

# MASANI'S CARDS FOR FREE®

PRICE LIST 2020



| Media costs, distribution including postcard production |                            |                          |  |                         | Delivery of your Postcards      |
|---|----------------------------|--------------------------|--|-------------------------|---------------------------------|
| Selective distribution                                  | Amount of postcards        | Duration in weeks        | Region of distribution number of cities        | Net costs in CHF        | Costs without production        |
| Region of distribution and cities freely combinable     | 10'000                     | 2                        | max 2 cities                                   | 4'000.00                | 3'620.00                        |
|   | 15'000                     | 2                        | max 3 cities                                   | 6'000.00                | 5'445.00                        |
|   | 20'000                     | 2                        | max 4 cities                                   | 7'800.00                | 7'080.00                        |
|   | 25'000                     | 2                        | max 5 cities                                   | 9'400.00                | 8'500.00                        |
|   | 30'000                     | 2                        | max 6 cities                                   | 11'300.00               | 10'250.00                       |
|   | 35'000                     | 2                        | max 7 cities                                   | 13'000.00               | 11'775.00                       |
|   | 40'000                     | 2                        | max 8 cities                                   | 14'800.00               | 13'440.00                       |
|   | 45'000                     | 2                        | max 9 cities                                   | 16'600.00               | 15'070.00                       |
|   | 50'000                     | 2                        | max 10 cities                                  | 18'500.00               | 16'850.00                       |
|   | 60'000                     | 2                        | freely combinable                              | 22'000.00               | 20'020.00                       |
|   | 70'000                     | 2 - 3                    | freely combinable                              | 25'600.00               | 23'360.00                       |
|   | 80'000                     | 2 - 3                    | freely combinable                              | 29'200.00               | 26'640.00                       |
|   | 90'000                     | 3                        | freely combinable                              | 32'600.00               | 29'720.00                       |
|   | 100'000                    | 3                        | freely combinable                              | 36'200.00               | 33'100.00                       |
|   | 110'000                    | 3                        | freely combinable                              | 39'600.00               | 36'190.00                       |
| 120'000   | 3 - 4                      | freely combinable        | 42'800.00                                      | 39'080.00               |                                 |
| <b>Package distribution</b>                             | <b>Amount of postcards</b> | <b>Duration in weeks</b> | <b>Region of distribution number of cities</b> | <b>Net costs in CHF</b> | <b>Costs without production</b> |
| National  | 80'000                     | 2 - 3                    | The whole network                              | 29'200.00               | 26'640.00                       |
| National  | 120'000                    | 3 - 4                    | The whole network                              | 42'800.00               | 39'080.00                       |
| Big City  | 60'000                     | 2 - 3                    | ZH, BS, BE, LU, SG, WI, GE, LA                 | 21'000.00               | 19'020.00                       |
| Big City  | 80'000                     | 3                        | ZH, BS, BE, LU, SG, WI, GE, LA                 | 27'700.00               | 25'140.00                       |
| Big City  | 100'000                    | 3 - 4                    | ZH, BS, BE, LU, SG, WI, GE, LA                 | 34'200.00               | 31'100.00                       |
| <b>Einzelne Städte</b>                                  | <b>Amount of postcards</b> | <b>Duration in weeks</b> | <b>Region of distribution number of cities</b> | <b>Net costs in CHF</b> | <b>Costs without production</b> |
| <b>Empfohlene Anzahl</b>                                | 12'000                     | 3                        | Zürich   | 4'800.00                | 4'320.00                        |
|   | 7'000                      | 3                        | Bern   | 3'150.00                | 2'870.00                        |
|   | 5'000                      | 3                        | Basel  | 2'400.00                | 2'200.00                        |
|   | 5'000                      | 3                        | Luzern   | 2'400.00                | 2'200.00                        |
|   | 2'500                      | 3                        | St Gallen                                      | 1'250.00                | 1'130.00                        |
|   | 3'500                      | 3                        | Winterthur                                     | 1'750.00                | 1'600.00                        |
|   | 4'500                      | 3                        | Baden, Aarau, Olten                            | 2'200.00                | 2'020.00                        |
|   | 2'500                      | 3                        | Thun   | 1'300.00                | 1'180.00                        |
|   | 2'000                      | 3                        | Solothurn                                      | 1'000.00                | 900.00                          |
|   | 2'500                      | 3                        | Chur   | 1'350.00                | 1'230.00                        |
|   | 2'000                      | 3                        | Schaffhausen                                   | 1'000.00                | 900.00                          |
|   | 2'000                      | 3                        | Zug  | 1'000.00                | 900.00                          |
|   | 6'000                      | 3                        | Genf   | 2'820.00                | 2'580.00                        |
|   | 4'500                      | 3                        | Lausanne                                       | 2'200.00                | 2'020.00                        |
|   | 5'000                      | 3                        | Biel, Neuchâtel, (Fribourg)                    | 2'500.00                | 2'300.00                        |
|   | 3'000                      | 3                        | Lugano, Ticino                                 | 1'500.00                | 1'360.00                        |

Prices valid from 01.01.2019, prices subject to change. All prices are net prices plus 7.7% VAT.

# CONDITIONS FOR MASANI'S CARDS FOR FREE

## Discounts

**Repetition discount 5%** of the net price, for repeats of a campaign in the same calendar year.

**Non-profit discount of 25%**, valid for print runs of 20,000 copies or more. Applies only to charitable institutions recognized by ZEWO and social non-profit organizations that do not pursue commercial goals in the classical sense.

**Culture discount 30%** only applies to purely cultural events that do not pursue commercial goals in the classical sense.

**SME discount 15%** applies only to small companies with a maximum of 50 employees. Discounts are not cumulated.

## Change of type of postcard and language

For each change of type or language, a surcharge of CHF 280 per change will be charged for production.

For each change of postcard type in the dispenser (e.g. after one week), a surcharge of 20% will be charged for distribution, but at least CHF 1'500.

## Occupancy of several compartments

If several postcard compartments are to be occupied at the same time during a campaign, there are additional costs as follows.

|                |       |              |
|----------------|-------|--------------|
| 2 Compartments | + 40% | of net costs |
| 3 Compartments | + 60% | of net costs |
| 4 Compartments | + 80% | of net costs |

## Mixing of different types of postcards

Falls bei einer Kampagne mehrere Postkarten-Sujets gleichzeitig zum Einsatz kommen sollen, gibt es für das von Hand Mischen der Postkarten Mehrkosten wie folgt

|                            |            |           |
|----------------------------|------------|-----------|
| Per 10'000 postcards       | CHF 700.00 |           |
| more than 80'000 postcards | CHF 60.00  | per 1'000 |
| more than 40'000 postcards | CHF 50.00  | per 1'000 |

**If you wish to order a specific compartment, e.g. at the top of the dispenser, this results in additional costs of 8% on top of the net costs.**

## Selection of specific locations, bars, shops or restaurants

This is not possible with MASANI. Exceptions are locations over 18 years, or for alcohol or tobacco products. If you would like to have a target group-affine distribution, ask for a distribution in the national network of flyer dispensers of PROPAGANDA Ltd. Of course the customer may select or omit certain cities or regions.

## Duration of the campaign

A MASANI campaign takes a minimum of 2 weeks; sometimes there is an overhang in week 3. An extension to 3 or 4 weeks requires more postcards and results in additional costs. From the fourth week onwards, we recommend a change of type of postcard or a campaign break with a subsequent second flight.

## Delivery

Please send us the print data via e-mail to [info@masani.com](mailto:info@masani.com) for the production of postcards. Or you might deliver your finished postcards to MASANI'S, PROPAGANDA Ltd, Hardstrasse 69, CH-8004 Zurich, Switzerland

## Production of postcards

The postcards are produced by MASANI'S / PROPAGANDA Ltd. The postcards are printed 4/4 colour in offset printing.

**The lead time is 3 weeks**, shorter delivery dates have to be requested. Late delivery of print data may cause a delay in the advertising campaign, or may result in additional costs being charged to the customer.

## Back of the postcards

The back of the postcards should be designed in the typical MASANI postcard style, and should also be able to be used as a postcard. I.e. it should be provided with an address field and space for stamps. The template of the back can be requested from us. In exceptional cases, the reverse side can be designed completely by yourself.

**Print data** Hi-end PDF files, EPS, TIFF or JPG, minimum resolution 300 dpi, CMYK separated colours / Euroscale.  
Format DIN A6 landscape, trim of 2 mm all around to achieve perfect print products..

## If the customer produces the postcards

Minimum amount 4'000 postcards. The only accepted format is DIN A6 (148 x 105 mm), preferably in landscape format. The postcards must be packed in cardboard boxes by the customer and delivered to MASANI'S / PROPAGANDA Ltd at his expense.

**MASANI'S CARDS FOR FREE IS AN AMBIENT MARKETING PRODUCT OF MASANI'S by PROPAGANDA Ltd.**

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|                   |  |
|-------------------|--|
| Company           | PROPAGANDA Zürich AG                                 |
|                   | MASANI'S Cards for Free                              |
| Address           | Hardstrasse 69, CH-8004 Zurich, Switzerland          |
| Telephone         | 044 404 20 28  |
| Calls from abroad | +41 44 404 20 28                                     |
| Email             | <a href="mailto:info@masani.com">info@masani.com</a> |
| Website           | <a href="http://www.masani.com">www.masani.com</a>   |

