

City of Zug tender: APG|SGA receives the contract to market all existing spaces

At the beginning of December 2018 the City of Zug published its decision on the “tender for posters on public land in the City of Zug”. APG|SGA has been awarded the exclusive right to market some 200 poster advertising spaces, and is thus still the clear leader in the cantonal capital. With its marketing concept and its references, APG|SGA submitted the most competitive bid. The new contract starts on July 1, 2019 for a period of 7.5 years.

The City of Zug launched the tender with a total of four lots in mid-August 2018. The largest and most important lot comprised around 200 poster advertising spaces in F4, F200 and F12 formats, and was awarded to APG|SGA, which will also continue to handle poster management and implementation as a service for Zug's cultural institutions.

With the 202 existing backlit or pasted spaces on private land and SBB premises, as well as the 200 poster advertising spaces on public land, the market leader will continue to offer its customers a complete range that is continuously being expanded and optimized. This also includes its digital range, which already features two Rail eBoards at top locations on the SBB site at Zug station.

Contact

APG|SGA, Allgemeine Plakatgesellschaft AG, Media Office,
Giesshübelstrasse 4, 8045 Zurich, tel. +41 58 220 70 71, media@apgsa.ch

About the company

APG|SGA Allgemeine Plakatgesellschaft AG is Switzerland's leading out-of-home advertising company. Specializing in digital and analogue posters and special advertising formats at busy locations on the street, in train stations, in shopping centres and at points of interest, APG|SGA and its associated segment brands Airport, Interaction, Mega Poster, Mountain, Promotion, Rail and Traffic cover all areas of out-of-home advertising, representing quality and tradition combined with innovation. Over 500 employees ensure a lasting impression when communicating with their customers, the authorities and the advertising industry. They manage poster spaces and displays throughout Switzerland with great care, environmental responsibility and precision.