



MIDDAY TRAFFIC

World Radio Switzerland works with Viasuisse in Biel to provide a traffic bulletin tailored to the needs of its listeners who travel by car, helping to keep things moving throughout Switzerland.

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Channel

World Radio Switzerland

Air Time

Monday to Friday at 11.25 / 12.50 / 13.50

Sponsorship mentions:

At the beginning or the end of the program (neither slogan nor advertising message).

Total of 15 mentions a week.

World Radio Switzerland's audience

Daily reach: 127'000 people

Costs

1 week: CHF 650.-, 15 mentions

12 weeks: CHF 7 800.-, 180 mentions

26 weeks: CHF 15 210.-, 390 mentions
(10% discount)

52 weeks: CHF 27 040.-, 780 mentions
(20% discount)

Production costs of mentions

CHF 500.- per jingle

Contact

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