

Online offer

schweizeroptiker.ch – Official platform of the «Schweizer Optiker».

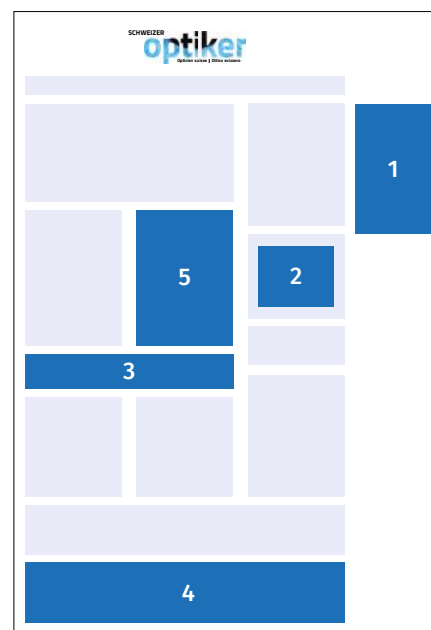
All job offers will be displayed on www.schweizeroptiker.ch, «Offene Stellen» (Vacancies).

Placement	Run of Site
Volume	max. 200 kB
Formats	HTML5, gif, jpg, 3rd party tag <i>HTML5: Please check the specifications on fachmedien.ch</i>
Number	max. 3 banner in rotation
Delivery	5 days before the campaign starts

schweizeroptiker.ch (bilingual G,F)

Advertising formats	format	1 month	3 month 3 for 2
1 Half Page Ad	300 x 600 px	1100.-	2,200.-
2 Medium Rectangle	300 x 250 px	850.-	1,700.-
3 Leaderboard	728 x 90 px	800.-	1,600.-
4 Wideboard	994 x 250 px	950.-	1,900.-
5 Advertorial		1,250.-	
Teaser	image	long edge 1600 px, 72 dpi	
	title	70 characters, including spaces	
	text	250 characters, including spaces	
Advertorial	images	long edge 1600 px, 72 dpi	
	video*	max. length: 3 min., max. volume: 200 kB	
	title	70 characters, including spaces	
	text	2,500 characters, including spaces	

* supply as stream (Youtube, Vimeo) with url of the video



schweizeroptiker.ch in numbers

page views	18 066
visits	4 415
unique visitors	2 937

Average numbers from January to October 2020

Newsletter schweizeroptiker.ch

The bilingual newsletter (G,F) is coming out monthly (about the 10th of the month) and goes to 800 people.

Advertising format	format	per issue
Advertising banner	650 x 72 px	850.-

- Text-interrupting advert +20 %
- Format jpg
- Volume max. 200 KB