

Special conditions TV advertising for charities, community organisations and public institutions in SRG SSR programmes

08 June 2022

Charitable organisations (e.g. organisations with the ZEWÖ quality mark), communities (authorities such as federal offices) and public institutions can benefit from special conditions if their TV advertising is clearly in the public interest or serves the interest of the general public and does not pursue commercial objectives.

THE FOLLOWING PRINCIPLES APPLY:

For TV advertising by charitable organisations and public authorities (e.g. authorities of the Confederation, cantons and municipalities), the insertion price is 50% of the normal gross rate. The minimum price per broadcast is CHF 100 net (excl. VAT) in the German and French-speaking parts of Switzerland and CHF 75 net (excl. VAT) in the Italian-speaking part of Switzerland. Admeira AG does not grant any performance guarantees, quantity or group discounts on such advertising campaigns. Admeira AG reserves the right to schedule such advertising campaigns itself. Bookings in special or package offers are excluded from the special conditions.

The institution or organisation is obliged to submit its pursued objective, its current statutes or its financing possibilities to Admeira AG prior to the annual booking of its advertising campaign. Admeira AG will check the documents provided (statutes, storyboard or TV advertising programme) to ensure that the special conditions for charitable organisations, communities and public institutions have been complied with and is entitled to refuse broadcasting without waiving any contractually agreed order sum. In the event of non-compliance with the conditions for charities, communities and public institutions, Admeira AG is entitled to apply the tariff for commercial advertising after the advertising campaign has been broadcast and to invoice this retrospectively.

TV advertising broadcasts with commercial elements will be billed at the regular insertion rates for commercial advertising. This applies, for example, if articles are offered for sale to finance charitable campaigns.

The insertion of a sponsor with or without a logo is possible in neutral script and in a maximum of one third of the total image. The area of the overall picture shall be the picture visible through the TV receivers commonly used today (4:3 or 16:9 format). The screen display is considered to be a picture-relevant part and corresponds to 90% of the technically transmitted picture. The insertion of the sponsor for 25% or more of the total duration of the broadcast advertising programme will be charged to the institution or organisation at the commercial advertising rate.

Please be reminded: TV commercials of charities, communities and public institutions also require a SUISA number (see handling with SUISA).