

Refresher tissues and boarding passes



16.6 million

passengers
opted for SWISS quality last year.

Refresher tissues

Rates

Advertising options

Placement	Class / fleet	Production	Exposure*	Rate in CHF
On the back of the packaging	SWISS Business short- and long-haul	500,000	Around 3 months	25,000
	SWISS Business short- and long-haul	1,000,000	Around 6 months	45,000

* Shorter periods also possible, subject to verification. Precise commencement dates and lengths of exposure cannot be guaranteed. Rates exclude VAT and additional production costs.

Technical details

Format	140 × 70 mm
Print data	Mac data on CD with 2 proofs (no PDFs)
Ordering deadline	4 months before appearance
Print data submission deadline	12 weeks before appearance



Boarding passes

Rates

The back of the SWISS boarding pass is a great place to bring your company or product to the attention of any departing traveller. Customers receive their boarding pass at check-in or at the airport ticket desk.

Advertising options

Boarding passes for flights from Switzerland

Placement	Production	Exposure*	Rate in CHF
Back of boarding pass	1,000,000	Around 3 months	35,000
	2,000,000	Around 6 months	65,000

* Precise commencement dates and lengths of exposure cannot be guaranteed.
Rates exclude VAT and additional production costs.

Technical details

Back-of-pass dimensions	193 × 72 mm (stub: 50 × 72 mm)
Ordering deadline	12 weeks before appearance
Print data	EPS or high-resolution PDF
Print data submission deadline	10 weeks before appearance

