

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 within the passenger information system TrafficMediaScreen in the 4-city network

Transportation company	Number of passengers per week	Week ¹⁾	Week Light ²⁾	Morning ³⁾	Shopping ³⁾	Evening ³⁾	Day ⁴⁾
		Mo–Su 5.00–24.00	Mo–Su 5.00–24.00	Mo–So 5.00–11.00	Mo–Su 11.00–17.00	Mo–Su 17.00–24.00	Choice of 1 Day per week 5.00–24.00
Bernmobil*	1 900 000	4 095.00	2 047.50	1 638.00	1 638.00	1 638.00	819.00
BVB Basel (City Kanal)*	2 500 000	9 828.00	–	–	–	–	1 560.00
Verkehrsbetriebe Luzern**	893 000	2 660.00	1 330.00	1 064.00	1 064.00	1 064.00	532.00
Transports publics lausannois**	1 230 000	3 640.00	1 820.00	–	–	–	–

* bus and tram / ** bus

Broadcasts

No individual bookings for single lines.

¹⁾ Broadcasts in every loop during one week.

²⁾ Broadcasts in every second loop during one week.

³⁾ Broadcasts in every loop at the selected time during one week.

⁴⁾ Broadcasts in every loop at the selected day.

Prices/Conditions

Prices in CHF excl. of VAT and 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

PDF-File

APG|SGA production offer for digital adverts

www.apgsga.ch/en/offer/digital-range/production-delivery/offer-production-partner/



www.apgsga.ch/traffic

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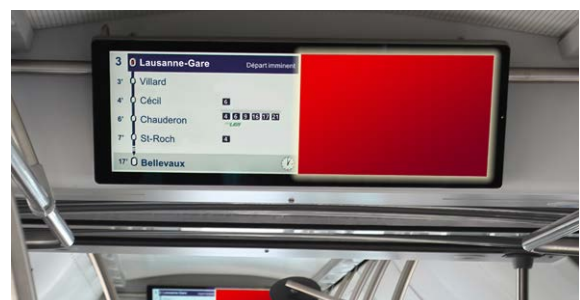
Bernmobil



BVB Basler Verkehrs-Betriebe (City Kanal Basel)



Verkehrsbetriebe Luzern



Transports publics lausannois

As at March 2019

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