



General information

Communication services

As an event organizer, take advantage of the extensive advertising opportunities offered by Halle 550 and Genossenschaft Migros Zürich (GMZ) world. Reach your target group with the perfect combination of our analog and digital products.

Halle 550 media possibilities*

Effective communication at the place where your event takes place.

ONLINE

Reference homepage (Halle550.ch)	Reference with text and 5 images	CHF 2 100.–
Event calendar homepage (Halle550.ch)	All information about your event & booking options at a glance	CHF 1 500.–
Newsletter (Halle 550 & CSM)	Sending newsletter > 2 500 subscribers	CHF 2 000.–
Social media (LinkedIn, Instagram, Facebook of Halle 550)	3 posts (excl. paid) > 2 000 range	CHF 1 500.–
Event screen (at 550amPark)	Still image or Spot broadcast	CHF 3 500.–

PRINT

Event flyer (im 550amPark)	Flyer display	CHF 500.–
Advertising toilet area	A3 interchangeable frame	CHF 3 900.–
Outside poster „Birchstrasse“	L 6500 x H 8500 mm	CHF 7 500.–/week* (excl. production costs)
Outside poster „Gateway left“	L 6810 x H 6550 mm	CHF 4 500.–/week (excl. production costs)
Outside poster „Gateway right“	L 9785 x H 6485 mm	CHF 4 500.–/week (excl. production costs)

* by arrangement with Halle 550

The prices are a marketing value (excluding production costs). The organizer is responsible for the production of the advertising material and bears the costs incurred for this in full. If the material is not delivered on time, there is no further claim to the service.

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Birchstrasse 150
8050 Zürich-Oerlikon

Phone: +41 58 543 95 50
Email: info@halle550.ch



General information

Genossenschaft Migros Zürich (GMZ) media possibilities*

Put your event in the GMZ universe in scene.

ONLINE

Online contribution internal GMZ channel (Yammer)	2 posts > 8 000 range	CHF 2 800.–
Online contribution inranet GMZ	1 post > 10 000 range	CHF 3 600.–
Migros newsletter (Halle 550 & CSM)	Ticket raffle > 42 000 subscribers	CHF 7 900.–

PRINT

GMZ-Magazin Employee magazine (Issue: March, June, September, December)	Entry in the calendar of events, possibility of raffles & promotions > 12 000 employees	CHF 800.–
Migros-Magazin Regional page	Event information entry > 295 000 subscribers	CHF 500.–
GMZ stores (approx. 100 stores)	Posting and circulation of flyers & posters. Logo of Halle 550, StageOne or Migros must be present on printed material.	CHF 600.–
Notice boards GMZ headquarters	A5 Flyer	CHF 400.–

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550

Signage

Advertising Facade

Advertising space – Gateway right

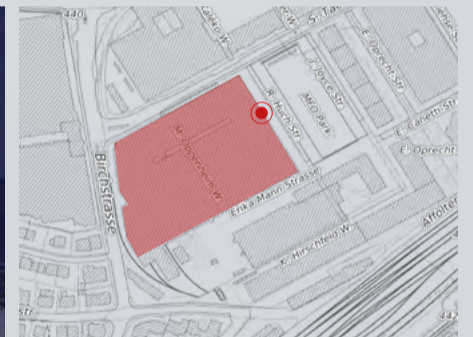
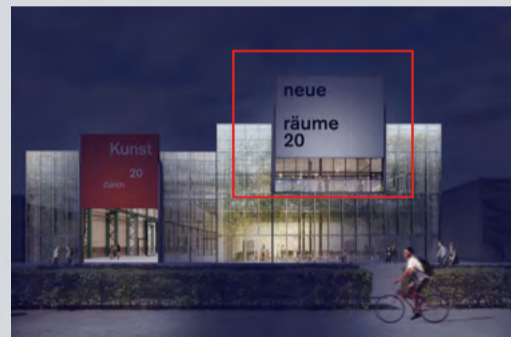
Execution: Rope frame L 9985 x H 6685mm
Grid, Mesh opening 17%
Material: HEYMESH, digital print

Operation: All sides with round eyelets

Size: Grid **L 9785 x H 6485mm**

Price: Production: CHF 3'175.— (by Neoprop)
Data processing if needed à 120.—/h (by Neoprop)
Assembly incl. lifting equip.: CHF 550.— (by Halle 550)

Delivery time: 2-3 weeks



Advertising space – Gateway left

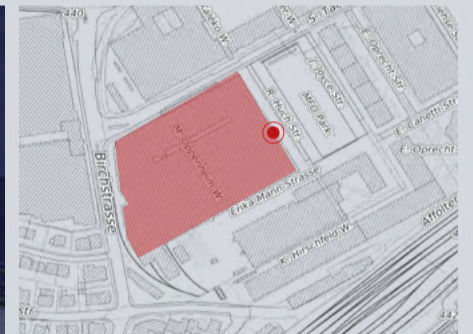
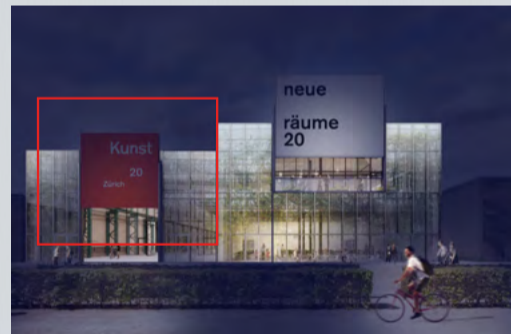
Execution: Rope frame L 7010 x H 6750mm
Grid, Mesh opening 17%
Material: HEYMESH, digital print

Operation: All sides with round eyelets

Size Grid: **L 6810 x H 6550mm**

Price: CHF 2'385.— excl. MwSt. (by Neoprop)
Data processing if needed à 120.—/h (by Neoprop)
Assembly incl. lifting equip.: CHF 550.— (by Halle 550)

Delivery time: 2-3 weeks



Advertising space – facade Birchstrasse

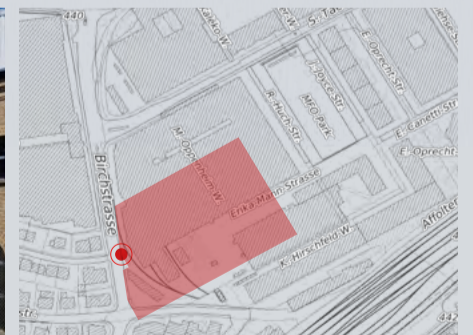
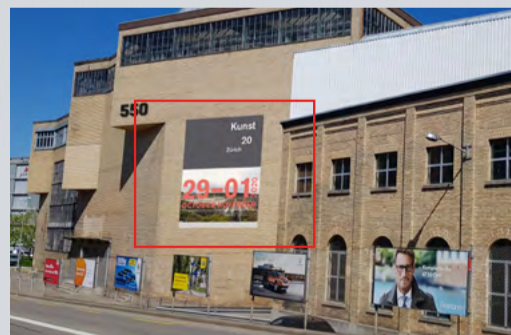
Execution: **L 6700 x H 8700mm**
Grid, Mesh opening 17%
Material: HEYMESH, digital print

Operation: All sides with round eyelets

Size Grid: **L 6500 x H 8500mm**

Price: CHF 2'905.— excl. MwSt. (by Neoprop)
Data processing if needed à 120.—/h (by Neoprop)
Assembly incl. lifting equip.: CHF 550.— (by Halle 550)

Delivery time: 2-3 weeks





Signage

Advertising Facade

Production file

- Create data on a scale of 1: 1 or 1:10. Attention: Formats over 508 cm are not supported by most programs
- Convert all fonts to paths
- Provide all links for open data and fonts
- Do not forget the bleed allowance (2cm all around for one-sided printing, 4cm all around for double-sided printing)
- Take into account the manufacture, do not place logos and texts in the area of hemstitching or eyelets
- No register and crop marks
- Working color space ISO Coated or Adobe RGB 1998
- Check image resolution (at least 60dpi for output size 1: 1)

PDF

Consider additions or bleeds and create WITHOUT cutting marks, registration marks and color control strips.
See subsection „Production file“.

Logos / vector data / fonts

If possible, always convert texts completely into paths, otherwise provide a complete character set case and a control printout or a control PDF. Use only real font styles. Avoid manually setting fonts to „italic“ or „bold“ in the programs.

Colors / profiles

We ask you to provide a color-binding proof for the print coordination. If this is not the case, the system prints to file. Color complaints cannot be accepted. We can process both CMYK and RGB data. For an optimal print result, the image data should have embedded profiles. The print profiles are ISO coated (CMYK) and Adobe RGB 1998 (RGB). If we receive images without a profile, these are automatically assigned to our working color space. This can be too lead to unpredictable results. Special colors can only be approximated according to the exact template or naming of the desired HKS or Pantone colors can be printed. Spot colors cannot be printed. A deep black is achieved with 60C / 40M / 40Y / 100K.

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