

Advertising Rules 2024

Members and third parties can place advertisements on the ChiroSuisse **website** Marketplace > <https://www.chirosuisse.ch/de/chirosuisse/marketplace> **and** under the chapter Marketplace in the ChiroSuisse **newsletter**, which is published six times a year and sent to all members.

Rules

The rules for the advertisements for members and third parties are as follows:

- The advertisement can be placed at any time on the online marketplace.
- In the newsletter, we place the advertisements in the Marketplace chapter, at the end of the newsletter. Placement is by date of receipt. First come, first listed.
- ChiroSuisse will publish the advertisement unedited but reserves the right to shorten titles or texts that are too long.
- The advertisements can have only a limited number of characters.
- For adverts that do not have the required format, we will charge an editing fee (CHF 50)
- A PDF file with further information as well as a picture (format jpg, gif) can also be published and/or a link to your own website can be activated.
- The advertisement can be published in German, French, Italian or English (only one language).
- Each advertisement on the online marketplace is provided with the date of publication.
- An advertisement on the online marketplace remains for a maximum of 8 weeks; it can always be extended by 8 weeks.
- On the online marketplace, the latest advertisements are placed at the top. There is no claim to placement of the advertisement in the newsletter.
- Third-party advertisements differ in form and background colour from those of members and are provided with a disclaimer.

Fees

	Members	Third parties
Advertising on Marketplace (8 weeks)	CHF 50.00	CHF 150.00
Advertising in ChiroSuisse newsletter (per edition)	CHF 50.00	CHF 150.00
Advertising on Marketplace and in ChiroSuisse newsletter	CHF 80.00	CHF 280.00

Advertisements will be charged according to the above rates; an invoice will be sent.

Contact:

The text of the advertisement can be sent by e-mail to: info@chirosuisse.info
The advertisement will be published within 3 working days or after approval.

Advertisement format

The advertisement consists of these components:

- **Title:** max. 50 characters incl. spaces
- **Text:** max. 450 characters incl. spaces
- **1 or 2 pictures** (jpg / gif) (if desired)
- **PDF** for download (if desired)
- **Contact:** Title, name, e-mail, phone number

Newsletter publishing dates 2024

	Deadline	Release
Newsletter 1/2024	08.02.2024	22.02.2024
Newsletter 2/2024	11.04.2024	25.04.2024
Newsletter 3/2024	13.06.2024	27.06.2024
Newsletter 4/2024	08.08.2024	22.08.2024
Newsletter 5/2024	10.10.2024	24.10.2024
Newsletter 6/2024	03.12.2024	17.12.2024