



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)	Newsletter > 2'500 subscribers	CHF 2'000.-
Social-Media (Halle 550 LinkedIn, Instagram, FB)	3 Posts (excl. paid) > 2'000 range	CHF 1'500.-
Event Screen (in Chicago 1928)	Still image or spot broadcast	CHF 3'500.-

Print

Event flyer (in Chicago 1928)	Flyer display	CHF 500.-
Advertising (Toilet area)	A3 exchangeable frame	CHF 3'900.-
Outdoor poster (Birchstrasse)	L 6'500 x H 8'500 mm	CHF 7'500.- / week (excl. production costs)
Outdoor poster (Gateway left)	L 6'810 x H 6'550 mm	CHF 4'500.- / week (excl. production costs)
Outdoor poster (Gateway right)	L 9'785 x H 6'485 mm	CHF 4'500.- / week (excl. production costs)

Contact

Halle 550
Birchstrasse 150, 8050 Zürich-Oerlikon
Tel: +41 58 563 95 50 | Mail: info@halle550.ch

* 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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General information

Genossenschaft Migros Zürich (GMZ) media possibilities*

Put your event in the GMZ universe in scene.

Online

Post internal GMZ channel (Viva Engage)	2 posts > 8'000 range	CHF 2'800.-
Post GMZ intranet	1 post > 10'000 range	CHF 3'600.-
Migros newsletter (GMZ Split)	Ticket raffle > 42'000 subscribers	CHF 7'900.-

Print

GMZ employee magazine (Issue: March, June, September, December)	Entry in event calendar, 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 & circulation of flyers/posters. Logo of Halle 550, StageOne or Migros must be present on printed material.	CHF 600.-
Notice board GMZ headquarters	A5 flyer	CHF 400.-

Contact

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* In consultation with the respective editorial offices. Advertising space is not guaranteed.

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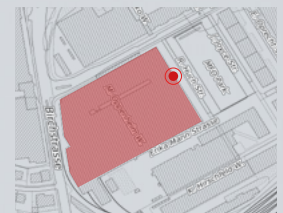
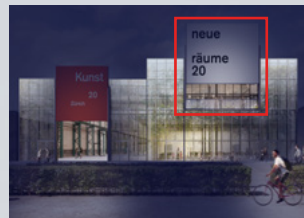
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Signage

Advertising Facade

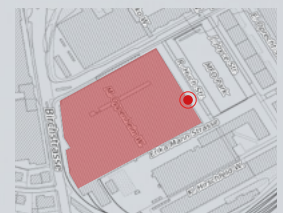
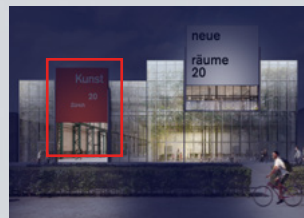
Advertising space – Gateway right

- 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



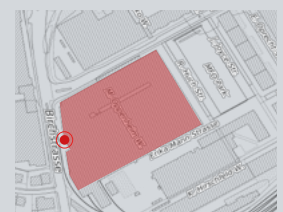
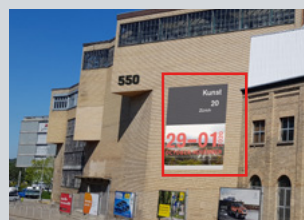
Advertising space – Gateway left

- 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



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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 printed approximated according to the exact template or naming of the desired **HKS or Pantone colors**. Spot colors cannot be printed. A **deep black is achieved with 60C/40M/40Y/100K**.

Order print

Neoprop AG

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