



National digital network performance

The gradual expansion of digital advertising on streets, in stations and shopping centers creates greater contact opportunities and visibility. The high-impact, national package AllStar ePanels CH now includes over 480 locations and guarantees outstanding performance at an unbeatable price with a weekly frequency of 23.2 million passers-by. [More](#)

The first City and Shopping ePanels in Ticino

The digital service in Ticino is being expanded. 12 large City ePanels (86") will appear, creating an eye-catching advertising presence along the lakeside promenade and in the lively city center from CW 09/19. For a targeted customer approach at the POS, 6 new Shopping ePanels (70") can be booked in the Centro Serfontana in Morbio. [More](#)

Sizeable digital expansion in Chur

Chur is the first city in Graubünden to offer digital advertising in its center. As of CW 09/19 7 large city ePanels (86") are available in central locations. In CW 04/19 4 Rail ePanels will be added to the digital advertising range at Chur railway station. [More](#)

Rail ePanels at the modernized St. Gallen station

The digital offer at St. Gallen station has been expanded with 4 Rail ePanels after the complete refurbishment. Advertising messages are clearly visible at the modern main entrance. The installation of these new panels in St. Gallen completes the range of Rail ePanels offered by APG|SGA at the stations of Switzerland's nine largest cities, ensuring optimum exposure of advertising content to commuters. [More](#)

Rail ePanels AdWalk Bern: exclusive advertising

The Rail ePanels AdWalk networks, unique in Switzerland, consist of 28 Rail ePanels and provide impressive presentations in the middle of the stream of commuters in the main passage of Bern station. 14 screens in each direction synchronously display a visual. Advertising messages are thus difficult to overlook. [More](#)

Upgrading TrafficMediaScreen at BERNMOBIL

BERNMOBIL carries over 100 million passengers per year. By the end of 2018, around 70% of all trams and buses will be equipped with modern advertising screens. The upgrading of the remainder of the fleet is on-going. [More \(German\)](#)

Platform Banner in Genève Cornavin

The platform banners in Genève Cornavin consist of 7 double-sided MegaPosters that are attached to the ceilings of the platforms. The hanging, oversized advertising spaces are unmissable and attract a great deal of attention from commuters. [More](#)

Continuous expansion of mast advertising

The Pylon Posters continue to be rolled out nationwide. Attractive destinations such as Verbier, Ovronnaz and Grächen will be included in the portfolio at the start of the season. The popular format guarantees undivided attention and reaches target groups in a relaxed atmosphere during the ride on the chairlift. [More \(German\)](#)

aymo by APG|SGA Interaction

aymo is the most accurate mobile targeting in Switzerland, which can be perfectly connected with Out of Home campaigns. The combination of striking messages with additional display on the Smartphone enhances the effect of the campaign. Mobile ads are aired to 3.6 million monthly active app users. The high-quality partner network is continuously being expanded. [More \(German\)](#)

Inside formats for public transport can now be booked via PosterDirect.ch

In fall 2018, the much-liked internal formats for public transport will be added to the existing offer on PosterDirect.ch. Now, HangingDisplays with and without Dispensers as well as the RailBoard and RailBoardMidi formats can be booked easily and simply online for many Swiss public transport companies. [More \(German\)](#)

Customization graduated campaign discount

The graduated campaign discount (GCD) is valid for homogeneous, product-related campaigns with a maximum duration of now 10 weeks. [More](#)

APG|SGA Pocket Planner

In the 2019 pocket planner you will find up-to-date information, links to media research, our range and services, and production tips. You can download this handy reference guide free of charge in PDF format. [More](#)