



Digital Out of Home advertising in Switzerland

Advertise successfully in streets and squares



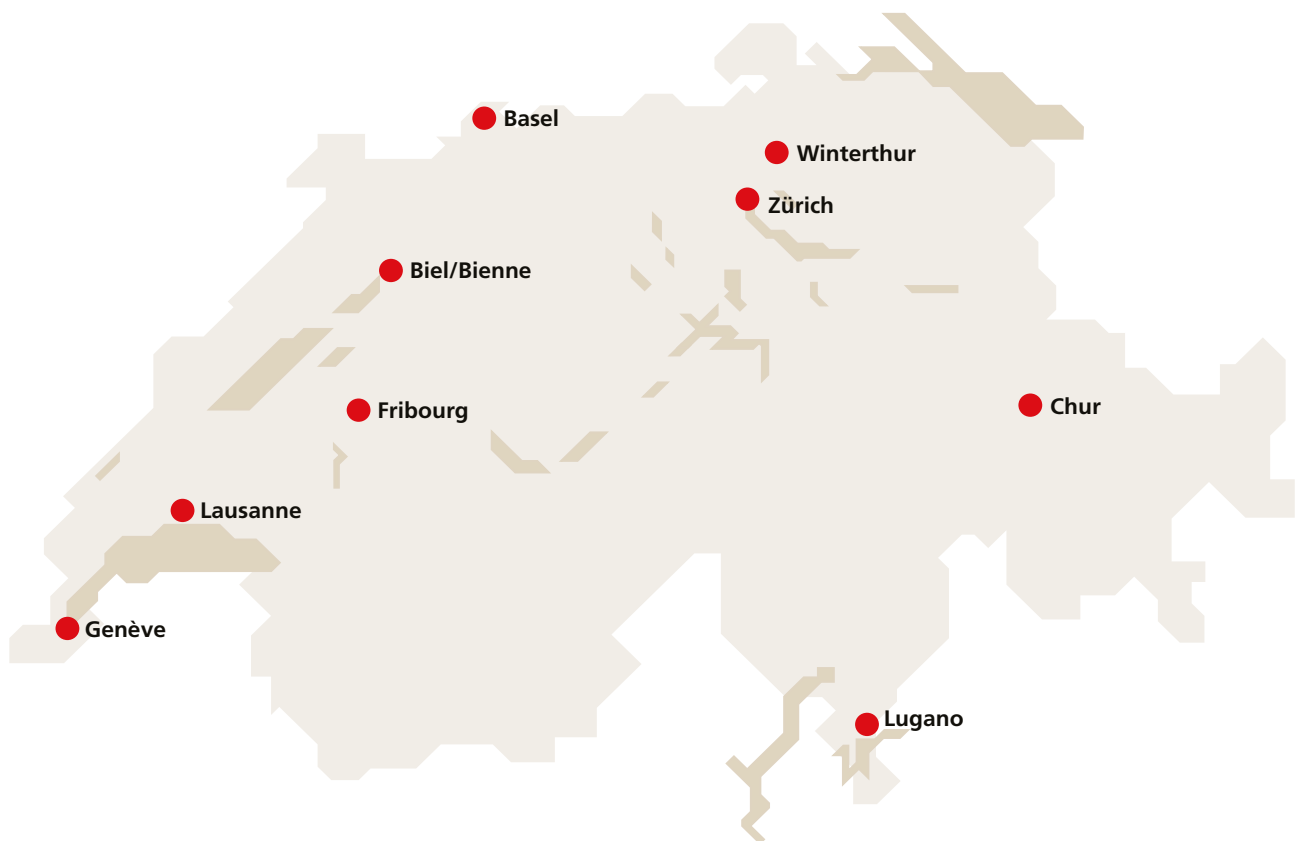


Communication space streets and squares

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 70", in full HD quality
Booking unit at least 1 day
Content advertising
Loop 60 seconds or 90 seconds (Zürich)
Spot length 10 to 60 seconds
Animation still picture or slight animation
Restrictions alcohol, tobacco, politics

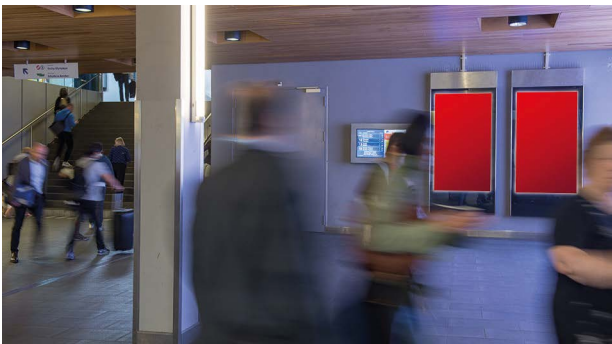


Production partner

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		Prices in CHF, gross, 10-second-spot ¹				
Street	ePanel	«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	
according to the WEMF economic area						
City ePanel CH	130	18 775.–	11 263.–	93 877.–	56 326.–	
11	Rail ePanel Genève Cornavin Large	13	2 828.–	1 697.–	14 140.–	8 484.–
11	Rail ePanel Genève Cornavin Medium	7	1 518.–	911.–	7 590.–	4 554.–
12	City ePanel Lausanne	11	1 111.–	667.–	5 555.–	3 333.–
15	City ePanel Fribourg (from week 23)	12	1 104.–	662.–	5 520.–	3 312.–
28	City ePanel Chur	6	492.–	295.–	2 458.–	1 475.–
31	City ePanel Basel Premium	19	3 842.–	2 305.–	19 212.–	11 527.–
31	City ePanel Basel Local	13	796.–	477.–	3 978.–	2 387.–
33	City ePanel Biel/Bienne	6	497.–	298.–	2 486.–	1 492.–
43	City ePanel Winterthur	10	1 119.–	671.–	5 595.–	3 357.–
43	Rail ePanel Zürich HB ShopVille	12	2 921.–	1 752.–	14 604.–	8 762.–
43	City ePanel Zürich Langstrasse	1	72.–	43.–	360.–	216.–
43	Rail e Panel Zürich Oerlikon (Sternen)	1	125.–	75.–	625.–	375.–
43	City ePanel Zürich ⁵	7	1 350.–	810.–	6 752.–	4 051.–
51	City ePanel Lugano	12	1 000.–	600.–	5 002.–	3 001.–

Pricing ePanel network combinations

Site		Prices in CHF, gross, 10-second-spot ¹				
Railway station/Street	ePanel	«Day» ² 06:00 to 00:00 1 080 broadcasts per ePanel	«Day light» ² 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	
according to the WEMF economic area						
AllStar ePanel CH	619	on request	on request	260 000.– ⁴	on request	
City & Rail ePanel CH ⁵	430	67 926.–	40 750.–	339 632.–	203 777.–	
12	City & Rail ePanel Lausanne	20	2 971.–	1 783.–	14 855.–	8 913.–
28	City & Rail ePanel Chur	10	1 000.–	600.–	4 998.–	2 999.–
31	City & Rail ePanel Basel	39	6 525.–	3 915.–	32 624.–	19 575.–
33	City & Rail ePanel Biel/Bienne	10	1 187.–	712.–	5 936.–	3 562.–
43	City & Rail ePanel Winterthur	21	3 393.–	2 036.–	16 966.–	10 180.–
43	City & Rail ePanel Zürich ⁵	106	24 411.–	14 646.–	122 058.–	73 234.–
51	City & Rail ePanel Lugano	16	1 508.–	905.–	7 542.–	4 525.–

Valid for weeks 01–53/2020.

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 One broadcast per loop

³ Broadcast every second loop

⁴ Price example Week: Flat rate CHF 260 000.– n/n

⁵ City ePanel Zürich: only still image possible. 15 seconds fixed for every booking. 90 seconds loop. Broadcasting period 06:00 am – 10:00 pm

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