

# Boarding pass

The back of the SWISS boarding pass is a great place to showcase your brand to the attention of departing travellers. Customers receive their boarding pass at check-in.

## Advertising options

Boarding pass for flights from Switzerland

Placement	Production	Runtime*	Price CHF
Advertisement on back	1,000,000	approx. 3 months	35,000
	2,000,000	approx. 6 months	65,000

\*Precise commencement dates and lengths of exposure cannot be guaranteed.  
Rates exclude VAT and additional production costs.

## Technical details

<b>Dimensions on back</b>	193 × 72 mm (tear-off: 50 × 72 mm)
<b>Printing data</b>	EPS or high-resolution PDF
<b>Submission date for bookings</b>	12 weeks before publication
<b>Submission date for printing data</b>	10 weeks before publication

