



SwissCommunity.org
The platform for the Swiss Abroad

Factsheet

For the smaller budget: Special offers

Do you have a special offer for SwissCommunity members? Would you like to make your products better known to Swiss people abroad who live in selected geographical markets or anywhere in the world?

If so, our "Special offers" heading is just right for you.

Price: CHF 300.- per week (VAT excl.)

Description

The platform SwissCommunity.org has been online since 21 August 2010. Operated in English, French and German by the Organisation of the Swiss Abroad (OSA), it addresses an audience of around 700,000 Swiss citizens all over the world. SwissCommunity aims to promote networking among the Swiss abroad and to keep them informed about current events in Switzerland.

Penetration/media figures for SwissCommunity.org

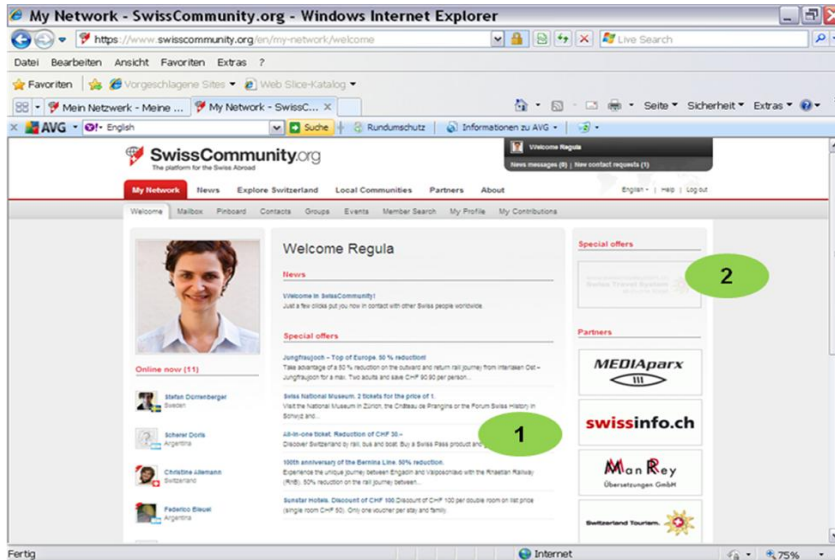
Target group:	around 700,000 Swiss citizens abroad
Launch date:	August 21, 2010
Current membership:	over 12'000 in over 140 countries
Target:	15,000 members by the end of 2012

Form of advertising

Only advertisements which offer added value to platform members can be placed on SwissCommunity.org. That is why we call them "Special offers." If you want to offer your products or services to the Swiss abroad on special terms for a limited period, the Special offer on SwissCommunity is just right for you. It will win you new customers and enhance the profile of your products or offer with a select target group without waste coverage. If you are just interested in an advertising banner, it is possible to advertise at www.aso.ch, the website of the Organisation of the Swiss Abroad. Please contact us in either case.

Placement

Your advertisement is placed in the members' area of the platform. The five latest offers appear simultaneously on the first page, after a member has logged in (1). The heading "Special offers" is also publicized on the top right of every page within the members' area (2). Your banner alternates with those of other advertisers.



If the customer clicks on the title of your offer or on "More information," he or she receives full details of your Special offer.

If you would like to know more about the Special offers, please read the document "Special offers – Details".

Are you interested? Please contact us! We shall be pleased to send you further detailed information about the "Special offers" on SwissCommunity.org.

Contact:

Regula Reidhaar
Sponsoring & Fundraising Manager
Communications & Marketing,
Organization of the Swiss Abroad (OSA)
☎ +41 (0)31 356 61 00, ✉ sponsoring@aso.ch