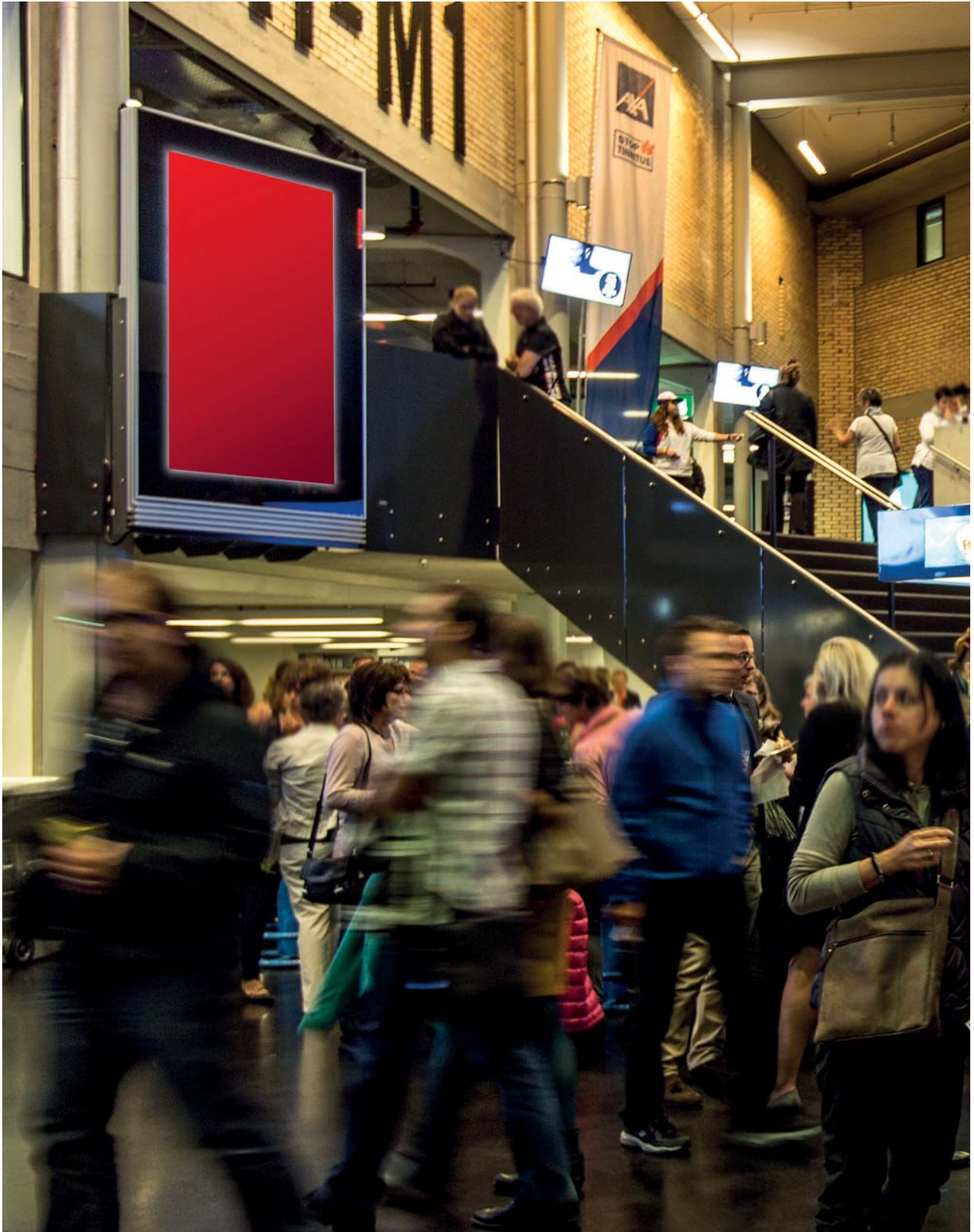




Out of Home advertising at Zurich's Hallenstadion

Advertise successfully at Switzerland's biggest event venue





Communication space POI

Hallenstadion Zurich

Zurich's Hallenstadion is Switzerland's biggest event venue. It is especially attractive for communication due to its strong appeal, specific target groups and wide catchment area. The Hallenstadion is well-known internationally as a venue for events featuring global stars from the world of pop, rock, entertainment and culture, as well as sporting events such as the Ice Hockey World Championships, the Mercedes CSI, Art on Ice and the Sixday-Nights. It also provides a setting for larger corporate events such as annual general meetings, professional conferences or gala dinners. Appeal to your target group the whole way from the front door up to the point of interest – for effective brand communication.

Facts & Figures

Hallenstadion Zurich

- the largest multifunctional arena in Switzerland
- 5 restaurants
- more than 160 events per year
- 1 million visitors per year





Prices of analogue and digital Out of Home advertising offers

Offer	Panels	Duration	Price in CHF, gross, excl. VAT
F12 / F200 interior			
F12L	1	365 days	8 000.–
F200L	1	365 days	6 800.–
F12 / F200 exterior			
F12 ZSC Lions place	1	365 days	from 7 300.–
F12 Exhibition Center Zurich	1	365 days	from 7 300.–
F200 Exhibition Center Zurich	1	365 days	7 800.–
MegaPoster			
23,5 m ² and 19,8 m ²	2	365 days	32 000.– ¹
23,5 m ² and 19,8 m ²	2	28 days	6 900.– ²

¹ media only for both spaces

² incl. production and assembly for both MegaPosters

Event ePanel

It's all in the hall	4	10" ³ during all public events	47 000.–
ZSC Lions Attacke season 2019/2020	4	10" during all ZSC games	29 500.–
Entertainment	4	10" during all events excl. ZSC games	29 500.–
Annual general meetings	4	60" exclusive booking	5 000.–
Event one week	4	10" several events in the same week	7 000.–
Event one day	4	10" during a one-day event	2 800.–
Event several days, per day	4	10" during individual multi-day top events	2 100.–

³ Loop 60 seconds, ad length 10 seconds. Multiple 10-second units on requests.

Exclusive booking during corporate events

F200	1	during event	230.– ⁴ / 85.– ⁵
F12	1	during event	290.– ⁴ / 100.– ⁵
BigPosterL	1	during event	580.– ⁴ / 200.– ⁵

⁴ printed, excl. transport and installation costs

⁵ blank, excl. transport and installation costs

Valid for weeks 01–52/2019. Offers and prices subject to change. Agency commission (AC) 5%

Format F12	268,5 x 128 cm (paper dimensions)
Format F12L	268,5 x 128 cm (paper dimensions) / 264 x 123,5 cm (visible dimensions)
Format F200	116,5 x 170 cm (paper dimensions)
Format F200L	119 x 170 cm (paper dimensions) / 116 x 166 cm (visible dimensions)
Event ePanel	2 x 82 inch Full-HD, 2 x 70 inch Full-HD
MegaPoster	3,7 x 6,35 m = 23,5 m ²
MegaPoster	3,7 x 5,35 m = 19,8 m ²

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