

**KKL**

**Luzern**



# **Sponsoring and Advertising Space 23/24**

# Advertise effectively - where your guests are

This is where the world comes together: Every year 500,000 guests visit the KKL Luzern. Concerts, conventions and culinary delights merge into a unique experience under our large roof. In this environment of culture, business, and recreation, we offer high-quality advertising opportunities for reaching out to your guests in an effective, straightforward, and targeted manner, whether digitally on our website, as a poster or banner on our façade, or as an ad in our programme guide, “Klangwelle”. At the same time, you can combine your brand with the unique, internationally acclaimed architecture of French architect Jean Nouvel. We are happy to provide personalised advice on how to successfully present yourself.

## Marketing

[marketing@kkk-luzern.ch](mailto:marketing@kkk-luzern.ch)

+41 41 226 75 15



## The Packages for Utmost Attention

Reach your audience in a targeted manner on all channels and benefit from a discount compared to individual bookings.

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### Ticket Supporter

Increased attention thanks to an ad in our concert programme, two posters, and focused online publicity at [kkk-luzern.ch](http://kkk-luzern.ch).

- Klangwelle ad (one page)
- Two posters for two weeks (location: Europaplatz)
- Web highlight, one week

**CHF 4'100.–** (incl. VAT)

(individual booking: CHF 4'440.–)

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### Ticket Booster

Gain a wider audience with a large presence in the “Klangwelle” concert programme (reach: 4,500 existing customers), posters in front of the KKL Luzern, and online publicity.

- Klangwelle advertorial (two-page spread: 1 page ad, 1 page text advertorial)
- Two posters for two weeks (location: Europaplatz)
- Web highlight, two weeks
- Web banner, one week

**CHF 5'900.–** (incl. VAT)

(individual booking: CHF 6'540.–)

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### Ticket Seller

Maximum reach via all channels: in our concert programme, on our website, and OOH around the KKL Luzern as posters and façade banners.

- Klangwelle advertorial (two-page spread: 1 page ad, 1 page text advertorial)
- Three posters for two weeks (location: 1x west façade, 2x Europaplatz)
- Façade banner, west façade, incl. mounting, excl. production
- Web highlight, two weeks
- Web banner, two weeks

**CHF 9'900.–** (incl. VAT)

(individual booking: CHF 10'640.–)



# Advertising Opportunities at KKL Luzern

## Posters

### Bahnhofplatz flags

### Façade banner, west façade

### Façade banners, main entrance

### Logo projection backdrop Lucerne Terrace

#### Posters

With our poster locations all around the building, you can reach concert guests, Lucerne residents, tourists, and daily visitors. The central location right next to the Lucerne Railway Station and the Europaplatz ensures significant visibility.

- F4 format (world format: 89.5 x 128 cm)
- Backlit poster
- Excluding production and delivery, mounting by KKL Luzern
- Only for events at KKL Luzern

**West façade CHF 300.–** per week (Mon. to Sun.)

**Europaplatz CHF 160.–** per week (Mon. to Sun.)

**Seebar CHF 160.–** per week (Mon. to Sun.)

#### Bahnhofplatz flags

You can present five flags of your event in front of the KKL Luzern.

This will enable you to achieve even greater visibility in the city of Lucerne, bolstering awareness of your brand as well as your brand's image.

The flags provide a festive grandeur.

- 5 flags, location: railway station side
- Dimension: 120 x 500 cm
- All five flags must be booked together.
- Excl. production and delivery; including mounting by KKL Luzern

**CHF 750.–** per event; only for the duration of the event



#### Façade banner, west façade

Display your banner on KKL Luzern's west façade facing the railway station, in the vibrant centre of Lucerne where it can't be overlooked.

- Dimension: 3 x 12 metres
- Excluding production and delivery, mounting by KKL Luzern
- Only for events at KKL Luzern  
(graphic upon prior approval by KKL Luzern.)

**CHF 600.–** per day, plus CHF 800.– for mounting

**CHF 2'400.–** per week (Mon. to Sun.), plus CHF 800.– for mounting



#### Façade banners, entrance stair towers

The representative entrance of KKL Luzern embodies international architecture and world class. Create an eye-catcher and effectively visualise your brand or event with two banners above the entrance.

- Dimension: 3 x 12 metres
- Excluding production and delivery, mounting by KKL Luzern
- Minimum booking: two banners
- Only for events at KKL Luzern  
(graphic upon prior approval by KKL Luzern.)

**CHF 600.–** per day, plus CHF 800.– for mounting

**CHF 2'400.–** per week (Mon. to Sun.), plus CHF 800.– for mounting

Price for two banners.



### Logo projection Lucerne Terrace

At night, the large back wall of the Lucerne Terrace offers a surface visible from afar to showcase your brand effectively.

- Area for logo projection in white
- Maximum size 14 x 14 metres
- Excluding gobo production, technical material, set-up and dismantling
- Only available in connection with an event at the KKL Luzern  
(The subject must be approved in advance by the KKL Luzern).

**CHF 4'000.-** per day for the use of the space.

Technical material, assembly and dismantling by KKL Luzern on request.



## Overview

### Advertising Opportunities at KKL Luzern

#### Posters

West façade  
Europaplatz  
Seebar

#### Façade banner, west façade

#### Façade banners, entrance stair towers

#### Logo projection Lucerne Terrace

WF

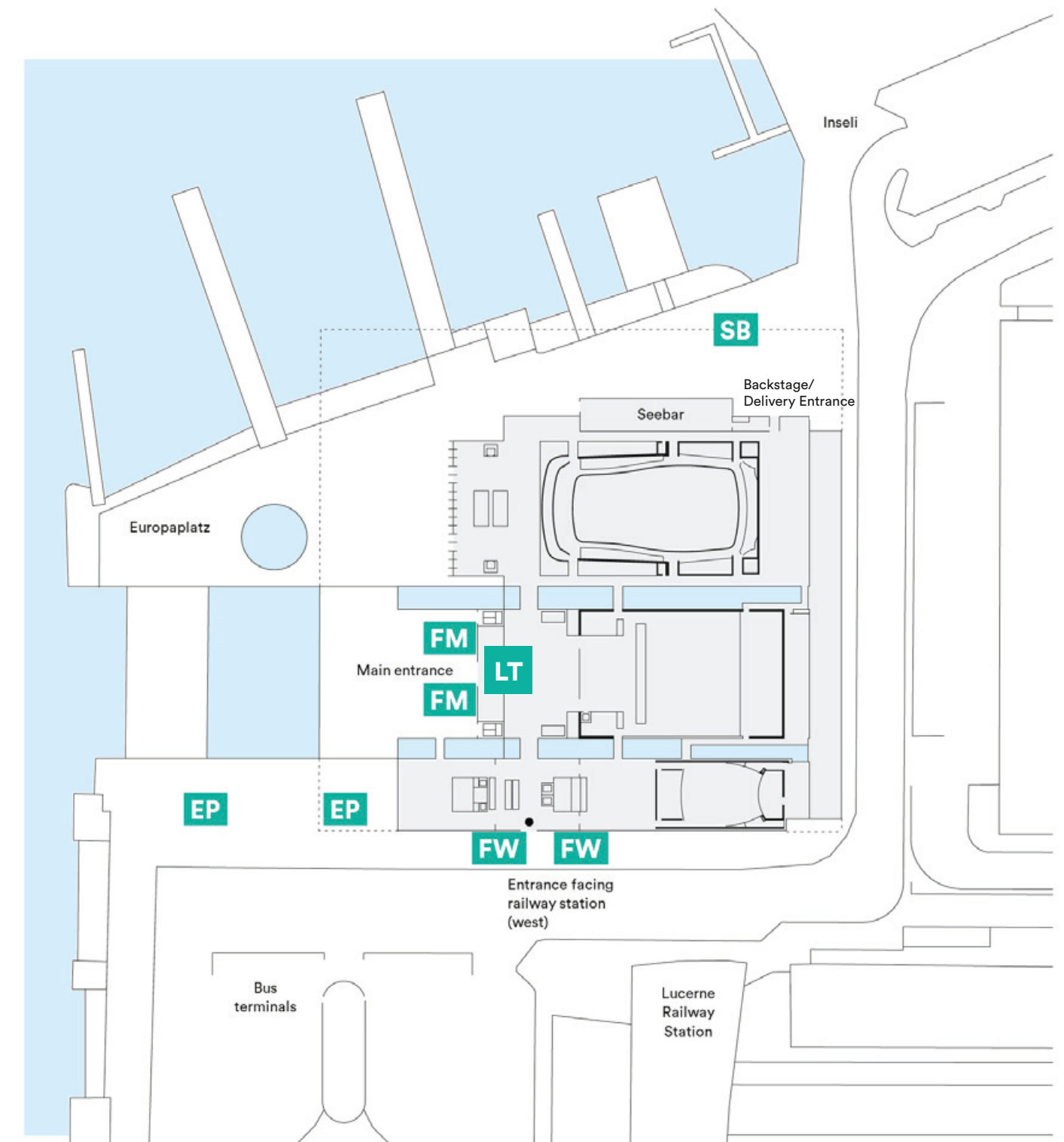
EP

SB

FW

FH

LT



# Advertising Opportunities via KKL Communication

Klangwelle anniversary edition

Web highlight

Web banner

Screens

Sponsor presentation

Merchandising

## Advertising in our concert programme

“Klangwelle” is KKL Luzern’s quarterly concert programme.

Our guests from the greater area of Lucerne and all of Switzerland value this high-quality and informative booklet. It contains all the relevant information about upcoming concerts and additional offers by KKL Luzern. Reach the concert guests of KKL Luzern directly with your ad.

In 2023, four special editions will be published in A5 format for our 25th anniversary.

## Circulation, language

11,000 copies, German

## Distribution

4,500 copies: direct shipment to private individuals.

6,500 copies: KKL Luzern, Lucerne hotels, Lucerne Tourism, other locations in Switzerland

## Display dimension

Ad, one page: 4 colours, 148 x 210 mm + 3 mm bleed

Ad on the back cover: 4 colours, 148 x 164 mm + 3 mm bleed

Advertorial, two-page spread: 1 page ad and 1 page text advertorial (max. 1,800 characters)

## Publication dates

- Winter edition: December  
concert programme from January to March
- Spring edition: March  
concert programme from April to June
- Summer edition: June  
concert programme from July to September
- Autumn edition: September  
concert programme from October to December

## Ad prices

One page: **CHF 5'000.–**

**Offer for cultural event organiser** (incl. culture discount)

One page: **CHF 3'500.–**

Inside front cover: **CHF 4'000.–**

Back cover: **CHF 4'500.–**

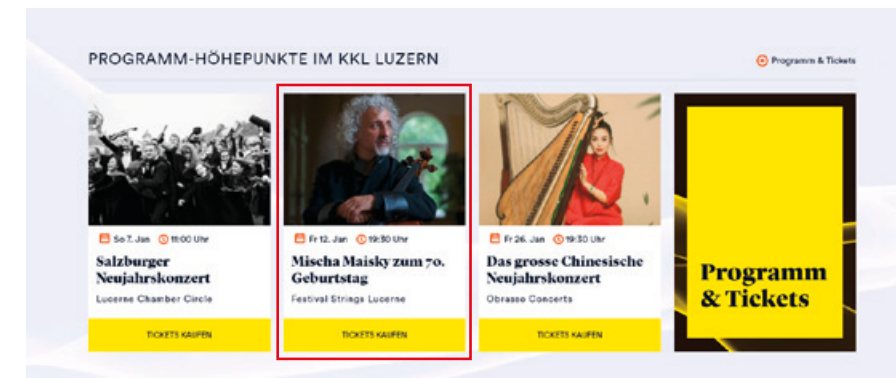
Double page Advertorial **CHF 5'000.–**

## Web highlight

You can display your event as a programme highlight on our website’s home-page. A web highlight allows you to create a direct link from your information to the ticket purchase.

- Only bookable by event organisers of KKL Luzern.  
The image and title of the respective event are displayed automatically
- A maximum of one web highlight per event organiser

**CHF 300.–** per week (Mon. to Sun.)

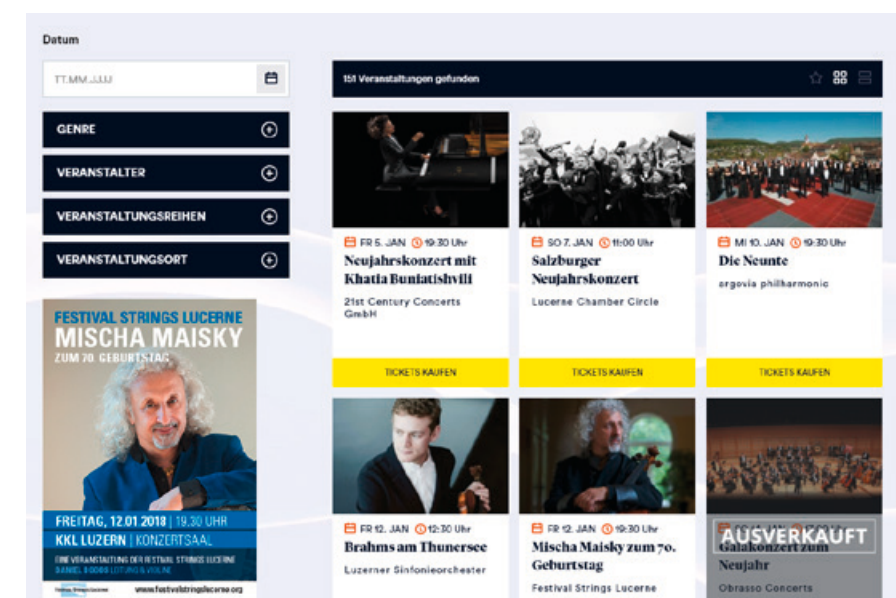


## Web banner (sticky banner)

You can prominently display your event on the “Tickets” desktop overview page of the KKL website. A web banner allows you to create a direct link from your information to the ticket purchase with complete freedom of design.

- Dimension: JPG 295 x 415 pixels
- Direct link to your event
- Only bookable by event organisers of KKL Luzern

**CHF 300.–** per week (Mon. to Sun.)





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#### **Ticket counter screen**

The screen is located at the ticket counter on the ground floor to reach our concert audience and pedestrians alike.

- Dimension: JPEG 1920 × 1080 pixels
- Screen rotation with KKL products and other partners (max. 12 slides), left screen
- Excl. design; including upload by KKL Luzern
- Only bookable by event organisers of KKL Luzern

**CHF 250.–** per week (Monday to Sunday)

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#### **Main foyer screen**

Display your logo or presentation on one or two multimedia screens during your event at the main foyer.

- Dimension: JPEG 1920 × 1080 pixels (16:9)
- Excl. production; including upload by KKL Luzern
- The slide must have a direct connection to your event at KKL Luzern.

**One or two screens are free of charge for event organisers of KKL Luzern.**

**The number of screens depends on the number of events held simultaneously.**



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#### **Merchandising**

Would you like to sell your products or CDs at your event?

We offer the perfect platform in our foyers.

- Excl. production, delivery, mounting

**CHF 100.–** per booth and event

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#### **Sponsor presentation**

Put your partners and sponsors in the right light: We offer attractive spaces for sponsor presentations during your event, in your event's foyer as well as in Lucerne Hall's covered foreyard of KKL Luzern.

- Excl. production, delivery, and mounting
- The presentation must have a direct connection to your event at KKL Luzern.

**CHF 50.–** per square metre per day





# Advertising Luzerner Zeitung Online

## Halfpage Ad on [www.luzernerzeitung.ch/kultur](http://www.luzernerzeitung.ch/kultur)

The Luzerner Zeitung gives readers regional insight into national and international topics. On the culture page you land directly with your target group.

- Format JPG 300 x 600 Pixel
- Multidevice
- KKL-Design with concert image, co-branding possible

### Offer per week

2'000 ad impressions for **CHF 200.–**

3'000 ad impressions for **CHF 260.–**

4'000 ad impressions for **CHF 320.–**

5'000 ad impressions for **CHF 380.–**

6'000 ad impressions for **CHF 440.–**

7'000 ad impressions for **CHF 500.–**

