Digital Out of Home advertising in Switzerland

Advertise successfully in streets and squares

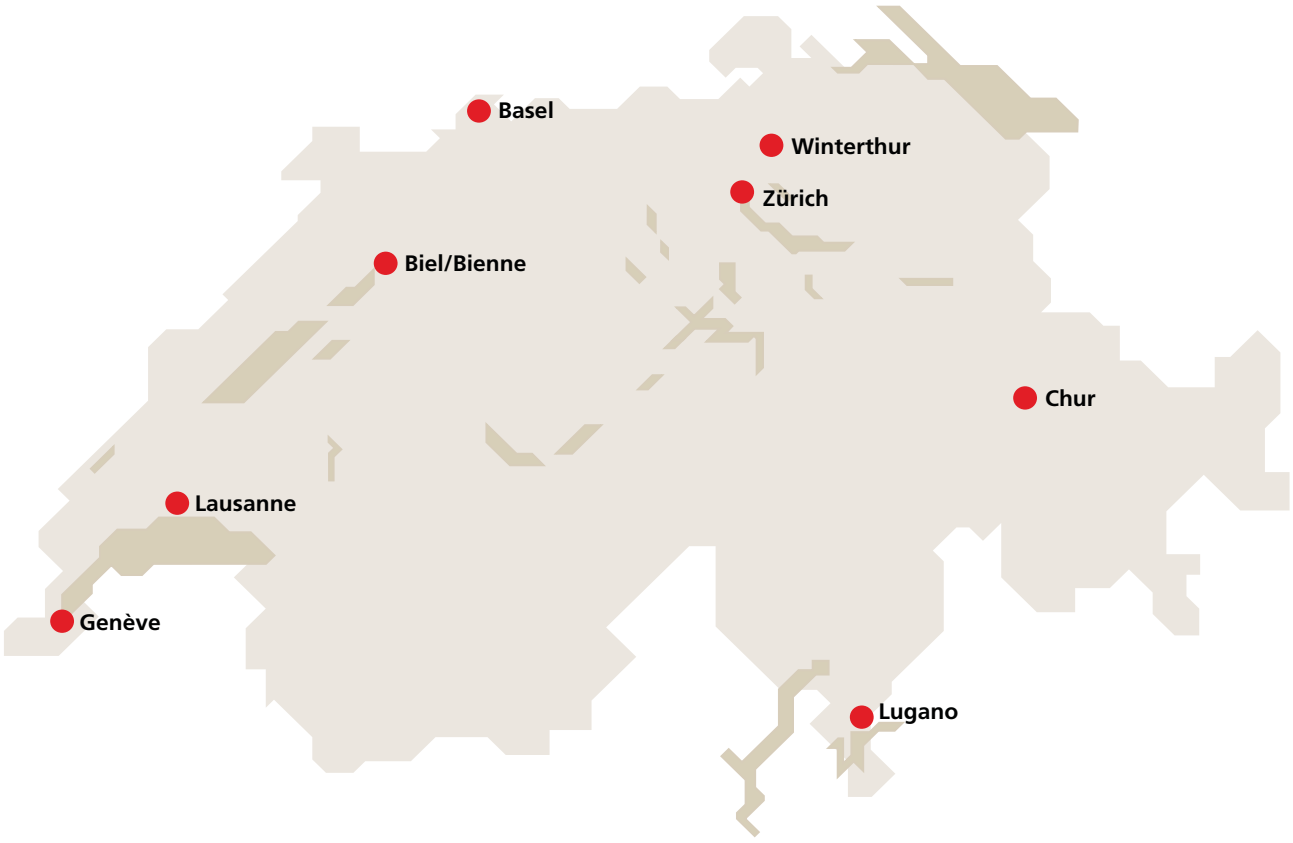
www.apgsga.ch

Communication space streets and squares

Switzerland

Be it motorized or on foot, with a private vehicle or by public transportation, mobility mostly takes place on streets. Extensive infrastructure provides the vital connections that the population needs to sustain its growing occupational and leisure mobility. APG|SGA assumes considerable responsibility in planning, designing, and implementing the urban landscape. Thanks to the strength of the poster and the integration of new formats, you benefit from this attractive Out of Home advertising environment.

Sites



Further information

Online calculator www.apgsga.ch/calculator

Location-Finder www.apgsga.ch/venues

Please contact us for further information:
www.apgsga.ch/contact

Format City ePanel

City ePanels enable the digital advertising in streets and squares. Featuring high-quality full-HD screens, City ePanels are situated in busy locations in towns. They are suitable for ads with simple animation and still pictures.

Profile

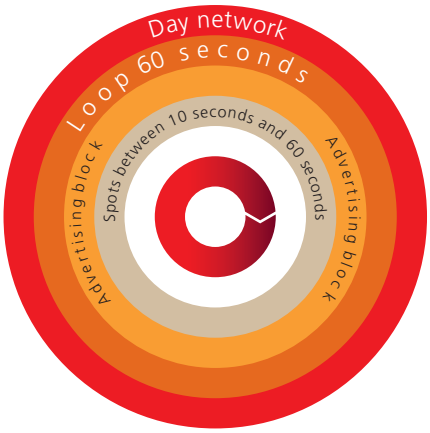
Advertising media City ePanel and Rail ePanel
Format 9:16, LCD-Screen, starting from 72", in full HD quality
Booking unit at least 1 day
Content advertising
Loop 60 seconds
Spot length 10 to 60 seconds
Animation still picture or slight animation
Restrictions alcohol, tobacco, politics

Production partner

Cost-efficient production from just CHF 290.– under www.apgsga.ch/spot-production

Production

Production guidelines www.apgsga.ch/digital-production



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Prices City ePanel

Site Street according to the WEMF economic area		ePanel	Prices in CHF, gross, 10-second-spot[1] «Day»[2] 06:00 to 00:00 1 080 broadcasts per ePanel	«Day light»[3] 06:00 to 00:00 540 broadcasts per ePanel	«Week»[2] 06:00 to 00:00 7 560 broadcasts per ePanel	«Week light»[3] 06:00 to 00:00 3 780 broadcasts per ePanel
City ePanel CH		132	21 849.–	13 109.–	109 245.–	65 547.–
11	Genève Cornavin Large	13	2 828.–	1 697.–	14 140.–	8 484.–
11	Genève Cornavin Medium	7	1 518.–	911.–	7 590.–	4 554.–
12	Lausanne	11	1 111.–	667.–	5 555.–	3 333.–
28	Chur (from week 9)	7	580.–	348.–	2 900.–	1 740.–
31	Basel Large	20	3 396.–	2 037.–	16 979.–	10 187.–
31	Basel Medium	11	1 572.–	943.–	7 858.–	4 715.–
33	Biel/Bienne	6	497.–	298.–	2 486.–	1 492.–
43	Winterthur	10	1 119.–	671.–	5 595.–	3 357.–
43	Zürich HB/ShopVille Large	21	5 111.–	3 067.–	25 555.–	15 333.–
43	Zürich HB/ShopVille Medium	12	2 920.–	1 752.–	14 600.–	8 760.–
43	Zürich Langstrasse	1	72.–	43.–	360.–	216.–
43	Zürich Oerlikon	1	125.–	75.–	625.–	375.–
51	Lugano (from week 9)	12	1 000.–	600.–	5 002.–	3 001.–

Pricing ePanel network combinations

Site Railway station/Street according to the WEMF economic area		ePanel	Prices in CHF, gross, 10-second-spot[1] «Day»[2] 06:00 to 00:00 1 080 broadcasts per ePanel	«Day light»[3] 06:00 to 00:00 540 broadcasts per ePanel	«Week»[2] 06:00 to 00:00 7 560 broadcasts per ePanel	«Week light»[3] 06:00 to 00:00 3 780 broadcasts per ePanel
AllStar ePanel CH		484	on request	on request	175 000.–[4]	on request
City & Rail ePanel CH		299	41 933.–	25 155.–	209 661.–	125 795.–
12	City & Rail ePanel Lausanne	20	2 971.–	1 783.–	14 855.–	8 913.–
28	City & Rail ePanel Chur (from week 9)	11	1 088.–	653.–	5 440.–	3 264.–
31	City & Rail ePanel Basel	38	6 409.–	3 845.–	32 042.–	19 225.–
33	City & Rail ePanel Biel/Bienne	10	1 187.–	712.–	5 936.–	3 562.–
43	City & Rail ePanel Winterthur	14	1 946.–	1 167.–	9 730.–	5 338.–
51	City & Rail ePanel Lugano (from week 9)	16	1 508.–	905.–	7 542.–	4 525.–

Valid for weeks 01–52/2019.
Offers and prices subject to change. Agency commission (AC) 5%
The exact transmission times and number of broadcastings per location can be find here: www.apgsga.ch/locations

[1] Basis: General terms and conditions APG|SGA, Digital Out of Home
[2] Broadcast every minute
[3] Broadcast every two minutes
[4] Price example Week: Flat rate CHF 175 000.– n/n

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