

Media Guide 2024



A STAR ALLIANCE MEMBER 



Table of contents

SWISS Magazine	6	SWISS Lounges	14
Seat pocket flyer	8	Screens	16
Video magazine	9	Publication placements	17
Inflight entertainment	10	Exhibition areas	18
Pre-roll commercial	10	Online advertising	19
Infomercials	11	Booking confirmation	20
Refreshing tissue	12	Data-based banner ads	21
Boarding pass	13	Data-based video ads	23
		Terms and conditions	24
		Contact	25



Facts and figures

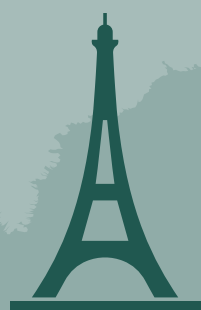
17 million
passengers

opted for SWISS quality in 2023



North America

101 weekly connections to
10 destinations in
2 countries



Europe

1,341 weekly connections to
82 destinations in
29 countries



Middle East

25 weekly connections to
3 destinations in
3 countries



South America

9 weekly connections to
2 destinations in
2 countries



Africa

24 weekly connections to
5 destinations in
4 countries



Asia Pacific

47 weekly connections to
7 destinations in
5 countries

Explore our destinations on [swiss.com](https://www.swiss.com) ↗

SWISS customers

Gender

Women	32 %
Men	68 %

Age group

18 – 34	25 %
35 – 49	34 %
50 – 64	31 %
65 +	8 %

Travel reason

Corporate	24 %
Leisure	76 %

Top languages

English	45 %
German	39 %
French	7 %
Italian	4 %

Residence country

Switzerland	38 %
International	62 %

Top international countries

United States
United Kingdom
Germany
France
Brazil



Your advertising options

Highlight your brand with premium advertising placements at the different touchpoints throughout a passenger's journey.



Journey planning

- Booking confirmation
- Data-based banner ads
- Data-based video ads
- SWISS Magazine



At the airport

- Screens
- Publication placements
- Exhibition areas
- Boarding pass
- SWISS Magazine
- Seat pocket flyer



On board

- Video magazine
- Pre-roll commercials
- Infomercials
- SWISS Magazine
- Seat pocket flyer
- Refreshing tissue
- Boarding pass

SWISS Magazine

The SWISS Magazine is available digitally and can be read online anywhere and at any time, so you reach an exceptional, modern audience. Thanks to the offline reading function, a selection of articles can be downloaded before departure and read on a personal device once the reader is airborne. With Wi-Fi on board of long-haul aircraft, the SWISS Magazine is even available to all passengers.

Our digital platform constantly entertains passengers and travellers all over the world with inspiring stories about travels to destinations near and far, contributes exciting experiences about lovely Switzerland, and offers behind-the-scenes looks at the fascinating world of SWISS.

swiss.com/magazine ↗

- The SWISS Magazine stories are communicated via:**
- Social media
 - Newsletter
 - swiss.com
 - Lounges
 - On-board seat pocket
 - After-take-off video



SWISS Magazine

Take this opportunity to present your brand and message on the SWISS Magazine to a premium audience in the digital world. Do you have any individual wishes? We'll be pleased to discuss them with you.

Our most popular offers

	Platinum	Premium	Advertorial	Download ad	Video
Ad format	1, 2 and 3	1, 2 and 3	Advertorial on- and offline	3	Outstream video
Placement	First slot Overview and article	Random slot Overview and article	Random advertorial spot Overview	Download window shown to users when downloading articles	Video slot in article
Period	1 month	1 month	1 month	3 months	1 month
Price CHF	18,600	12,600	11,200	5,600	13,500

Our conditions

The gross prices include discounts and agency commissions
Multi-order discount: 3 × 5 %; 6 × 10 %; 9 × 15 %; 12 × 20 %
Agency commission: 15 %
Advertorial fixed-placement surcharge: 10 %
SWISS combination discount (with other media): 10 %

Contact

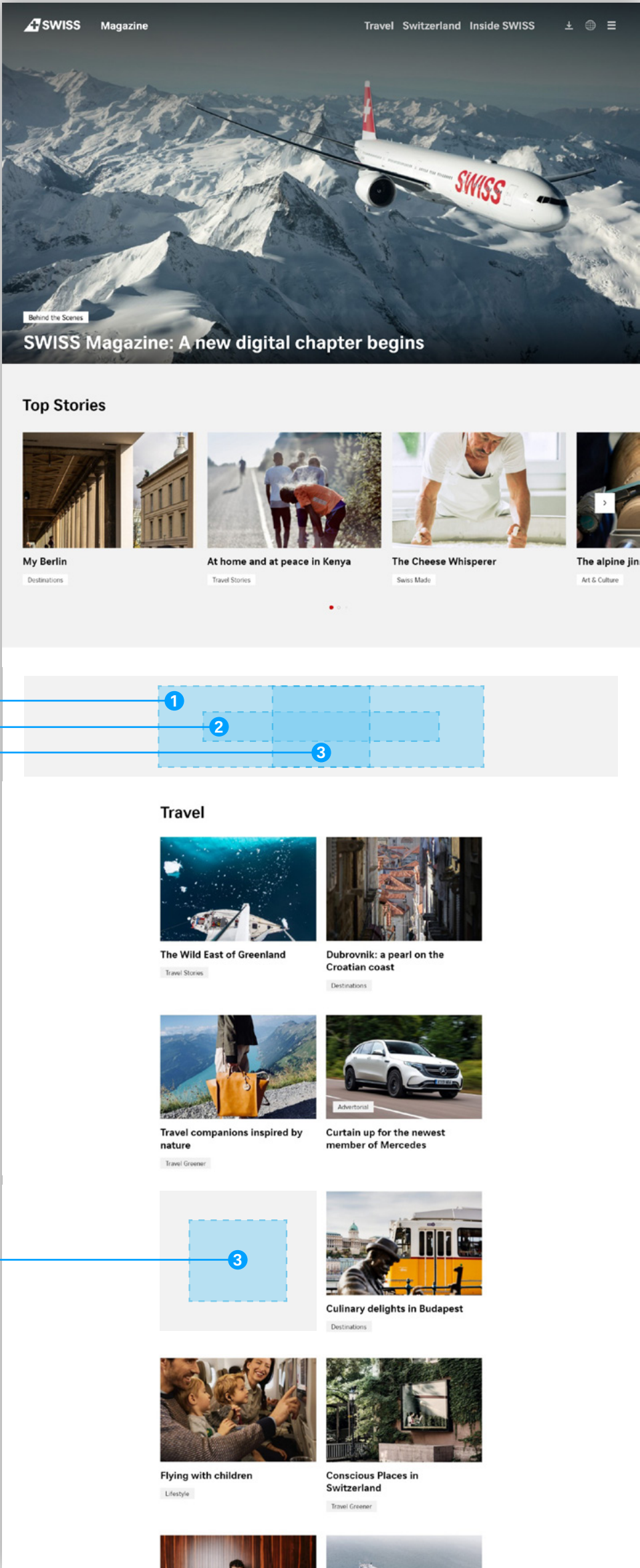
Airpage AG
Peter Furrer
Phone +41 (0)43 311 30 00
office@airpage.ch

swiss.com/magazine ↗

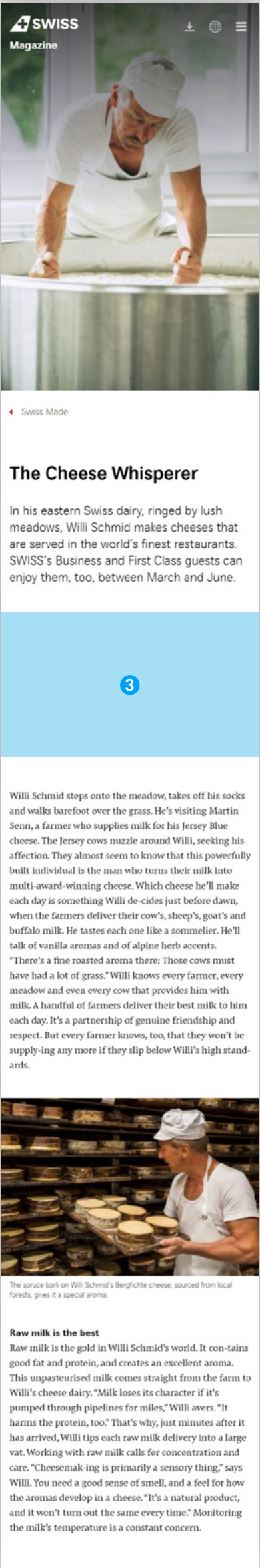
Wideboard
994 × 250 px

Leaderboard
728 × 90 px

Rectangle
300 × 250 px



Homepage (desktop view)



Article (mobile view)

Seat pocket flyer

Achieve high visibility among SWISS passengers on board by placing your brand on the SWISS Magazine flyer. Our seat pocket flyer is present in all seat pockets of our long-haul and short-haul aircraft and in the SWISS Lounges.

Advertising details

Placement type	Contacts	Duration*	Price CHF
1 Short-haul, front side	6,000,000	6 months	19,600
2 Short-haul, back side	6,000,000	6 months	15,900
3 Long-haul, front side	2,000,000	6 months	14,900

Packages

Placement type	Duration*	Price CHF
1 + 2	6 months	33,600
1 + 2 + 3	6 months	45,000

* Two publications per year; 1st publication: 15 March – 14 September 2024; 2nd publication: 15 September – 14 March 2025

Specifications

Size	187 × 62 mm
Format	HQ PDF, CMYK
Language	English

Our conditions

Repetition discount: 10% frequency discount 2× per year
Agency commission: 15%

Contact

Airpage AG
Peter Furrer
Phone +41 (0)43 311 30 00
office@airpage.ch



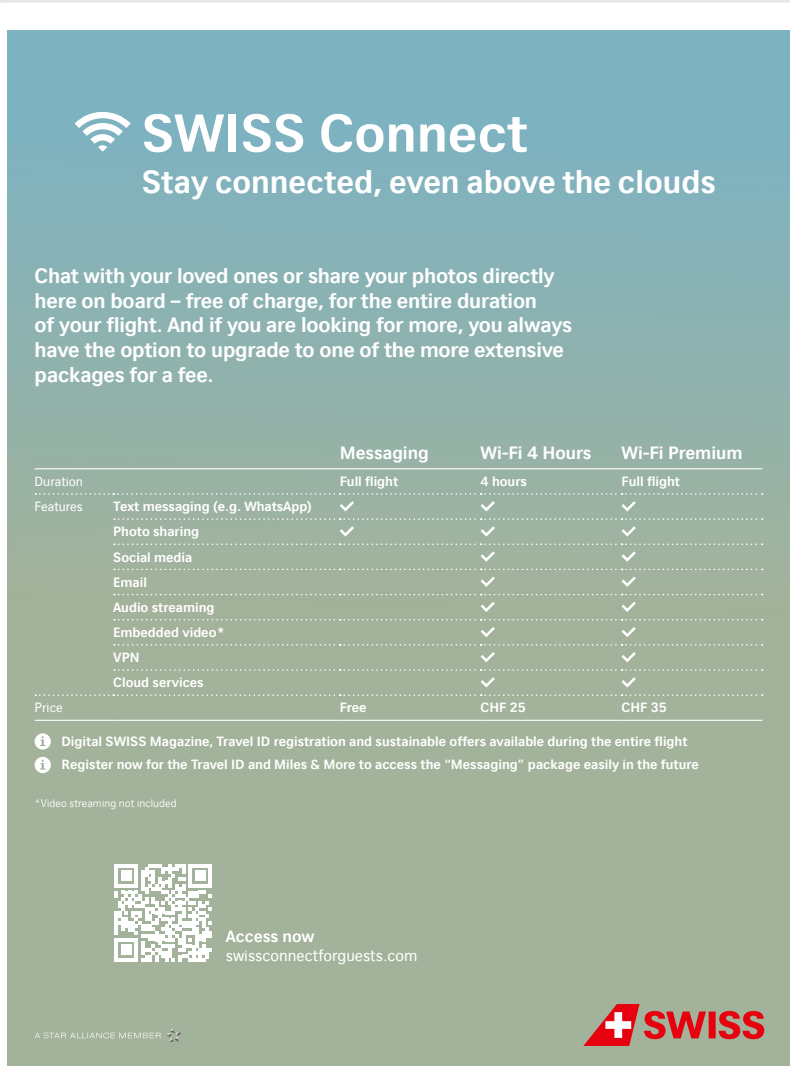
1



2



3



Video magazine

Advertise your brand where the customer has time to really take it in. The Video Magazine is an engaging platform that showcases SWISS latest topics, including destinations, culinary offerings and helpful travel information. Seize this excellent opportunity to showcase your commercial spot.

Advertising options

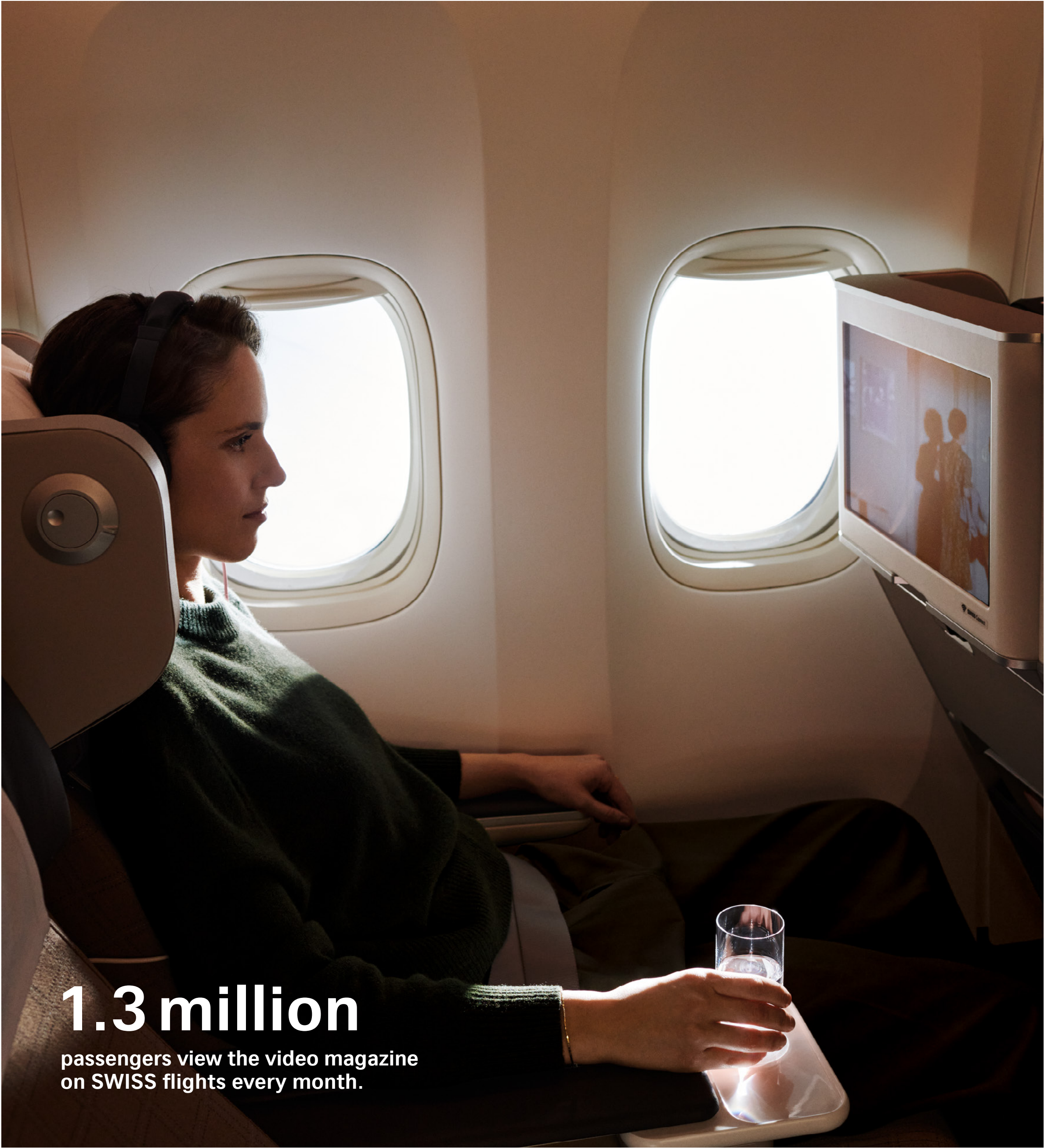
Single issue (1 month)	Fleet	Contacts	Duration	Price CHF
Video Magazine with sound	Long-haul	300,000	30 s	15,000
Video Magazine without sound	Short-haul	1 million	30 s	10,000
Multi-order discount	3 × 5 %; 5 × 10 %; 8 × 15 %; 10 × 20 %			
Surcharge	60 s			+30 %

Prices exclude production costs.

Technical details

Data file	ProRes codec or MP4 file
	Aspect ratio 16:9
	Resolution 1,920 × 1,080 (1080p)
	– Spots must generally be submitted with soundtrack, even if they will be broadcast via the cabin screens on short-haul flights.
	– Spots must be submitted in English or with English subtitles.
Submission date	– The video should be mixed down to an output level of –3.0 dB.
	4 weeks before showing

On our long-haul services, the Video Magazine is always shown on all screens before we activate the inflight entertainment system, and on European flights via the cabin screens (Airbus fleet, except A220).



1.3 million
passengers view the video magazine
on SWISS flights every month.

Inflight entertainment

Pre-roll commercial

With the pre-roll commercial, your brand takes centre stage before a selected array of movies across all genres*, encompassing a remarkable 30% of the SWISS video entertainment library.

- Maximum of attention with a pre-roll placement in the much-used entertainment programme on board.
- Effective means of communication with passengers on all long-haul flights in all classes.

Advertising details

Fleet	Contacts	Duration	Price CHF
Long-haul	800,000 views	30 s	35,000 / for 2 months

The minimum booking period is 2 months. Rates stated do not include production costs. Specifications will be provided in an additional file.

Deadlines

Booking confirmation	12 weeks before publication
Motif release	10 weeks before publication
Submission date	9 weeks before publication

*Children’s films are excluded from advertising



Inflight entertainment

Infomercials

Engage, inspire and connect with the audience high above the clouds. Our extensive film programme offers pleasant entertainment on long-haul flights, and you can be a part of it – with a documentary or a film about your brand’s history.

Passengers in all seating classes can choose from the full range of entertainment options, and since each of them has their own inflight entertainment screen, your message can reach every single passenger.

Advertising details

Fleet	Contacts	Duration	Price CHF
Long-haul	approx. 320,000	> 30 to 60 min	15,000/ for 2 months
		> 61 to 120 min	25,000/ for 2 months

The minimum booking period is 2 months. Rates stated do not include production costs. Specifications will be provided in an additional file.

Deadlines

Draft for approval, programme name, duration and languages *	12 weeks before showing
Synopsis of programme (max. 250 characters) High-resolution movie poster (587×844, 240×360 and 1600×700)	10 weeks before showing
Final content	9 weeks before showing

*Creative must be branded content, not an advertisement, must be relevant and entertaining to passengers. Subject to SWISS approval.

[View the entertainment programme here ↗](#)



Refreshing tissue

With a luxurious touch and fresh scent, refreshing towels offer a great opportunity to creatively integrate your brand into the passengers’ journey.

Advertising options

Placement	Class / fleet	Production	Runtime*	Price CHF
Advertisement on back	SWISS Business short- and long-haul	500,000	approx. 3 months	37,500
	SWISS Business short- and long-haul	1,000,000	approx. 6 months	62,500

*Shorter periods also possible, subject to verification. Precise commencement dates and lengths of exposure cannot be guaranteed.

Technical details

Format	70 × 140 mm
Advertising space (portrait)	55.6 × 125.6 mm
Printing data	High-resolution PDF
Submission date for bookings	16 weeks before publication
Submission date for printing data	12 weeks before publication



Boarding pass

The back of the SWISS boarding pass is a great place to showcase your brand to the attention of departing travellers. Customers receive their boarding pass at check-in.

Advertising options

Boarding pass for flights from Switzerland

Placement	Production	Runtime*	Price CHF
Advertisement on back	1,000,000	approx. 3 months	35,000
	2,000,000	approx. 6 months	65,000

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

Technical details

Dimensions on back	193 × 72 mm (tear-off: 50 × 72 mm)
Printing data	EPS or high-resolution PDF
Submission date for bookings	12 weeks before publication
Submission date for printing data	10 weeks before publication



SWISS Lounges

A premium experience



SWISS Lounges

Overview and advertising options

Whether before departure, during a transfer or on arrival, our guests enjoy the highest comfort in a relaxing atmosphere at the SWISS Lounges. Our lounges offer opportunities for marketing messages, exhibitions, and experiences.

Lounges		Total area	Advertising options	Our guests
SWISS First Lounges	Zurich Schengen	650 m ²	Screens, publication placements	– First Class passengers of SWISS and Lufthansa – Miles & More HON Circle members – VIP passengers
	Zurich Dock E	750 m ²	Screens, publication placements	
	Geneva	213 m ²	On enquiry	
Senator Lounges	Zurich Schengen	595 m ²	Screens	– Miles & More Senators – Star Alliance Gold members
	Zurich Non-Schengen	243 m ²	On enquiry	
	Zurich Dock E	852 m ²	Exhibition, screens	
	Geneva	193 m ²	On enquiry	
SWISS Business Lounges	Zurich Schengen	940 m ²	Screens	– Business Class passengers of a Star Alliance carrier – Miles & More Frequent Travellers of a Star Alliance carrier
	Zurich Non-Schengen	274 m ²	On enquiry	
	Zurich Dock E	875 m ²	Exhibition, screens	
	Geneva	438 m ²	On enquiry	
Arrival Lounge	Zurich Schengen	690 m ²	On enquiry	

We'll be pleased to offer other platforms/appearances such as product samplings/placements on request.



120,000
Average monthly visitors in 2023

12 lounges
in Zurich and Geneva Airport

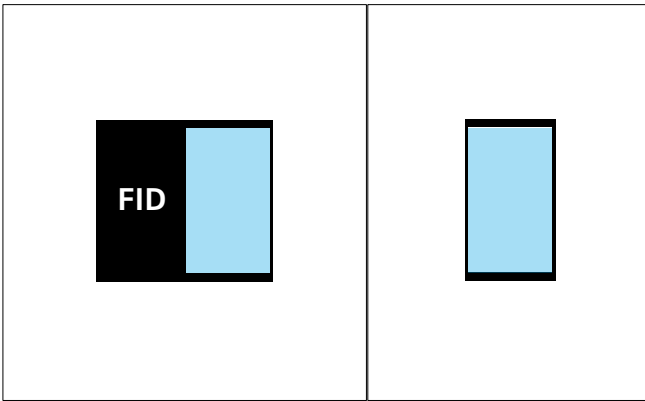
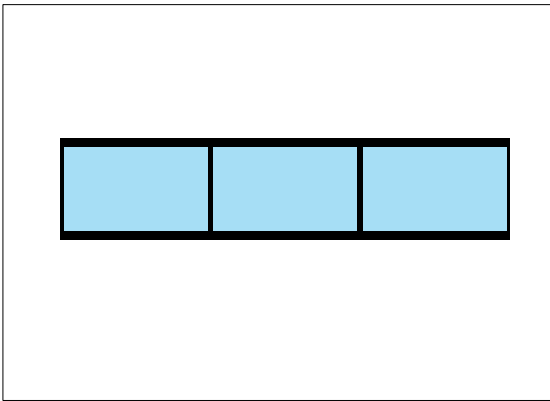
Screens

SWISS Lounges Zurich

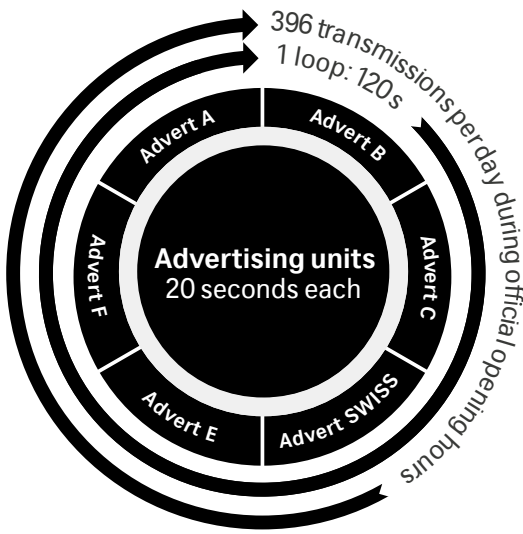
Advertising options

Number of screens	Period	Price CHF
34 full HD screens	1 month	21,500

Screens

Type	Screen (portrait)	Screens collage (landscape)*
		
Format	Portrait (9:16)	Landscape (48:9 [3 × 16:9])
Size	1080 × 1920 px	5760 × 1080 px (3 × 1920 × 1080)
Duration	20 s	—

*Files for collages must be submitted separately. Photos for photo / moving image combinations must be submitted as a film (same length/ duration as the moving image). Content subject to SWISS approval.



Closing date for bookings: 8 weeks before publication
Submission date: 4 weeks before publication

Appearance starts at the beginning of a month

Transfer formats

Images	Resolution	72 dpi, RGB
	Format	JPG, PNG
Video	Frame rate	25 or 30 fps
	Bit rate	8–12 Mbit/s
	Colour profile	RGB
	Codec	H.264
	Profile	Lv 4.2 advised (max.)
	Format	MP4
	Max. file size	25 MB

Contact

Goldbach Neo
oliver.bruehlmann@goldbachneo.com
nicole.costa@goldbachneo.com



Publication placements

Keep guests entertained, informed, and relaxed while they wait by placing your magazine, catalogue, brochure or flyer at the SWISS Lounges.

SWISS First Lounges	Publication placements
Location	Price CHF
Zurich Schengen (Terminal A)	2,500
Zurich Dock E	1,500
Zurich Non-Schengen (Terminal D)	2,000

- Terms for publication placements**
- All rates are for 1 month’s placement of the publication concerned.
 - Publication and format to be agreed with SWISS in advance.
 - The number of copies to be supplied will vary depending on the publication type.



Exhibition areas

SWISS Lounges

Zurich Dock E

Our lounge display areas provide an exceptional platform for you to present your products to our customers in a tangible and impactful manner. We offer you areas of various dimensions, which can be individually designed in a close consultative process. Needless to say, all such display items must contribute and help enrich the overall lounge experience.

Display area

Lounge	Area	Minimum runtime	Price CHF
Senator	18.7m ²	3 months	on enquiry
SWISS Business	18.7m ²	3 months	on enquiry



Online advertising



Booking confirmation

Whether it's double-checking flight details or making trip adjustments, Booking Confirmation and Manage My Booking are key touchpoints in the customers' journey planning. Showcase your brand here, right in the pre-flight considerations. This is your opportunity to captivate the passengers' attention and inspire them with a relevant offering that will elevate their trip experience.

Advertising details

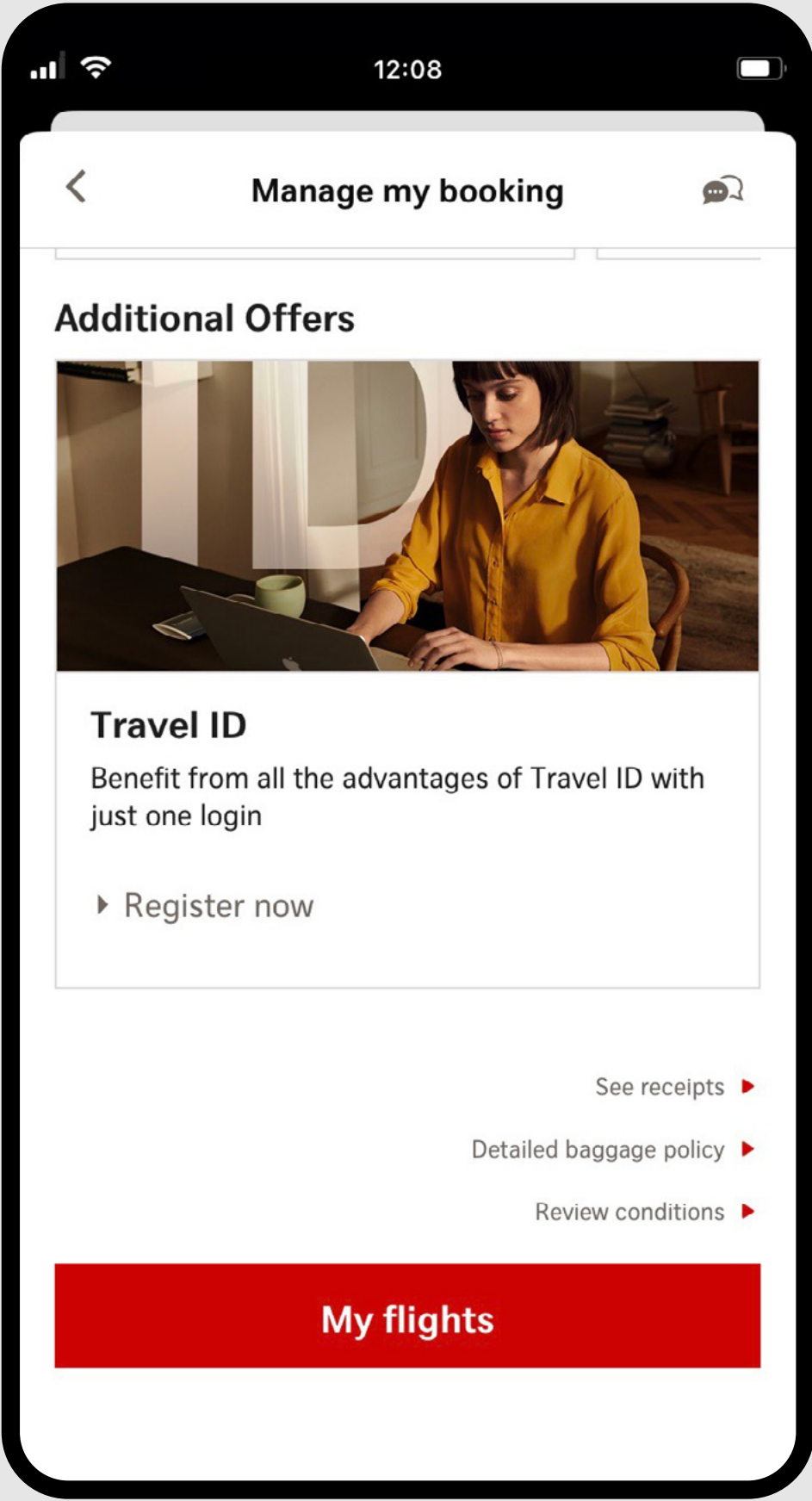
Contacts	Duration	Price CHF
80,000 views*	1 month	15,000

*Depending on the number of passengers, views may fluctuate.

Technical details

Headline	max. 25 characters (incl. spaces)
Copy text	max. 100 characters (incl. spaces)
CTA text	max. 20 characters (incl. spaces)
URL	HTTPS website
Format	JPG, PNG or GIF (only static images / no animation)
Image or logo	compulsory, 450 × 200 px, 390 × 150 px
responsive design	optional, 375 × 150 px, 428 × 150 px
Language	English, German (optional: Italian, French)

Booking confirmation	4 weeks before publication
Submission date	3 weeks before publication



Data-based banner ads

Standard ad bundle

Reach a tailored SWISS and/or Lufthansa Group audience based on your needs with data-based banner ads. The data basis for the targeted, overarching playout of the banner ads is based on the interests and search behaviour of visitors to swiss.com. With cookie-based targeting, your advertising message is displayed on third-party websites and reaches your target groups with accuracy – without wastage.

Targeting parameters

Data base	Price /CPM
General travel interest	CHF 25
Travel intent	CHF 30
Booking a flight	CHF 35

General information

Booking period	Flexible
Closing date for bookings	3 weeks before publication
Image approval	2 weeks before publication
Submission date	1 week before publication

Technical data

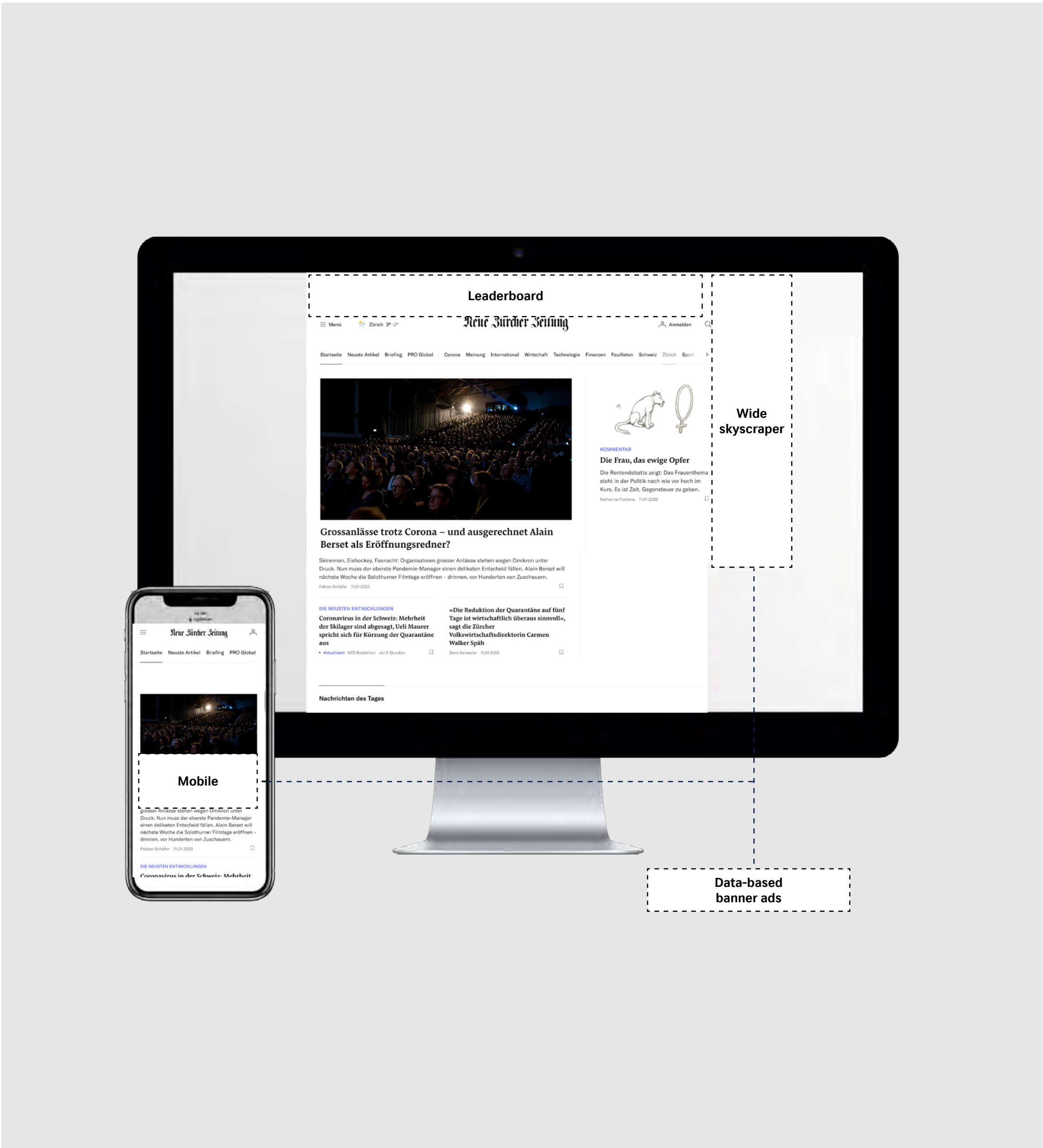
Display formats	Mobile formats
Wide skyscraper 300 × 600 px	320 × 50 px
Medium rectangle 300 × 250 px	300 × 50 px
Leaderboard 728 × 90 px	320 × 75 px

Formats

File format	JPG, GIF (max. 30 s)
Max. file size	150 KB

- Direct address of relevant users through intelligent data targeting
- Flexibility in the duration and timing of the campaign
- Guaranteed and plannable net reach
- Reporting after completion of the campaign

Other parameters	Price /CPM
First/ Business Class	+ CHF 15
Origin/ destination	+ CHF 5
Departure dates	+ CHF 5
Travel time	+ CHF 5
Geo-/ language targeting	+ CHF 5



Data-based banner ads

Premium ad bundle

Increase the visibility and success of your advertising campaigns with our premium ad bundle. Address your target groups across all digital formats with prominent, data-based banner ads. The data basis for the targeted, overarching playout of the banner ads is based on the interests and search behaviour of visitors to swiss.com. With cookie-based targeting, your advertising message is displayed in a tailored manner on third-party websites

Targeting parameters

Data base	Price / CPM
General travel interest	CHF 45
Travel intent	CHF 50
Booking a flight	CHF 55

General information

Booking period	Flexible
Closing date for bookings	3 weeks before publication
Image approval	2 weeks before publication
Submission date	1 week before publication

Technical data

Display formats	Mobile formats
Half-page ad 300 × 600 px	320 × 100 px
Billboard 800 × 250 and 970 × 250 px	300 × 480 px

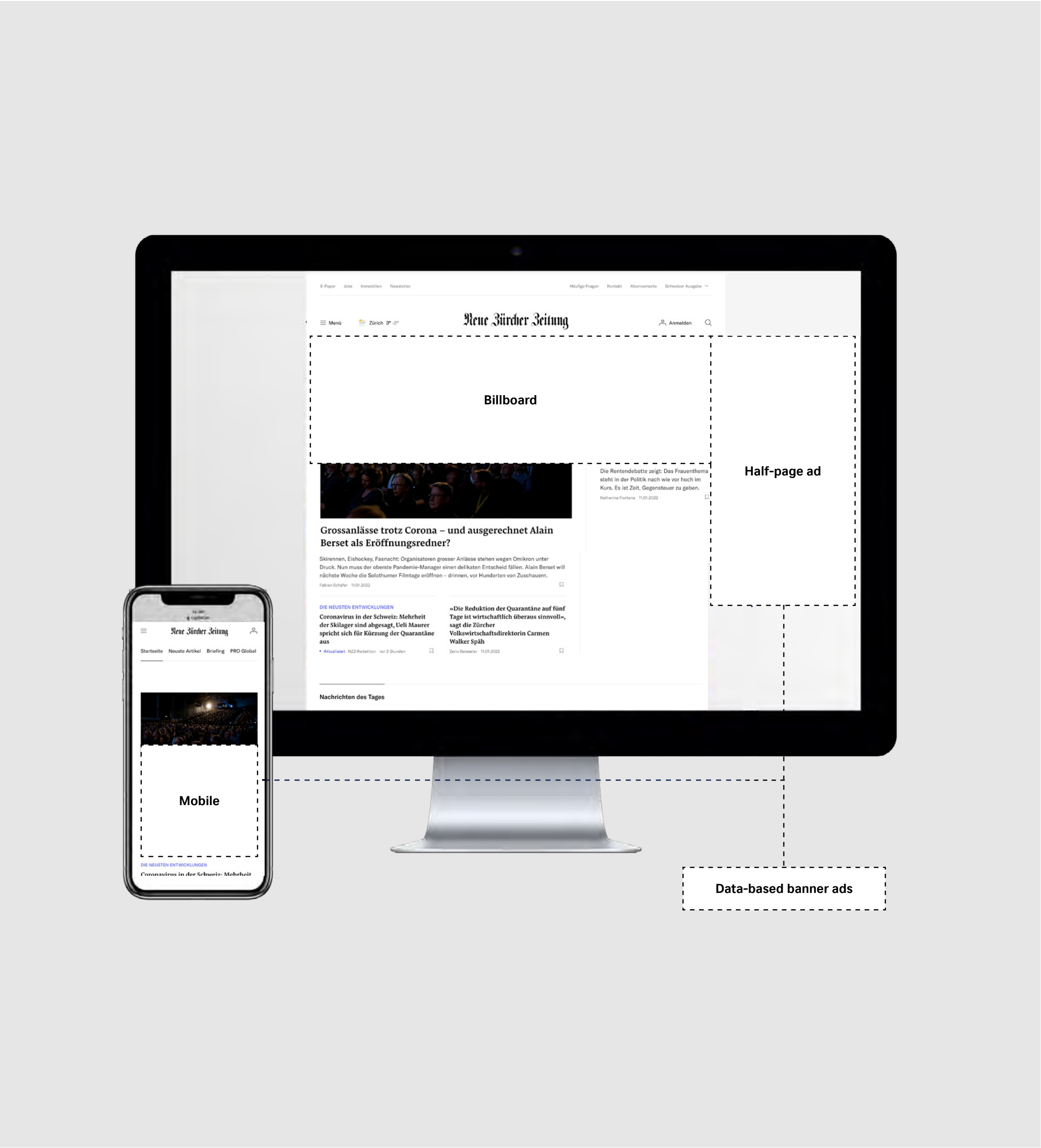
and reaches your target groups with pinpoint accuracy without wastage.

- Direct address of relevant users through intelligent data targeting
- Flexibility in the duration and timing of the campaign
- Guaranteed and plannable net reach
- Premium placement ideal for brand campaigns

Other parameters	Price / CPM
First / Business Class	+ CHF 15
Origin / destination	+ CHF 5
Departure dates	+ CHF 5
Travel time	+ CHF 5
Geo- / language targeting	+ CHF 5

Formats

File format	JPG, GIF (max. 30 s)
Max. file size	150 KB



Data-based video ads

Video advertising

Reach your target audience effectively by utilizing video ads across various digital platforms. With our cutting-edge targeting approach, your video ads will be strategically played out on third-party websites and/or YouTube, captivating your target groups. We tap into the interests and

search behaviour of visitors to swiss.com via cookie-based targeting. This ensures precise delivery to your desired audience without spreading loss. Engage your audience across digital platforms, expand your brand’s reach, and achieve your marketing goals with data-based video ads.

Targeting parameters

Data base	Price /CPM
General travel interest	CHF 50
Travel intent	CHF 55
Booking a flight	CHF 60

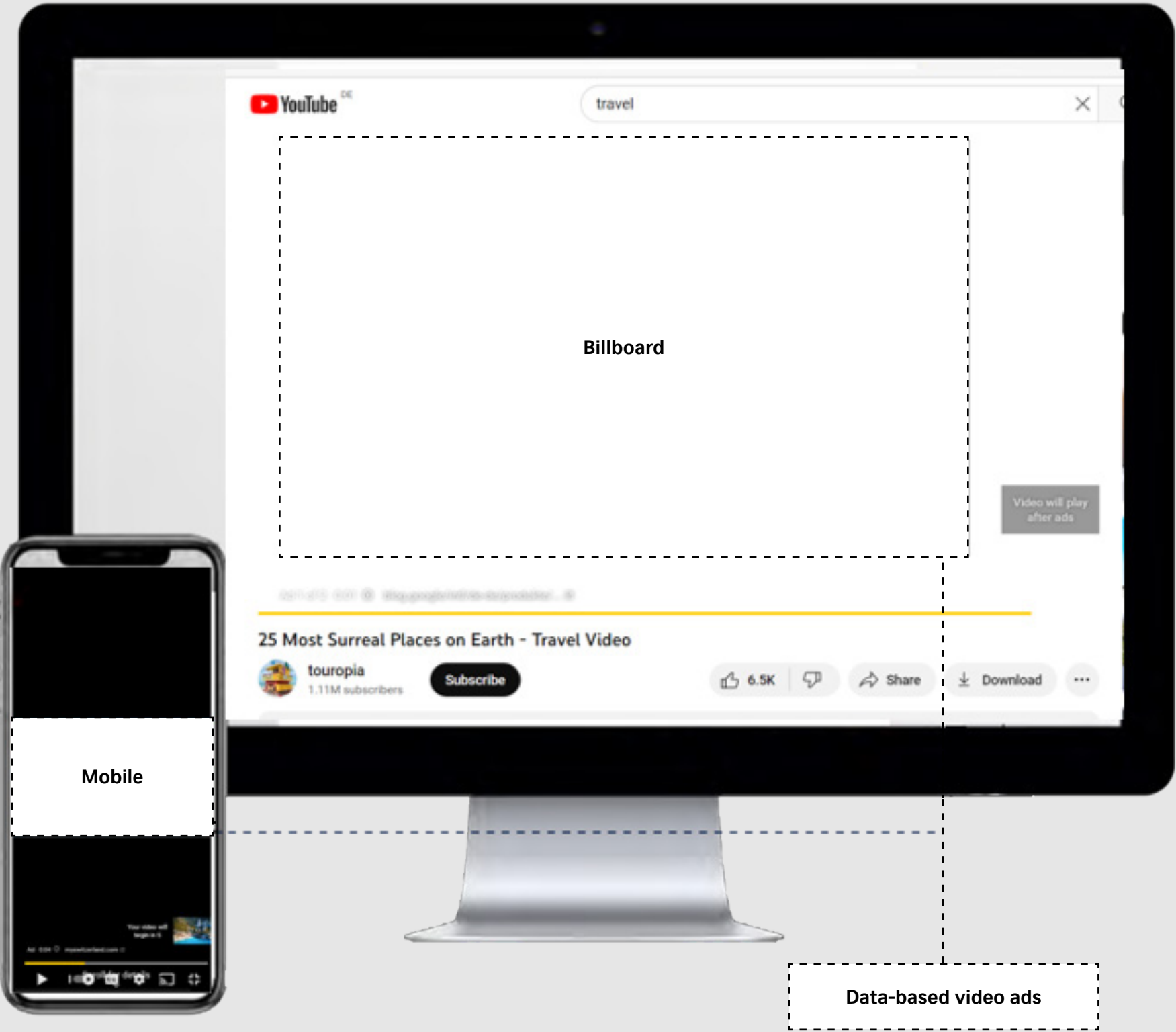
Other parameters	Price /CPM
First/ Business Class	+ CHF 15
Origin/ destination	+ CHF 5
Departure dates	+ CHF 5
Travel time	+ CHF 5
Geo-/ language targeting	+ CHF 5

General information

Booking period	Flexible
Closing date for bookings	3 weeks before publication
Image approval	2 weeks before publication
Submission date	1 week before publication

Technical data

Display formats	Length	Format
YouTube video ads	15–30 s	16:9
General video ads	15–30 s	16:9 and 4:5



Terms and conditions

1. Scope

The terms and conditions contained in these ‘Media Guide Terms and Conditions’ (the “Media Guide TC”) together with the advertising offer by SWISS (the “Offer”) and SWISS’ ‘General Terms and Conditions for the Purchase of Goods and Services’ (the “GTC”) (together, the “Contract”) are agreed between Swiss International Air Lines AG (“SWISS”) and the contracting person (the “Client”) indicated in the Offer. The Contract governs, among other things, the execution of the advertising order placed by the Client (the “Order”).

2. Conclusion of the contract / Order of precedence

Any Offer by SWISS is made without obligation; in particular, SWISS is not obliged to enter into a contract with the Client. The Contract shall only come into effect once SWISS has confirmed the Client’s Order in writing (including email). Orders placed by the Client verbally, by telephone and electronically, and confirmed in writing (including email) by SWISS, are deemed to be agreed upon to the extent that the Client does not object in writing (including email) within 24 hours of receipt of the booking confirmation (also called order confirmation; the “Booking Confirmation”). In case of discrepancies, the order of precedence between the documents comprising the Contract is the following (those higher in the list prevailing): (i) the Offer, (ii) these Media Guide TC and (iii) the GTC in force at the time SWISS confirms the Order. Application of the Client’s general terms and conditions is herewith explicitly rejected, unless SWISS has explicitly agreed to their validity in writing. This shall also apply if SWISS accepts an Order without reservation despite being aware of conflicting terms and conditions.

3. Orders from agencies

Orders from advertising agencies will only be accepted by SWISS if the advertising agency provides the name and full address of its client. It is at SWISS discretion whether to accept the order or not. Provided the relevant adverting agency can offer proof of corresponding services, such advertising agency shall receive an agency fee from SWISS equal to 5% of the net order value, i.e., of the net invoiced sum excluding VAT, after deduction of discounts. The agency fee shall be recalculated if the value of an Order and/or a discount change due to an addition or cancellation. For the avoidance of doubt, unless agreed otherwise, the Contract will be concluded between SWISS and the advertising agency.

4. Lead times, print deadlines

The lead times specified in this ‘Media Guide’ (e.g., subject approval, delivery date) serve as guidelines. Actual deadlines may vary from these guidelines. The times and deadlines stated in the Booking Confirmation are authoritative. If a deadline indicated in the Booking Confirmation varies from the lead times specified in this ‘Media Guide’ and the Client does not agree to this, the Client has the right of withdrawal. The Client must declare the withdrawal in writing (including email) within five working days of receipt of the Booking Confirmation.

5. Cancellation of orders by the client

The Client may cancel an Order in writing (including email) prior to the booking deadline. Postponements until subsequent periods are deemed to be equivalent to cancellations. In the case of cancellation by the Client, the Client shall pay the following cancellation costs; the gradation of these costs is governed by the booking deadline indicated in the Booking Confirmation for the medium in question: (i) If SWISS receives the cancellation at least 4 weeks before the booking deadline, 50% of the order value. (ii) If SWISS receives the cancellation less than 4 weeks before the booking deadline, 70% of the order value. (iii) If SWISS receives the cancellation after the booking deadline, 100% of the order value. The Client has the right to present proof that the costs asserted by SWISS were not incurred or were incurred in a significantly smaller amount. In case of partial cancellation by the Client, any contract discounts which may have been granted for the remaining Order will be

recalculated according to the price list set out in this ‘Media Guide’ (the “Price List”) in effect as of the time of cancellation.

6. Rejection of advertising orders and rescission of contract / Change requests

SWISS reserves the right to reject Orders as well as individual orders within a framework agreement (or rescind the Contract if the relevant Orders have already been confirmed) if (i) they violate the law or official regulations, (ii) they violate third-party rights, (iii) they are contrary to public policy, or (iv) their publication is unacceptable to SWISS, especially if SWISS’ reputation may be damaged as a result or if competitive products are advertised. The Client shall be informed by SWISS of such a rejection/rescission without undue delay. In such a case, the Client shall not be obliged to pay for the advertising services ordered but must pay cancellation costs in accordance with section 5 of these Media Guide TC if the Client is responsible for SWISS’ rejection/rescission; any further claims of the Client shall be excluded. If the booked advertising services are rendered by SWISS despite giving notice of rejection/rescission, the Client shall be obliged to pay for the advertising services as originally agreed. The Client shall also bear the costs of any changes requested by the Client, as well as the costs of any significant changes to the originally agreed execution for which the Client is responsible.

7. Prices

All prices are exclusive of any value added tax (VAT), withholding tax, import turnover tax, sales or turnover taxes. The Client shall pay any and all applicable value added, sales and use due under or in connection with the Contract. In the event that the Client is obliged by law to withhold any taxes, fees or duties, the client shall pay such additional amounts as are required to ensure that the net amount received by SWISS, i.e., the amount after deduction or withholding of any such taxes, fees or duties, is equal to the amounts payable by the Client to SWISS had no such deduction or withholding been required.

8. Basic price of inflight entertainment

The basic price of inflight entertainment shall constitute the fee for broadcasting the television commercial and does not include any production costs or other costs. Such costs will be invoiced by SWISS as soon as they are incurred (e.g., due to the nature of the provided advertisement material) and shall in all cases be borne by the Client. The prices quoted in the Price List are based on the specified length in seconds.

9. Placement / Complaints

SWISS explicitly reserves the right to make changes at short notice (e.g., by changing to a different time or by changing the placement). The Client shall be informed by SWISS beforehand where possible. Proofs and logs shall only be supplied if explicitly requested before the booking period. The booked advertising spots shall be placed by SWISS within the agreed price group, subject to changes in accordance with section 11 of these Media Guide TC. Price groups are shown in the valid SWISS programme structure applicable when the Order is confirmed. If an advertising spot cannot be broadcasted on schedule due to technical faults, acts of God or other circumstances beyond SWISS’ control, it shall be moved to a reasonable alternative slot; any claims of the Customer are excluded. In the event of major shifts, the Client shall be informed accordingly by SWISS without undue delay.

10. Defects

The Client shall notify SWISS of any defect of the advertising services within one month of receiving the invoice or, in case of hidden defects, within one month after such hidden defects came to light. Should the Client fail to do so, acceptance is assumed. For non-material defects/deviations, no claims can be made by the Client.

For all claims based on defects, the period of limitation shall be one year beginning with the publishing of the respective advertisement material.

11. Changes in price

The Price List may be changed by SWISS at any time. However, changes in price shall only be effective for orders which have been agreed and confirmed if the changes have been notified by SWISS to the relevant Client at least one month before coming into force. The Client shall be entitled to rescind the Order/Contract if prices rise. This right of rescission shall be exercised by the Client in writing (including email) within five working days of receiving SWISS’ notification.

12. Terms of payment / Set-off

Unless agreed otherwise, the Orders will be invoiced at the end of the advertising services and invoices will be transmitted to the Client electronically and shall be settled by the Client within the payment deadline stipulated on the invoice. Payment shall be exclusively remitted to the account(s) specified by SWISS in the invoice. Bank charges shall be borne by the Client. SWISS explicitly reserves the right to claim further damages based on default. SWISS shall be entitled to rescind the Contract in accordance with applicable law if the Client is in default. Client in default is liable in damages for late performance. The right to set-off is limited to undisputed claims or claims affirmed by legally binding judgements.

13. Printing documents / Broadcast material

All advertising media shall be approved by SWISS. Unless agreed otherwise, the Client shall obtain SWISS’ approval of the corresponding advertising media in accordance with the dates stipulated in the Booking Confirmation prior to the deadline for the submission of documents for printing. The Client shall inform SWISS in writing (including email) without delay should any circumstances preventing compliance with the stipulated deadline arise or become known. The Client shall be responsible for ensuring punctual delivery. A master shall be supplied for each advertising medium if several advertisements are to be published with the same motif. The Client shall make the material required for broadcasting the advertising spots for movies or TV series available to SWISS prior to broadcasting in accordance with the dates stipulated in the Booking Confirmation. The agreed broadcasting time shall be invoiced if spots are not broadcasted or are broadcasted incorrectly because documents, text or copies have not been provided in good time or are defective. The Client shall not be entitled to claim damages in such a case. The risk when sending (e.g., by email) or making available (e.g., in the cloud) documents and material for broadcasting to SWISS shall rest with the Client.

14. Quantities / Residual stocks

Quantities for advertising media (e.g., refreshing towels, boarding passes) may vary due to fluctuations in the number of passengers and cannot be limited in terms of time; surplus quantities shall be distributed.

15. Responsibility of the client in terms of media, competition and copyright law / Indemnification

In relation to SWISS, the Client shall bear sole responsibility for the advertising spot and its content (including its compliance with law, in particular with media and competition law). If SWISS’ advertising services are impaired by third-party rights or violation of law, the Client is obliged to dispel the infringement of third-party rights or the violation of law. Until then, SWISS may suspend and hold back its advertising services and especially not publish or stop publishing advertisements and recall print media. If the Client does not succeed to dispel the infringement within a reasonable grace period set by SWISS, SWISS is entitled to rescind the Contract. Section 6 of these “Ambient Media TC” applies accordingly. In addition, the Client shall indemnify and hold harmless SWISS from and against any costs, liabilities, losses, damages, and expenses (including attorney’s fees) suf-

fered or incurred by SWISS as a result of any infringement of third-party rights or violation of law by Client’s content. SWISS will inform the Client without undue delay if such third-party claims are brought forward and will not settle or acknowledge such claims without the Client’s consent, which shall not be unreasonably withheld.

16. Liability

SWISS is not liable for any indirect damage, consequential damage or loss of profit suffered or incurred by the Client. SWISS’ total liability is limited to the net order value. SWISS’ liability shall not be excluded or limited in the event of slight negligence or wilful misconduct and for any liability that cannot be excluded or limited under applicable law. SWISS is not liable if the provision of the advertising services is temporarily interrupted, is wholly or partially restricted or is rendered impossible due to force majeure. Force majeure is deemed to include power outages and malware (e.g., virus attack) in particular. Under no circumstance is SWISS responsible for misuse by third parties (e.g., hackers, senders of computer viruses), for security flaws in telecommunication networks and online, and for the costs of any support services provided by the Client or by third parties commissioned by the Client.

17. Integrity

The Client shall comply with the applicable anti-corruption law. The Client shall ensure not to offer, promise or provide employees of SWISS or any of the Client’s related persons any unlawful advantages. The same applies for employees of the Client as well as employees of the Client’s agents and third parties acting on the Client’s behalf. If SWISS realizes that the Client does not observe one of the above-mentioned standards, SWISS reserves the right to rescind the Contract. Section 6 of these “Ambient Media TC” applies accordingly. In addition, section 15 of the GTC applies.

18. Confidentiality

All information (including personal data) in connection with an Order or the Contract, regardless of form (written, oral, other), shall be kept confidential by the parties even if it is not marked as confidential. Section 13 of the GTC applies.

19. Miscellaneous

Any modification or amendment to the Contract must be confirmed by SWISS in writing (including email). If any provision, or portion of provision, contained in the Contract is invalid or unenforceable, the remaining provisions, or the remaining portion of such provision, shall remain in full force and effect. Instead of the invalid provision, a rule shall apply that achieves as closely as possible the intention of the parties in drafting the invalid provision. In addition, section 16 of the GTC applies.

20. Applicable law and place of jurisdiction

Swiss law governs the Contract, to the exclusion of conflict of law principles and the UN Convention on Contracts for the International Sale of Goods (CISG). Any dispute arising out of the subject matter of the Contract shall exclusively be referred to the courts competent for the city of Bülach, Switzerland.

Contact

Airpage AG
Aathalstrasse 40
CH-8610 Uster-Zurich
office@airpage.ch