

Lidl Schweiz

What you deliver for an advertising spot on this network.

Spot length 10 seconds	Resolution (pixels) 1080 × 1920
Format 9:16 (portrait)	File format MP4 · 25 fps · H.264
Sound No sound	Animation Encouraged
Loop lengths 1, 2 & 4 minutes	Delivery 5 working days in advance

Other spot lengths on request.

Reporting & proof of play

- Every campaign receives a proof of play.
- Up to CHF 25'000 booking value: system-generated playout report.
- From CHF 25'000: additionally with a photo proof taken at the screen.
- Bookings by time slot or budget (automatic slot allocation): proof as a mock-up.

Targeting & conditions

- Bookable nationally, by canton, by language region or by individual store.
- Attractive discount tiers.
- Special conditions for ZEWO-certified organisations.

What may not be advertised

- Politics & armed forces
- Competitors / direct competition
- Erotica & pornography
- Religion, churches & esotericism
- Tobacco products
- Gambling & betting
- Mobile network operators (image advertising on request)
- Travel providers (image advertising on request)
- Crypto
- Associations & NGOs (exceptions possible)

The network operators reserve the right to amend this list as circumstances require.