APG|SGA
Out of Home Media

Outdoor advertising at the Hallenstadion Zurich

Exclusive and unmissable advertising presence in the middle of the event action

Communication space POI

Very close to your target group

The Hallenstadion in Zurich is the largest event building in Switzerland and the venue of events with international stars of pop, rock, latin, hip-hop, folk music as well as sport events like the ice hockey world championship or Art on Ice. The Hallenstadion is well-known beyond the national border. With its great appeal, the specific target groups and the extended catchment area it is particularly interesting for advertising.

Facts & Figures

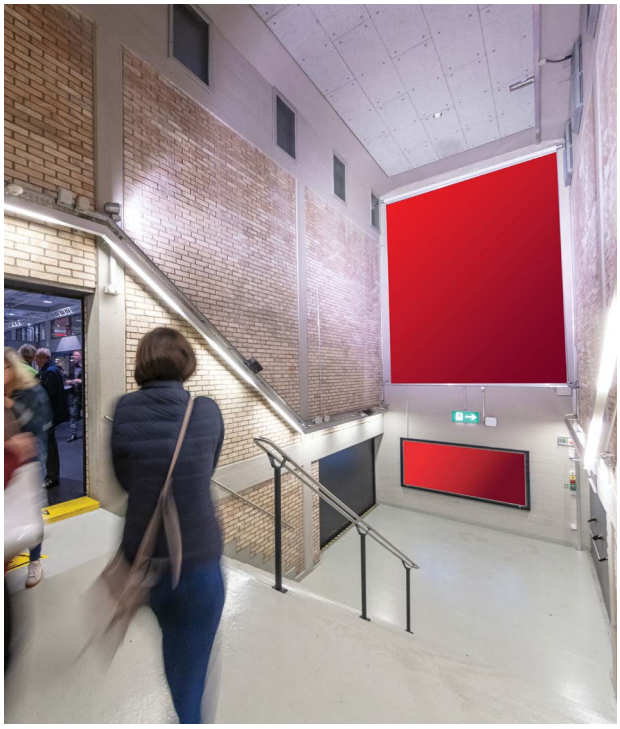
– Switzerland's largest multifunctional arena

– 5 restaurants

– over 130 event days per year

– capacity 13 000 people

– over 1 million visitors per year



Formats and prices digital

Offer	Screens	Spot duration	Duration	Prices in CHF, gross, excl. VAT[1]
Event eBoard BrandingZone Hallenstadion Day[3]	102	10"[2]	all public events	70 000.–
Event eBoard BrandingZone Hallenstadion Day light[4]	102	10"[2]	all public events	42 000.–

Valid for weeks 01–53/2020. Offers and prices subject to change.
Agency commission (AC) 5%

[1] Basis: Allgemeine Plakatgesellschaft APG|SGA, Digital Out of Home
[2] Loop 60 seconds, spot duration 10 seconds
[3] Broadcast every minute
[4] Broadcast every second minute

Profile

Advertising media Event eBoard
Format 16:9, LCD-screen, 43"–75"
Number of advertising media 102
Booking unit at least 365 days
Content advertising and visitor information
Loop 60 seconds
Spot length 10 seconds fix
Animation still picture or animation
Locations foyer, in the corridors of the 1st and 2nd floor
Link 360° picture Hallenstadion

Production

Production guidelines www.apgsga.ch/digital-production

Formats and prices

Offer	Panels	Duration	Prices in CHF, gross, excl. VAT
F12 / F200 inside			
F12L (foyer)	1	365 days	8 400.–
F200L (foyer)	1	365 days	7 200.–
F12L (1st and 2nd floor)	1	365 days	6 600.–
F200L (1st and 2nd floor)	1	365 days	5 600.–
BigPosterL	1	365 days	16 800.–
F12 / F200 outside			
F12	1	365 days	from 7 300.–
F200L	1	365 days	9 500.–
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]

Valid for weeks 01–53/2020. Offers and prices subject to change.
Agency commission (AC) 5%

[1] only media for both panels
[2] incl. production and installation both panels

Profile

Format F12	268,5 x 128 cm (paper dimensions)
Format F12L	268,5 x 128 cm (paper dimensions)/ 264 x 123,5 cm (visible surface)
Format F200L	119 x 170 cm (paper dimensions)/ 116 x 166 cm (visible surface)
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