

Brand and image advertising, Davos 2019

Transit advertising during the «World Economic Forum»



In late January, when the WEF takes place, the focus of the media and the public is on the city of Davos. The conference attendees including business leaders, politicians and public figures from different countries will be here from January 22 to 25.

Take advantage of this top-class audience as well as the attention of the media and display your advertising message on the buses of the Davos public transit system.

Transit advertising is a prominent and popular medium. Advertisements inspire conversations among the waiting WEF attendees.

Buses serve the conference center several times a day, every day, from early in the morning until late at night. They run reliably and on time, and provide the participants with a dependable alternative to the WEF shuttles.

Advertising options during the World Economic Forum 2019

Varied and unique



Articulated bus, partial wraps

Dimensions (length x height)	approx. 45 m ² (approx. 2.5 m x 18 m) per side	
Placement	left- and right-hand sides of the bus	
Availability	on request	
Campaign duration	3 weeks, from Monday, January 7, 2019	
Film production	over windows with translucent film, over body with opaque film, non-laminated	
Production cost incl. assembly and stripping	CHF	22,000
Display cost	CHF	22,000
Total cost per bus	CHF	44,000



Standard bus, partial wraps (12 m)

Dimensions (length x height)	approx. 30 m ² (approx. 2.5 m x 12 m) per side	
Placement	left- and right-hand sides of the bus	
Availability	on request	
Campaign duration	3 weeks, from Monday, January 7, 2019	
Film production	over windows with translucent film, over body with opaque film, non-laminated	
Production cost incl. assembly and stripping	CHF	15,000
Display cost	CHF	15,000
Total cost per bus	CHF	30,000



TrafficBoard

Dimensions (length x height)	approx. 230 cm x 230 cm	
Placement	left-hand side of the bus (max. 1 TrafficBoard on each side of the bus)	
Campaign duration	3 weeks, from Monday, January 7, 2019	
Film production	½ translucent film, ½ opaque film, non-laminated	
Production cost incl. assembly and stripping	CHF	2,500
Campaign cost	CHF	5,000
Total cost per bus	CHF	7,500

All prices in CHF, excl. Deposit and VAT



Details and contact

Bus operator	Verkehrsbetriebe Davos VBD
Location	City of Davos
Campaign duration	3 weeks, starting Monday, January 7, 2019
No. of advertising spaces	Depending on format, availability on request
Prices in CHF, excl. VAT	Our prices include production, assembly, display, and stripping per advertising medium; design costs are not included. No rebates can be granted for shorter campaign durations. All details and offers excl. VAT and subject to change.
Deposit	CHF 10,000. Will be refunded if the project can be completed smoothly. In the event of non-compliance, APG SGA Traffic AG is entitled to offset extra costs, if any, with the deposit.
Payment	In advance by no later than November 2, 2018 The terms and conditions of APG SGA Traffic AG apply.
Data delivery	The signpainter must receive the data by no later than November 30, 2018. In the event of delivery delays, the extra cost or deferred application of the vinyl shall be invoiced. No guarantee can be given for flawless adhesion in this case.
Production / implementation	Correct dimensioning directly by signmaker, handling and invoicing by us.
Material	Long-life self-adhesive films, translucent over windows, e.g. Clearview 3M, Scotchprint, Oracal or equivalent, silkscreen printing process

City of Davos: VBD stops



City of Davos: WEF stops



About the company

APG|SGA Traffic AG markets exterior and interior advertising spaces on over 4,200 public transport vehicles in Switzerland. As the exclusive partner of more than 90% of all transport companies, it provides a one-stop shop for public transport advertising and takes advertising messages straight to the travelling public.

APG|SGA Traffic AG, Caroline Stachl, Schlachthofstrasse 1, CH-8406 Winterthur
caroline.stachl@apgsga.ch, T +41 52 208 93 62

As at August 2018
 All information is given without warranty
 Offers may change
 All rights reserved
 vbd-wef-59-ab-apg-2019-d-e