

Summary Pocket Planner

Prices and terms 2021

Out of Home – Coverage and targeting



The APG|SGA pricing system based on SPR+

Contact value per advertising space

SPR+ provides transparent contact values – specifically for each individual space. The individual SPR+ contact value is thus the decisive factor in setting the prices for street and railway station panels. To arrive at this value, the number of passages by persons past an advertising space are logged and weighted using the following visibility factors:

- passage angle
- passage speed
- time of day
- clustering (no. of panels per location)
- movement

SPR+ is a national mobility model including footfall for every street section in Switzerland. It takes into account how many people live in Switzerland, who they are, where they live and work, and how many of them are on the road when, where, how long and for what purpose. This mobility data for the Swiss population is correlated with all the panels in Switzerland.

For practicality, APG|SGA has grouped the contact values into six contact categories:

Contact categories

Weighted panel contacts per week	APG SGA price category	Proportion of total panels offered
>240 000	Prime	2%
160 001–240 000	1	4%
95 001–160 000	2	14%
45 001–95 000	3	36%
20 001–45 000	4	26%
<=20 000	5	18%

Further factors affecting price determination

In addition to the SPR+ performance rating, three further factors determine the prices for each panel.

The demand factor considers the demand situation and distinguishes the 9 largest core cities from the other target areas. In addition, the effective demand per panel is considered in setting the price.

The format factor takes into account the size of the advertising panel and distinguishes between the 2m² portrait format F200, the 3m² wide format F12 and the 7m² large format F24.

The attention factor reflects the presentation quality of the space and distinguishes between Rollingstar panels, frontlit and backlit panels and conventional poster panels.

Shopping centers, parking facilities

There are currently no individual SPR+ contact values for panels in shopping centers or parking facilities. The panels available at such locations are evaluated individually on the basis of format, footfall and location characteristics and graded according to object class.

The OOH currency: SPR+

Swiss Poster Research Plus AG is a scientific, impartial and transparent Swiss research institute for Out of Home Media and mobility. It analyses the mobility of the Swiss population and correlates this with individual panels, measuring such things as the number of opportunities to see a panel (contacts), weighted according to visibility. On the basis of the demonstrated contact values it is possible to determine the performance of an Out of Home Media campaign in advance and thus use the advertising budget optimally.

With the launch of the international study "Audience Measurement for Digital Out of Home" the integration of digital railway station and street panels in the SPR+ mobility model was completed in 2019. This allows the performance evaluation of eBoards and ePanels according to the usual standards of SPR+.

The advantages of SPR+ are:

Comprehensive performance ratings: SPR+ gives complete performance ratings for Out of Home panels in the whole of Switzerland. In addition, thanks to its inter-agglomeration mobility data, the study also takes into account panel contacts for persons who commute between agglomerations.

Flexible selection of target areas: In addition to performance ratings at national level, SPR+ also offers local customers in particular the possibility to individually define target areas, providing for example performance ratings for Out of Home campaigns in freely-selected municipality constellations or in catchment areas and locations where the clients have branches.

Inter-media comparisons: Thanks to the consistent weighting of visibility factors, SPR+ gives concrete performance ratings that can be used in strategic inter-media comparisons. Since the integration of SPR+ into the inter-media study MA Strategy Consumer, the proof of poster reach and affinities for specific target groups is possible. Thus, agencies and customers get a realistic image and a useful tool for the inter-media comparison.

Further information on Out of Home performance ratings:

www.spr-plus.ch

Further information on MA Strategy:

www.wemf.ch/de/medienstudien/ma-strategy

Individual panels analog



City format F200 (street, railway station)

Prices in CHF, per panel, gross

Price category	F200 / F200E			F200L / F200LR		
	7 days	14 days	21 days	7 days	14 days	21 days

Zürich, Basel, Genève, Bern, Lausanne, Winterthur, St. Gallen, Luzern, Biel/Bienne

1	674	1 207	1 741	844	1 495	2 144
2	508	873	1 238	635	1 073	1 514
3	377	612	846	473	748	1 024
4	292	441	595	367	536	708
5	246	351	453	306	420	533

Prime	863	1 580	2 301	1 076	1 959	2 842
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Other towns and communities incl. tourism

1	512	915	1 318	640	1 133	1 624
2	384	660	936	482	812	1 147
3	285	464	641	358	565	776
4	223	338	448	277	407	536
5	185	265	345	234	317	404

Prime	653	1 197	1 743	815	1 484	2 154
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Panel prices

Street and railway station: prices based on SPR+ performance data, target area universe, resident population 15+

Digital

City ePanel and Rail ePanel > pages 78–83



Wide format F12 (street, railway station)

Prices in CHF, per panel, gross

Price category	F12/F12E 7 days	14 days	21 days	F12L/F12LR 7 days	14 days	21 days
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Zürich, Basel, Genève, Bern, Lausanne, Winterthur, St. Gallen, Luzern, Biel/Bienne

1	751	1 369	1 985	937	1 685	2 434
2	563	996	1 426	704	1 218	1 732
3	418	704	992	523	858	1 188
4	327	518	711	407	624	839
5	273	414	555	344	494	645

Prime	956	1 784	2 607	1 196	2 203	3 210
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Other towns and communities incl. tourism

1	567	1 036	1 505	711	1 278	1 841
2	426	754	1 079	533	923	1 312
3	315	533	751	396	649	900
4	247	392	538	306	474	636
5	209	312	420	260	374	490

Prime	727	1 350	1 974	907	1 670	2 433
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Panel prices

Street and railway station: prices based on SPR+ performance data, target area universe, resident population 15+

Digital

City eBoard and Rail eBoard > page 86

Individual panels analog



Large format F24 (street, railway station)

Prices in CHF, per panel, gross

Price category	F24			F24E		
	7 days	14 days	21 days	7 days	14 days	21 days
Zürich, Basel, Genève, Bern, Lausanne, Winterthur, St. Gallen, Luzern, Biel/Bienne						
1	1 350	2 481	3 614	1 620	2 939	4 258
2	1 015	1 811	2 606	1 217	2 133	3 048
3	754	1 289	1 823	904	1 508	2 107
4	587	951	1 318	701	1 103	1 505
5	493	767	1 039	593	880	1 168
Prime	1 723	3 229	4 733	2 069	3 835	5 600
Other towns and communities incl. tourism						
1	1 023	1 880	2 737	1 228	2 226	3 226
2	769	1 372	1 973	922	1 616	2 310
3	569	976	1 382	683	1 142	1 596
4	442	723	1 001	532	835	1 140
5	373	579	787	446	665	885
Prime	1 305	2 446	3 586	1 567	2 905	4 243

Panel prices

Street and railway station: prices based on SPR+ performance data, target area universe, resident population 15+

Digital

City eBoard and Rail eBoard > page 86



Mobility F4

Prices in CHF, per panel, gross

Price category	7 days	14 days
1	–	–
2	74.50	112.00
3	59.50	88.00
4	54.00	80.00
6	49.00	72.50
7	43.50	65.00
8	47.50	70.00

Panel prices

- According to rental price category (RPC)
- Exceptions because of concession agreement provisions:
Zürich RPC 8 instead of RPC 1

RPC	Town (Mobility F4)
1	–
2	Basel, Genève
3	Lausanne
4	Winterthur, St. Gallen, Luzern, Biel/Bienne
5	–
6	Communities with 10,000–40,000 residents
7	All others
8	Zürich

City Local F4

Prices in CHF, per panel, gross

Town	7 days	14 days
Zürich	147.50	273.50
Basel	135.50	250.00
St. Gallen, Zug	102.50	180.50
Lausanne, Murten	88.00	155.00
Interlaken, Lugano	69.50	117.00
Biel/Bienne	58.50	93.00
Bern	43.50	65.00

Panel prices

Individual panel valuation based on site quality

Products

Individual depending on town/community

Shopping center, Parking¹

Prices in CHF, per panel, gross

Price category	Property class	7 days	14 days	21 days	1 year
F200/F200E					
1	A	285	464	641	9 600
2	A B	223	338	448	6 100
3	A B C	185	265	345	4 800
F200L					
1	A	358	565	776	11 700
2	A B	277	407	536	7 400
3	A B C	234	317	404	5 700
F12/F12E					
1	A	315	533	751	11 000
2	A B	247	392	538	7 100
3	A B C	209	312	420	5 600
F12L					
1	A	396	649	900	13 400
2	A B	306	474	636	8 600
3	A B C	260	374	490	6 800

Panel prices

Individual panel value assessment based on frequency and site characteristics, subdivided into property classes

¹ Applicable to all panels in the shopping center and parking facility areas. For panels in street and railway station areas, rates are based on SPR+ performance data.

Digital

Shopping ePanel > pages 78–83

Individual panels analog

Aquatic center

Prices in CHF, per panel, gross

Price category	Property class	Season ¹ F200	F12	F4
1	A	1 598	1 598	985
2	A B	1 288	1 288	783
3	A B C	1 040	1 040	536
4	A B C	–	824	273

Panel prices

Individual panel valuation based on frequency, graded by property classes

Property class

Subdivision of aquatic centers based on visitor frequency per season:

A = 150 000+

B = 50 000+

C = 50 000–

¹ Indoor pools:
duration of season 1 year

Trade shows and events

For trade shows and events such as the Montreux Jazz Festival or Locarno Filmfestival we have specific offers.

APG|SGA Out of Home Targeting

APG|SGA Out of Home Targeting allows the placing of messages along important distribution channels all over Switzerland. A central database with current location coordinates has been created in cooperation with AFO Marketing AG.

Digital

Event eBoard > page 87

Discounts for analog and digital products

Order correctly – save money: benefit from our discounts.

Various order types make it possible for you to optimize your purchase with regard to both quality and price. The different types of discounts cannot be cumulated.

Our prices are calculated as follows:

Gross price

– Discount (GCD, last-minute, AVD/group discount)

= Net price

– Agency commission (AC)

+ Services

= Net/net

+ VAT

= Amount invoiced

Agency commission (AC)

Agencies receive a commission of 5% on the net price (see guidelines concerning agency commission).

www.apgsqa.ch/qtz

Graduated campaign discount (GCD)

The GCD is granted for homogeneous product-related campaigns with durations of no more than 10 weeks.

GCD analog/AC Street, railway station, shopping center, tourism area¹

Contract value in CHF, gross	GCD in %	Advertising budget in CHF, net	AC in %	Total cost in CHF net/net
2 000 000	46	1 080 000	5	1 026 000
1 200 000	42	696 000	5	661 200
800 000	39	488 000	5	463 600
460 000	28	331 200	5	314 640
250 000	18	205 000	5	194 750
150 000	15	127 500	5	121 125

GCD digital/AC Street, railway station, shopping center, event

Contract value in CHF, gross	GCD in %	Advertising budget in CHF, net	AC in %	Total cost in CHF net/net
300 000	39	183 000	5	173 850
250 000	33	167 500	5	159 125
200 000	28	144 000	5	136 800
150 000	23	115 500	5	109 725
100 000	18	82 000	5	77 900
50 000	15	42 500	5	40 375
25 000	12	22 000	5	20 900

GCD digital plus/AC Street, railway station, shopping center, event

Contract value in CHF, gross	GCD in %	Advertising budget in CHF, net	AC in %	Total cost in CHF net/net
250 000	42	145 000	5	137 750
200 000	39	122 000	5	115 900
150 000	33	100 500	5	95 475
100 000	28	72 000	5	68 400
50 000	23	38 500	5	36 575
25 000	18	20 500	5	19 475

The GCD digital plus markdown is granted if a campaign reaches a GCD analog level plus a GCD digital level.

¹ Except Premium Branding and F4

Last-minute discount

Selected individual, analog addresses, 20% discount, max. 5 weeks before start of posting.

Annual volume discount (AVD/group discount)

You can benefit from an annual volume or group discount¹. The amount is calculated on the basis of your total net payments to APG|SGA in the prior year for analog standard F200, F12, F400, F24, and F4 formats plus the digital products City ePanel, City eBoard, Rail ePanel, Rail eBoard, Shopping ePanel, Escalator ePanel and Event ePanel. You can also conclude an agreement based on the expected current-year budget. The discount cannot be cumulated. The recipients are either individual customers (one invoice address) or groups (several invoice addresses).

Advertising budget in CHF, net	AVD in %	AC in %
5 000 000	35	5
3 500 000	30	5
1 400 000	25	5
1 100 000	22.5	5
825 000	20	5
550 000	17.5	5
275 000	15	5
100 000	12.5	5
10 000	10	5

¹ Except Premium Branding, F4, trade shows and exhibitions, annual contracts, seasonal bookings and long-term orders

Carline and Profitline

Exposure quality at top terms – our budget line.
Product description: page 40.

Special offers

Please check our website for special offers and promotions:

www.apgsga.ch/specials

Political billposting

Flat 25% political discount and 5% agency commission (not combinable with other discounts).
Exceptions: Premium Branding and F4.

www.apgsga.ch/wahlen

ZEWO discount

Non-profit institutions/organizations with ZEWO label are granted a discount of 50% (including agency commission) on all bookings. Exceptions: Premium Branding, special offers, F4 products, long-term orders/contracts, locally coordinated products.

Please note

Separate terms apply for advertising on megaposters, promotional areas, in and on means of transport, in the mountains, as well as mobile advertising.
> from page 102 ff.

Services

Offer		Prices
Administrative surcharge	Subsequent bill corrections at customer's request	flat rate CHF 30 per amendment
APG SGA WebGIS	Visualization of the outdoor advertising campaign on an interactive map	included
APG SGA OOH Targeting	Planning poster campaigns by point of interest (POI) and select panels in the desired environment	included
APG SGA PosterPerformance Index PPI ¹	Posttests of national poster campaigns. Opinion poll: recall, brand recognition and appeal Poster campaigns exceeding CHF 250,000 net Integration of additional questions	flat rate CHF 7,500 included effort based billing
Billposting manifest	Address list of campaign billposting sites	included
Broadcasting manifest, Digital	Number of broadcasts per booked site	included
Campaign viewing	Guided customer tour with APG SGA employees	included
Customized implementation	Comprehensive additional service, costs in addition to media price	effort based billing
Expressline	Service surcharge for billpostings throughout Switzerland within 5 working days	CHF 22,550
Photo documentation, Digital	Photos of campaigns in the Big5 Cities Campaigns out of Big5 Cities Campaigns exceeding CHF 45,000 net, Big5 Cities	CHF 25 per photo not possible on request
Photo documentation, Poster	Photos of poster campaigns in the Big5 Cities Photos of poster campaigns elsewhere Poster campaigns exceeding CHF 250,000 net	CHF 25 per photo effort based billing on request
Poster of the Month	Swiss online poster competition: the critical consumer eye decides which poster is voted "Poster of the Month"	free
Strategy and concept	Market and target group analysis based on briefing Refund of costs for bookings exceeding CHF 50,000	CHF 220 per hour
Swiss Poster Award	The most important poster competition in Switzerland. It underscores the importance of the poster in inter-media competition and recognizes the high quality of poster design	free

¹Program: see www.apgsa.ch/ppi

Tools

A whole host of tools make it easier to plan and run your campaigns. See page 122.

Additional billposting services

Prices in CHF, per panel, net

Offer	F200	F200L	F200LR	F12	F12L	F12LR	F400LT	F24	F4
Change of visual within schedule	40	40	40	60	60	60	80	120	20
Change of visual out of schedule ¹	160	160	–	180	180	–	180	240	140
Add-ons/snipes within schedule	20	–	–	20	–	–	–	20	20
Add-ons/snipes out of schedule	140	–	–	140	–	–	–	140	140
Underlay sheets	40	–	–	60	–	–	–	120	20

Temporary advertising carriers

Prices in CHF, per carrier, net²

Term of lease	1–3 carriers F4	F200 ³	F12 ³	From 4 carriers F4	F200 ³	F12 ³
1 week	300	400	520	230	320	430
2 weeks	400	500	640	310	400	530
3 weeks	500	600	760	390	480	630
4 weeks	600	700	880	470	560	730
5 weeks	700	800	1 000	550	640	830

¹ On request, depending on capacities, same prices as for subsequent posting of delayed-delivery posters

² Full service: billposting, delivery, and pickup (no agency commission)

³ The following surcharges apply to F200 and F12 formats posted more than 25 km away from an APG|SGA delivery center:
per km from the APG|SGA delivery center: CHF 2.00
per man-hour worked per employee: CHF 120.00