

On-Screen Advertising in the Public Transport City Network

The largest digital advertising space offered in public transport in Switzerland targets 6,5 million contacts per week



Digital advertising in public transport with the most attractive public transport companies in Switzerland

The digital passenger information system on the screens inside buses and trams in the urban hotspots of Bern, Basel, Lucerne and Lausanne reaches some 930,000 contacts each day. Advertisements in the form of animated or static overlays are part of a varied program of infotainment and passenger information. In addition to information on transport services, TrafficMediaScreen offers a diverse mix of current news, local weather forecasts and attractive event tips for each city.

product benefits

- 6.5 million potential advertising contacts per week
- Moving images achieve high recognition rates
- Compatible with all popular TV ad formats
- Screen advertising appeals to young target groups that are difficult to reach via traditional media

Prices 2019

10-second advert inside the passenger information system TrafficMediaScreen in the 4-city network

City	Number of passengers in 7 days	Bus	Tram	7 days	14 days	21 days	28 days	+7 days
Bernmobil*	1 900 000	x	x	4 095	8 190	12 285	16 380	4 095
BVB Basel (City Kanal)	2 500 000	x	x	9 828	18 564	26 208	30 576	–
Verkehrsbetriebe Luzern	882 000	x		2 660	5 320	7 980	10 640	2 660
Transports publics lausannois	1 200 000	x		3 640	7 280	10 920	14 560	3 640
Total	6 550 000			20 223	40 446	60 669	80 892	

Prices/Conditions

Prices in CHF excl. of VAT or production costs

Basis: General Terms and Conditions of APG|SGA Traffic

Information provided without guarantee, offers and prices subject to change

Agency commission (AC)

5%

Technical specifications (in german)

www.traffic.ch/produktion/technische-daten-innenformate

APG|SGA production offer for digital adverts (in german)

www.traffic.ch/produktion/tms-produktionsangebot



Bernmobil



BVB Basler Verkehrs-Betriebe (City Kanal Basel)



Verkehrsbetriebe Luzern



Transports publics lausannois



www.apgsga.ch/traffic

APG|SGA Traffic AG
Giesshübelstrasse 4
Postfach
8027 Zürich
T +41 44 283 12 41

APG|SGA Traffic AG
 Bahnhofweg 82
 Postfach 529
 3018 Bern
 T +41 31 990 90 80

APG|SGA Traffic SA
 23–25, Chemin d'Entre-Bois
 1018 Lausanne
 T +41 21 644 24 44

APG|SGA Traffic SA
 Via Bagutti 10
 Casella postale 4348
 6904 Lugano
 T +41 91 910 69 57

APG|SGA Traffic AG
 Obergrundstrasse 98
 6005 Luzern
 T +41 41 317 00 00

APG|SGA Traffic SA
 45, Rue des Tunnels
 2000 Neuchâtel
 T +41 32 724 24 32

APG|SGA Traffic AG
 Helvetiastrasse 47
 9000 St. Gallen
 T +41 52 208 93 62

APG|SGA Traffic AG
 Schlachthofstrasse 1
 Postfach 312
 8406 Winterthur
 T +41 52 208 93 62

APG|SGA Traffic AG
 Giesshübelstrasse 4
 Postfach 1501
 8027 Zürich
 T +41 44 283 12 41

As at November 2018

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