

PraxisTV

What you deliver for an advertising spot on this network.

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

Other spot lengths on request.

Reporting & proof of play

- Proof of play only to a limited extent — as a mock-up where possible.

Targeting & conditions

- Bookable in German-speaking Switzerland, by canton or by individual practice.
- Attractive discount tiers.
- Special conditions for ZEWO-certified organisations.

What may not be advertised

- Prescription-only medicines
- Politics & armed forces
- Competitors / direct competition
- Erotica & pornography
- Religion, churches & esotericism
- Tobacco products
- Alcohol
- Fast food & confectionery

Only health-related advertising may run in the waiting room; the list names the most frequent exclusions and is not exhaustive. The network operators reserve the right to amend this list as circumstances require.