

Summary Pocket Planner

## Prices and terms 2019

Out of Home advertising – Innovative. Digital. Proven.



# The APG|SGA pricing system based on SPR+ MobNat

## Poster contact values

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

- passage angle
- passage speed
- time of day
- clustering (no. of poster panels per location)
- poster changes (no. of visuals)

SPR+ MobNat 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 travelling at a given time, where to and for what purpose. This mobility data for the Swiss population is correlated with all the poster panels in Switzerland.

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

## Contact categories

Weighted poster 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	35%
20 001–45 000	4	26%
<=20 000	5	19%

## Further factors affecting price determination

In addition to the SPR+ MobNat performance rating, three further factors determine the prices for each poster 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 2m<sup>2</sup> portrait format F200, the 3m<sup>2</sup> wide format F12 and the 7m<sup>2</sup> 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+ poster contact values for poster 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 (for prices see page 103).

### **The poster currency: SPR+ MobNat**

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 poster panels, measuring such things as the number of opportunities to see a poster panel (poster contacts), weighted according to visibility. On the basis of the demonstrated contact values it is possible to determine the performance of a poster campaign in advance and thus use the poster-advertising budget optimally.

In 2016, a follow-up to the SPR+ study was carried out, entitled SPR+ MobNat, which stands for **Mobility** follow-up survey and **National** model. It gives up-to-date detailed performance ratings for all street and railway station poster panels in the whole of Switzerland and proves the effectiveness of Out of Home advertising.

The advantages of SPR+ MobNat are:

**Comprehensive performance ratings:** The new SPR+ MobNat gives complete up-to-date performance ratings for posters in the whole of Switzerland – including for the first time municipalities outside the conurbations. In addition, thanks to its inter-agglomeration mobility data, the study also takes into account poster contacts for persons who commute between agglomerations.

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

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

Further information on poster performance ratings:

[www.spr-plus.ch](http://www.spr-plus.ch)

Further information on MA Strategy:

[www.wemf.ch/de/medienstudien/ma-strategy](http://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 7 days	14 days	21 days	F200L / F200LR 7 days	14 days	21 days
Zürich, Basel, Genève, Bern, Lausanne, Winterthur, St. Gallen, Luzern, Biel/Bienne						
1	665	1 190	1 717	832	1 474	2 114
2	501	861	1 221	626	1 058	1 493
3	372	604	834	466	738	1 010
4	288	435	587	362	529	698
5	243	346	447	302	414	526
Prime	851	1 558	2 269	1 061	1 932	2 803
Other towns and communities incl. tourism						
1	505	902	1 300	631	1 117	1 602
2	379	651	923	475	801	1 131
3	281	458	632	353	557	765
4	220	333	442	273	401	529
5	182	261	340	231	313	398
Prime	644	1 180	1 719	804	1 464	2 124

#### Panel prices

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

#### Digital

City ePanel and Rail ePanel > pages 106–109



## Wide format F12 (street, railway station)

Prices in CHF, per panel, gross

Price category	F12/F12E			F12L/F12LR		
	7 days	14 days	21 days	7 days	14 days	21 days
Zürich, Basel, Genève, Bern, Lausanne, Winterthur, St. Gallen, Luzern, Biel/Bienne						
1	741	1 350	1 958	924	1 662	2 400
2	555	982	1 406	694	1 201	1 708
3	412	694	978	516	846	1 172
4	322	511	701	401	615	827
5	269	408	547	339	487	636
Prime	943	1 759	2 571	1 179	2 173	3 166
Other towns and communities incl. tourism						
1	559	1 022	1 484	701	1 260	1 816
2	420	744	1 064	526	910	1 294
3	311	526	741	391	640	888
4	244	387	531	302	467	627
5	206	308	414	256	369	483
Prime	717	1 331	1 947	894	1 647	2 399

### Panel prices

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

### Digital

City eBoard and Rail eBoard > page 111

## 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	1 331	2 447	3 564	1 598	2 898	4 199
2	1 001	1 786	2 570	1 200	2 104	3 006
3	744	1 271	1 798	892	1 487	2 078
4	579	938	1 300	691	1 088	1 484
5	486	756	1 025	585	868	1 152

Prime	1 699	3 184	4 668	2 040	3 782	5 523
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Other towns and communities

1	1 009	1 854	2 699	1 211	2 195	3 181
2	758	1 353	1 946	909	1 594	2 278
3	561	963	1 363	674	1 126	1 574
4	436	713	987	525	823	1 124
5	368	571	776	440	656	873

Prime	1 287	2 412	3 536	1 545	2 865	4 184
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#### Panel prices

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

**Digital**

City eBoard and Rail eBoard > page 111



## Mobility F4

Prices in CHF, per panel, gross

Price category	7 days	14 days
1	–	–
2	73.50	110.50
3	58.50	87.00
4	53.50	79.00
5	–	–
6	48.50	71.50
7	43.00	64.00
8	47.50	70.00
9	38.50	54.00

### Panel prices

- According to rental price category (RPC)
- Exceptions because of concession agreement provisions:  
Zürich RPC 8 instead of RPC 1  
Bern RPC 9 instead of RPC 3

### 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
9	Bern

## City local F4

Prices in CHF, per panel, gross

Price category	7 days	14 days
1	156.50	293.50
2	145.50	269.50
3	133.50	246.50
4	123.00	223.00
5	111.50	200.00
6	101.00	178.00
7	87.00	153.00
8	68.50	115.50
9	57.50	91.50
10	43.00	64.00

### Panel prices

Individual panel valuation based on site quality

### Products

Individual depending on town/community

## Shopping center, Parking<sup>1</sup>

Prices in CHF, per panel, gross

Price category	Location class	7 days	14 days	21 days	1 year
F200/F200E					
1	A	281	458	632	9000
2	A B	220	333	442	6000
3	A B C	182	261	340	4700
F200L					
1	A	353	557	765	11000
2	A B	273	401	529	7200
3	A B C	231	313	398	5600

F12/F12E					
1	A	311	526	741	10000
2	A B	244	387	531	6900
3	A B C	206	308	414	5500

F12L					
1	A	391	640	888	13000
2	A B	302	467	627	8400
3	A B C	256	369	483	6600

### Panel prices

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

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

### Digital

Shopping ePanel > pages 106–109

## Individual panels analog

### Aquatic center

Prices in CHF, per panel, gross

Price category	Property class	Season <sup>1</sup> F200	F12	F4
1	A	1 576	1 576	971
2	A B	1 270	1 270	772
3	A B C	1 026	1 026	529
4	A B C	–	813	269

#### Panel prices

Individual panel valuation based on frequency, graded by property classes

#### Frequencies

Subdivision of aquatic centers based on visitor frequency per season:

A = 150 000+

B = 50 000+

C = 50 000–

<sup>1</sup> Indoor pools:  
duration of season 1 year

### Trade show

#### Panel prices

Individual panel valuation based on site quality, offers and prices on request

**Digital**

Event ePanel > page 110



## Discounts for analog and digital products

### Order right – 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/qtc](http://www.apgsqa.ch/qtc)

### 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 area<sup>1</sup>

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

#### 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
150 000	23	115 500	5	109 725
100 000	18	82 000	5	77 900
50 000	13	43 500	5	41 325

#### 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
150 000	33	100 500	5	95 475
100 000	28	72 000	5	68 400
50 000	23	38 500	5	36 575

The GCD digital plus (+10% on digital products) markdown is granted if a campaign reaches a GCD analog level plus a GCD digital level.

<sup>1</sup> Except Premium Branding and F4

### Last-minute discount

Selected individual, analog addresses, from the *list of available panels*, 20% discount, max. 5 weeks before start of posting.

### Annual volume discount (AVD/group discount)

You can benefit from an annual volume or group discount<sup>1</sup>. The amount is calculated on the basis of your total net payments to APGJSGA 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

<sup>1</sup> 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 35.

### Special offers

Please check our website for special offers and promotions:

[www.apgsga.ch/specials](http://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](http://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

Different conditions apply to offers from the segment brands.  
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## Services

Offer		Costs
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 PosterDirect	Online booking tool for outdoor advertising	free
APG SGA PosterPerformance Index PPI <sup>1</sup>	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 5,500 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
Spot production	Offer spot production through our partner	from 190 to 490
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
Synchronization eBoard/ePanel	Simultaneous broadcasting of spots on booked eBoards and ePanels	CHF 300 per railway station

<sup>1</sup>Program: see [www.apgsga.ch/ppi](http://www.apgsga.ch/ppi)

### Tools

A whole host of tools make it easier to plan and run your campaigns. See page 146.

## 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 <sup>1</sup>	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, net<sup>2</sup>

Term of lease	1–3 carriers F4	F200 <sup>3</sup>	F12 <sup>3</sup>	From 4 carriers F4	F200 <sup>3</sup>	F12 <sup>3</sup>
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

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

<sup>2</sup> Full service: billposting, delivery, and pickup (no agency commission)

<sup>3</sup> The following surcharges apply to F200 and F12 formats posted more than 25 km away from an APGJSGA delivery center:  
per km from the APGJSGA delivery center: CHF 2.00  
per man-hour worked per employee: CHF 120.00