

Offers on request

Your targeted advertising is requested!

Do you want to reach high-affinity customers who are explicitly interested in your company and offers? The "Offers on request" service enables you to reach end customers who are selective about the advertising they receive and who have made the conscious decision to receive promotional materials on your offers.

This unique product has many benefits for you and your subscribers. The service and registration for the online service is free of charge for subscribers.

The benefits for you with "Offers on request"

High-affinity customer approach

Customers explicitly express interest in what you have to offer, preventing wastage. The resulting hot leads increase the likelihood of in-store visits or orders.

Low level of competition and high level of awareness

Due to the widespread use of the "No advertising" sticker on our customers' letterboxes, competition is low. Your offer will attract more attention and stand out from the competition's promotional material.

A simple and convenient process

The entire process – from customer acquisition and address preparation to delivery on the required date – is very easy and convenient. You simply tell us when you want to send a shipment, and we dispatch the appropriate number of consignments.

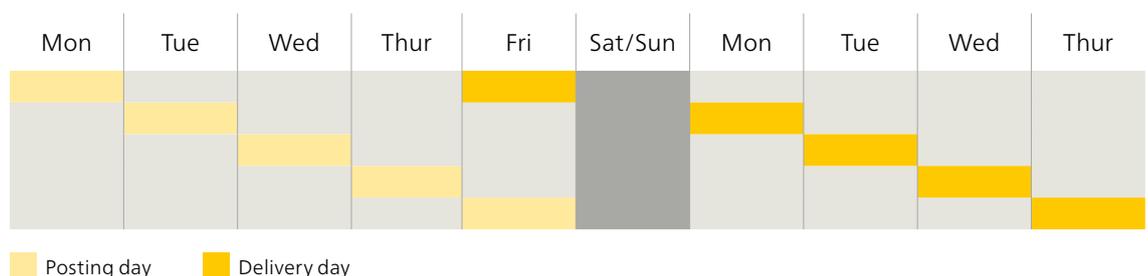
Efficient address management by Swiss Post

We take care of address management and ensure that addresses are always up to date, preventing any duplication through our own bulk mailings and/or unaddressed mailings. And we also take care of response management.

Attractive range of services without fixed costs

The offer involves an exact delivery on the fourth day after posting. There are no additional costs and no fixed running costs, which ensures a transparent cost structure.

Delivery on the fourth working day (Mon – Fri) after posting:



No cold start

The opportunity to benefit from existing subscribers to other companies who may also be interested in your offers enables an efficient entry. This minimizes the need for a lengthy cold start and leverages existing customer relationships.

How "Offers on request" works

When planning your mailing schedule, you define the delivery days for your consignments as well as the lead time that you and your printing company require to produce the advertising material. We then prepare the address file for each mailing, comprising all recipients who have selected your offer at the time and cross-referencing with addresses in your distribution area and with households that have a private letter box with a "No advertising" sticker. The address file is transferred to our letter center to be used exclusively for the dispatch in question. Meanwhile, you and/or your printing company receive the necessary information regarding the print run and the latest date by which you can post your advertising material to the letter center. The advertising material provided is then labelled and delivered on the required day.

Products and prices

The costs for "Offers on request" include only an initial, one-off activation fee of CHF 450.00 and the relevant shipping costs. These are based on the selected / allocated product and the number of consignments delivered per mailing.

Product	Description	Format up to	Weight up to	Price
Base prize	For all types of promotional mailings (flyers, leaflets, brochures, catalogues, free magazines, etc.)	250 × 353 mm (B4)	25 g ¹	CHF 0.67
Trial magazine subscription	For paid magazines and journals as a trial subscription	250 × 353 mm (B4)	500 g	CHF 1.71
Trial newspaper subscription	For weekly or monthly newspapers as a trial subscription	250 × 353 mm (B4)	500 g	Individual ²
Sampling	For samples of all types	176 × 250 mm (B5)	500 g	Individual ²

Prices excl. VAT.

¹ Weight surcharge of CHF 0.02 per additional 25 g.

² Separate price calculation on request.

Remuneration, discounts and surcharges

There are a number of payment options available to help you reduce the cost of each shipment. You will also find information on discounts and any surcharges here.

Offer	Description	Preis
Location discount	For direct drop-off of consignments at the Härkingen letter center	–CHF 0.0045 per consignment
Quantity remuneration*	Volume-based remuneration from a minimum quantity of 30,000 consignments per dispatch	from –CHF 0.01 per consignment
Weight surcharge	From consignment weight of 26 g per additional 25 g	+CHF 0.02 per consignment
Special item surcharge	For non-standard consignments (format smaller than 140 × 90 mm, without closed side edge, not rectangular)	+CHF 0.03 per consignment
Discounts*	Discounts from an annual revenue of CHF 50,000.00	From 1.00%
Commission*	Commission flat fee for each directly referred subscriber	CHF 5.00 per address

Excl. VAT.

* Detailed information in the annex.

Additional services

With a super sticker, you can draw attention to short-term or particularly attractive promotions and/or provide customers with an individual discount code or voucher. The reply card is particularly suitable as a supplement to trial subscriptions. It gives your potential new customers the opportunity to subscribe to your magazine or newspaper as part of the final free mailing.

Service	Description	Price
Super sticker without personalization ¹	Option to place a special offer on the title page via a sticker	+CHF 0.07 per consignment
Super sticker with personalization ¹	Option to place a special offer on the title page via a sticker	+CHF 0.10 per consignment
Reply card	Placement of a reply card using an adhesive dot	+CHF 0.15 per consignment

Excl. VAT.

¹ A flat fee of CHF 20.00 is charged per order.

Marketing options

In addition to the standard profile on the platform, there are some extra options to help you promote your products and/or company even more effectively.

Service	Description	Price
Newsletter placement	Place your company/offer in the "Offers on request" newsletter that is sent monthly to all customers registered for the service.	CHF 600.00
Top placement	Stand out from the crowd by having your company placed at the top for three weeks. You can also list a special promotion/information.	CHF 450.00

Excl. VAT.

An opportunity not to be missed!

Contact your customer advisor. All you need to do is sign an agreement and register as a provider. You can then use "Offers on request" to supplement your unaddressed and addressed advertising mailings. It's a quick and easy way to acquire new customers.

Annex

Quantity remuneration

Quantity remuneration is based on the actual consignment volume per shipment in the following bands:

Quantity up to	Remuneration	Quantity up to	Remuneration	Quantity up to	Remuneration
30,000 consignments	–	55,000 consignments	–3.0 centimes	80,000 consignments	–5.5 centimes
35,000 consignments	–1.0 centimes	60,000 consignments	–3.5 centimes	85,000 consignments	–6.0 centimes
40,000 consignments	–1.5 centimes	65,000 consignments	–4.0 centimes	90,000 consignments	–6.5 centimes
45,000 consignments	–2.0 centimes	70,000 consignments	–4.5 centimes	95,000 consignments	–7.0 centimes
50,000 consignments	–2.5 centimes	75,000 consignments	–5.0 centimes	From 100,000 consignments	–7.5 centimes

Discount model

From an annual revenue of CHF 50,000.00 (excluding VAT), we offer discounts on products eligible for discounts (Offers on request, magazine trial subscriptions, newspaper trial subscriptions and samples).

Discount model bands

Annual revenue from	Discount	Annual revenue from	Discount	Annual revenue from	Discount
CHF 50,000.00	1.00%	CHF 800,000.00	5.00%	CHF 1,600,000.00	9.00%
CHF 100,000.00	1.50%	CHF 900,000.00	5.50%	CHF 1,700,000.00	9.50%
CHF 200,000.00	2.00%	CHF 1,000,000.00	6.00%	CHF 1,800,000.00	10.00%
CHF 300,000.00	2.50%	CHF 1,100,000.00	6.50%	CHF 1,900,000.00	10.50%
CHF 400,000.00	3.00%	CHF 1,200,000.00	7.00%	CHF 2,000,000.00	11.00%
CHF 500,000.00	3.50%	CHF 1,300,000.00	7.50%
CHF 600,000.00	4.00%	CHF 1,400,000.00	8.00%		
CHF 700,000.00	4.50%	CHF 1,500,000.00	8.50%		

Discount eligibility

It is not possible to consolidate brands from different companies and companies with their own legal personality. Group and holding discounts will not be granted. In particular, the addition of volumes from third parties or various companies and societies with their own legal personality is excluded.

Commission

For every subscriber you refer directly, we will pay you a one-off commission of CHF 5.00. Payment is made at the end of each calendar year for each subscriber who still has an active subscription from you at that time.

Eligibility for commission

- New subscriber to “Offers on request” (no current subscriptions)
- Direct assignment of subscribers is possible (this is done automatically via the interface; in the case of manual communication (e.g. by e-mail, telephone or physical forms), a relevant characteristic is stored)
- Minimum duration of active subscription: 12 months

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