

FACT SHEET

TV & REPLAY AD LEAD TIMES

Goldbach Media is offering a shorter lead times of **five working days** (Monday–Friday, not including public holidays). To ensure the process runs smoothly, please observe the following criteria:

Requirements

- Ads must be delivered in a technically error-free condition (note the section on recommendations!).
- Ad content must be inoffensive and meet all legal requirements. All Swiss laws and regulations, as well as those of the country of origin of the channel booked, must be observed and complied with (note the sections on exceptions and recommendations!).
- Ads must be received by Goldbach Media **five working days** before the campaign start, by **12 noon**.
Example of shorter lead time: campaign start or first broadcast on the 14 June 2021/shorter lead time: 7 June 2021 by 12 noon
- If you deliver the via an approved external service provider such as Adstream or Peach (IMD), you will need to take into account the time for their processing and transfer to Goldbach Media. The shorter lead time applies from the time the ad arrives at Goldbach Media and not from the time it is delivered to the external service provider.
- A Suisa number needs to be available and stated at the time of delivery.
- Goldbach Agency Management needs to be provided with all information about the ads, in particular the campaigns to which they belong, so that the ads can be processed and allocated quickly.

Exceptions

- During public holidays in Switzerland or in the countries of origin of the booked channels. (note the section on shorter lead times during the public holidays!)
- For special forms of advertising, the lead time remains 10 working days.
- Ads lasting 90 seconds or more have a longer processing time due to the high volume of data, and it is for this reason that a shorter lead time cannot be offered. Here the lead time remains 10 working days before the campaign start.
- Advertisers of erotica, games, remedies and films, please note the recommendations below.

Recommendations

- Ads for the categories erotica, games, remedies and films need an extended assessment, and it is for this reason that it is recommended the delivery deadline of 10 working days is met in order to ensure the ad is broadcast on time.
- If the delivery deadline of 10 working days before campaign start cannot be met or you would still like to make use of the shorter lead time, we recommend a preliminary assessment, at least 7 working days before the campaign start.
- For ads with sensitive content (see the categories mentioned above), we recommend a preliminary assessment in each case.
- We recommend that you inform yourself in advance about the possible delivery platforms, register and familiarise yourself with the technical specifications in order to avoid delays.

Relevant public holidays

Date	Public holiday
Thursday, 28. March 2024	Maundy Thursday
Friday, 29. March 2024	Good Friday
Monday, 01. April 2024	Easter Monday
Monday, 15. April 2024	Sechseläuten
Wednesday, 01. May 2024	Labour Day
Wednesday, 08. May 2024	Wednesday Ascension Day / Victory Day 1945
Thursday, 09. May 2024	Ascension Day
Friday, 10. May 2024	Day after Ascension
Monday, 20. May 2024	Whit Monday
Thursday, 30. May 2024	Corpus Christi
Thursday, 01. August 2024	National Day CH
Wednesday, 14. August 2024	Assumption Wednesday
Thursday, 15. August 2024	Assumption Day
Thursday, 03. October 2024	German Unification Day
Friday, 01. November 2024	All Saints' Day
Monday, 11. November 2024	Armistice Day 1918
Tuesday, 24. December 2024	Christmas Eve
Wednesday, 25. December 2024	Christmas Day
Thursday, 26. December 2024	St. Stephen's Day
Tuesday, 31. December 2024	New Year's Eve
Wednesday, 01. January 2025	New Year's Day
Thursday, 02. January 2025	Berchtold's Day

In light of the above, please note that due to possible extended assessments or the rejection of an ad, a postponement of the campaign start cannot be ruled out. Goldbach Media will accept no liability in such an event and refers to the current [advertising terms and conditions](#).

Date: 29 February 2024