CinePresenterFilm 2D/3D:

So close – your spot runs right before the main film.



CineOpener 3D:

Your spot in the best position – the first in the 3D pre-show entertainment.

4. *Advertising for the target group of your choice*



CineClassic:

A different approach to advertising – high-quality, high-income and slightly older target groups can be reached at exclusive live broadcasts of opera and ballet performances.

5. *Advertising with your desired special placement*



CineOpener Sponsoring:

Your advertising before the pre-show entertainment – as a still-frame image, while the audience enters the auditorium.



CineBreak Sponsoring (intro and outro):

Your spot twice in the film break setting – at the end of the first part of the film and before the film continues.



CineBreak Premium:

Your grand appearance after the break – the first spot before the film continues.

6. *Advertising in front of the auditorium*



DOOH Cinema:

Place your advertising on digital screens / moving image media in the foyers of the cinema centre.

7. *Innovative booking opportunity*



Cine 4DX:

Extraordinary advertising presentation that gets under your skin: physical special effects with wind, water, smells and much more besides right up to the immersive chair.

Take your requests and requirements to a whole new level!

From the popcorn bag classic to the red carpet in the foyer: attention-grabbing advertising makes an impact inside the cinema even away from the big screen.

Advertising in the cinema environment

Cine Bag:

Creativity and attention are obvious – in your print images on the popcorn bags.

Cine Headrest Covers:

Your advertising right at the cinema seat – so every second seat in the auditorium is yours.

DOOH-Cinema:

Your advertising on the small screen – on displays in the foyer.

Cine Promo Team:

So close – your promotion team in the foyer is right where the visitors are.

Cine Promo Live:

Well-placed – your promotion team are there with their own special offer stalls.

Cine Promo Car:

Showcase vehicles at the cinema entrance – they'll be sure to attract visitors' attention.

Cine Printer:

Impressive – your advertising on film tickets that are ordered online and printed at home.

Cine Carpet:

Your advertising message on the red carpet – printed with freely selectable 4C motifs.

Cine Washroom Mirror:

Mirror, mirror on the wall – you book the most creative advertising in the entire country. Mirror stickers in the washroom.

Cine Washroom Poster:

Your posters in the sanitary facilities – focused advertising where there are no distractions.

Cine Graphics Windows:

A guaranteed eye-catcher – your advertising on adhesive film on window façades.

Cine Graphics Door:

The first impression counts – your advertising message on adhesive film on the entrance doors.

Cine Graphics Floor:

The best location – your advertising on the floor in the foyer.

Volume discount

Gross insertion volume in the cinema auditorium for national cinema campaigns

VOLUME DISCOUNT*

5 %	from	100 TCHF
10 %	from	200 TCHF
15 %	from	300 TCHF
20 %	from	450 TCHF

*Excluded from volume discounts: special forms of advertising, special placements and 3D / 4DX offers. Please contact us regarding these options.