

DAB+ InCar Ads

What you deliver for an advertising spot on this network.

Creative

Static banner

File format

JPG

Resolution (pixels)

640 × 480

Format

4:3

Cadence

Hourly :00 · :15 · :30 · :45

Spot duration

3-minute still image

Booking

Within predefined time slots, weekly or daily

Delivered via the DAB+ Album Cover Service: your advert appears in the album-cover display area, independently of the radio programme. The technical requirement is a device that receives DAB+ and can render SLS (SlideShow) — the reach base is therefore the SLS-capable displays. Visible on in-car displays as well as on some home radios — these add reach but are not part of the official measurement. Display sizes can vary by device. Gross contacts: source Weer GmbH.

Targeting & conditions

- Bookable across Switzerland, by broadcast area or by language region.
- Bookable within predefined time slots, on a weekly or daily basis.
- Attractive discount tiers.
- Special conditions for ZEWO-certified organisations.