

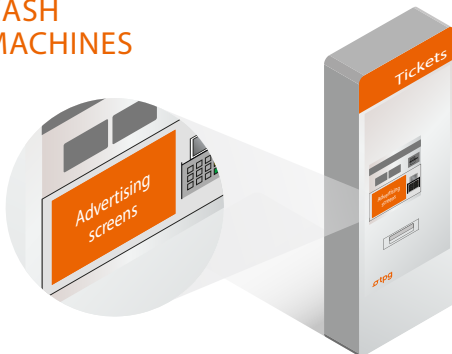
### TPG APPLICATION



#### PLAN AND DESCRIPTION

- 250'000 unique users per month.
- Up to 10 millions ad impressions per month.

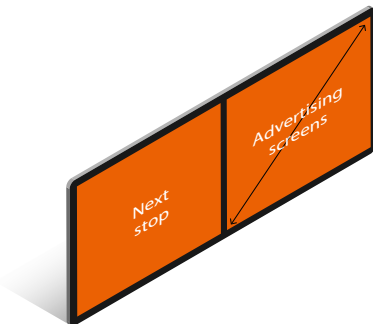
### CASH MACHINES



#### PLAN AND DESCRIPTION

- Target group of 600,000 persons/day.
- The loop lasts between 30 seconds and one minute.
- Touch the entire city of Geneva as well as in the inner city with 600 distributors.
- The advertising message will be presented up to 1 million times per month on the entire canton of Geneva.

### CANAL TPG



#### PLAN AND DESCRIPTION

- Screen size: 15' (38 cm diagonal).
- The message shown is soundless.
- TV spots must be subtitled with large letters.
- Attentive target group of 600,000 passengers/day.
- Average travel time per trip: 6 minutes and 3 seconds.
- 1500 screens in the 15' format in the buses, trolley buses and trams of the TPG route network (1 to 4 screens per vehicle).
- The advertising message will be presented daily on average 34,000 times on the total "Channel TPG" network.

size: 15' (38 cm diagonal)

### TPG WEBSITE



#### PLAN AND DESCRIPTION

- 250'000 unique visitors per month.
- Up to 2 millions ad impressions per month.

#### Delivery

Address : TP Publicité SA, Avenue de la Jonction 17, 1205 Geneva Switzerland  
Transmission by email at : [info@tppub.ch](mailto:info@tppub.ch)

#### Timeframe

Two weeks in advance, at least seven working days before the start of the campaign.  
Any delivery that does not comply with these conditions will be refused.

TPG APPLICATION



Production Up to 10 millions ad impressions per month

Banner	
Maximum duration	Technical
30 seconds	Format Leaderboard. File GIF or JPEG 320 x 50 pixels, resolution 150 dpi

Merci de nous faire parvenir votre lien URL de redirection sur la page web de votre choix.

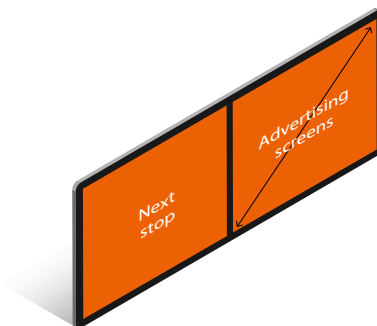
CASH MACHINES



Production 600 screens

Slide		
Duration	Number of pictures	Technical
10 seconds	1	Fichier RVB-JPEG, 1024 x 768 pixels
Slideshow		
Duration	Number of pictures	Technical
10 seconds	2-4	Fichier RVB-JPEG, 1024 x 768 pixels
Advertisement		
Duration	Technical	
10 seconds	Format MP4, max. 7 Mo, h264-codec 1024 x 768 pixels	

CANAL TPG



Production 1500 screens

Slide		
Duration	Number of pictures	Technical
10 sec.	1	JPEG file 1920 x 1080 pixels, 72 dpi resolution
Slideshow		
Duration	Number of pictures	Technical
20 sec.	2-4	JPEG file 1920 x 1080 pixels, 72 dpi resolution
Advertisement		
Duration	Technical	
10 à 20 sec.	Format MP4, resolution 1920 x 1080 pixels.	

size: 15' (38 cm diagonal)

TPG WEBSITE



Production 250'000 unique visitors per month

Banner	
Maximum duration	Technical
30 seconds	Format Wideboard. File GIF or JPEG 970 x 250 pixels, resolution 150 dpi

Please send us your URL redirection link to the website of your choice.

Delivery

Address : TP Publicité SA, Avenue de la Jonction 17, 1205 Geneva Switzerland Transmission by email at : info@tppub.ch

Timeframe

Two weeks in advance, at least seven working days before the start of the campaign. Any delivery that does not comply with these conditions will be refused.