



## THE WEEKEND

What's on this weekend – our choice of events and attractions worth a detour.



### Channel

World Radio Switzerland

### Broadcast time

Friday at 12.50 (3-5 minutes)

### Sponsorship mentions

The name of the sponsor (without any slogan or advertising message) is mentioned in the credits at the beginning (intro) of each program. In addition, 7 trailers for the program are broadcast each week – 3 on Tuesdays and 4 on Wednesdays. Total of 8 sponsorship mentions a week.

### WRS audience

Daily audience: 60 100 people

### Prices

12 weeks: CHF 4,800, 96 mentions

26 weeks: CHF 9,360, 208 mentions  
(10% discount)

52 weeks: CHF 16,640, 416 mentions  
(20% discount)

### Cost of production

CHF 500 per jingle

### Contacts

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