

Pocket Planner

Target areas, products and prices 2021

Out of Home – Coverage and targeting



Main news at a glance
www.apgsga.ch/opening-of-bookings

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Flexibility and individualization in times of change

For the economy, the impact of COVID-19 will be felt for a long time to come. But we learn from the incidents, adapt better to circumstances and are more flexible in dealing with change. The Swiss population recaptured the «outdoors» with joy and the necessary caution. Out of Home rapidly refilled and continues to flourish. So how important it is to adapt to upcoming challenges and seize new opportunities.

Even volatile times make it clear that Out of Home campaigns can be ideally adapted to the current environment. This represents great opportunities for companies and brands to connect with consumers and respond to their current needs in a sympathetic way. APG|SGA supports clients and agencies to reach their target groups even more aptly and relies, inter alia, on digital and programmatic advertising. In large cities and train stations, more than 500 screens for programmatic campaigns are already on offer. This allows advertisers to book more flexibly and to spread their marketing messages more precisely and effectively with additional targeting opportunities.

The demand for site-specific, digital and data-driven advertising is increasing significantly. In APG|SGA's wide-ranging analog, digital and mobile portfolio, attractive solutions for successful and innovative outdoor advertising presences are guaranteed. 300 000 digital and analog spaces throughout Switzerland are available in all communication rooms. Our consulting teams will be happy to assist you in the conception, planning and implementation of your Out of Home performance.



Andy Bürki

Head of Advertising Market

Out of Home Media – facts and figures

As the term implies, Out of Home begins where people leave the privacy of their homes and enter the public spaces accessible to everyone. This is where a wide variety of mobility flows intersect our everyday environment. Media installed along these flows can be precisely and flexibly planned with respect to geography, timing and intensity, making it possible to reach differentiated target groups. They are ideal for sales promotion, boosting recognition and building image. Messages presented in public spaces generate tremendous leverage because of their high acceptance and unavoidability: whether along streets, at railway stations, shopping centers and airports, in and on means of transport or in the mountains.

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Appealing communication spaces

Streets and squares



Be it motorized or on foot, with a private vehicle or by public transportation, mobility "happens" mostly on streets. Extensive infrastructure provides the vital connections that the population needs to sustain its growing occupational and leisure mobility. APG|SGA assumes considerable responsibility in planning, designing and implementing the urban landscape. Thanks to the strength of the poster and the integration of new formats, you benefit from this attractive Out of Home advertising environment.

Railway stations



Railway stations are technically and architecturally sophisticated, high-frequency venues, from the stations with integrated shops to smaller stations that link city centers with suburban and rural regions. The user community is multifaceted and includes daily commuters, weekend and vacation travelers with national and international destinations and the regular or occasional passers-by who belong to the local population. Analog and digital APG|SGA communication and advertising assets are intrinsic elements that co-define these places of encounter. With railway station advertising, you can reach attractive, contemporary and trend-conscious target groups.

POI/POS



Shopping centers, other points of sale (POS) and points of interest (POI), parking garages, convention centers and exhibition complexes are spaces that generate particularly strong appeal. They are characterized by a special mobility behavior and are interesting from the point of view of communication because of their privileged locations and extended catchment areas. As a full-service Out of Home provider, APG|SGA covers every facet of this market. Tap into the mobility of your target groups from the doorstep to the point of interest: to promote the clearance sale of your products and services as well as for effective brand communication.

Public transport



Public transportation systems make a crucial contribution to the quality of life in public spaces. The population benefits from their safety, punctuality, dependability, and ecological soundness. As a public service, mass transit guarantees mobility for everyone and is used by target groups such as apprentices, students and teachers that are otherwise difficult to reach. Their long-standing commitment as well as strong affiliations and alliances have made APG|SGA – specialized in mass transit communication – the leading partner in this domain. You can choose from a vast spectrum of attractive advertising modes inside and outside public transport vehicles.

Mountains



Winter exhilaration on skis or snowboards and enjoyable hikes in the summer: pristine natural surroundings magically attract people in search of relaxation and recreation. To preserve this environment, APG|SGA specialists focus their activities on sharing existing infrastructure. Synergy-tapping and often customized advertising formats give you the unique opportunity to present your message in a positive context and to reach highly diverse and very affluent target groups.

Airports



For international metropolitan centers, airports are hubs, links and gateways for business and leisure travelers. Standard and customized formats harmonized with a master concept: APG|SGA products allow you to showcase your brand in the context of major travel flows and deliver lasting impressions to a discerning audience.

Formats

APG|SGA covers all communication spaces with different formats such as posters, screens, megaposters, promotions, special solutions or mobile advertising.

Our range per communication space

APG|SGA is Switzerland's leading outdoor advertising company, covering all communication spaces with analog or digital Out of Home solutions.

	Posters	Screens	Megaposters	Special solutions	Public transport interior formats	Public transport exterior formats	Promotion areas	Mobile advertising (aymo)	Interactions
Communication space	Streets and squares	●	●	●		●		●	●
	Railway stations	●	●	●		●	●	●	●
	POS/POI	●	●	●	●			●	●
	Public transport		●		●	●		●	●
	Mountains	●	●	●	●		●	(●)	●
	Airports	●	●	●	●			●	●

() = no standard range / options on request

Billposting by communication goal

Advertising performs a key role in preparing the ground for purchases by raising the awareness and attractiveness of brands, products and services, and generating interest in them.

It also has an activating nature, reminding consumers at the right moment that now is a good time to buy or consume.

Outdoor advertising provides an opportunity to achieve the communication goals of awareness, image and sales in a highly efficient way: an unmissable public presence, precise geographic targeting, large-scale design possibilities and an appropriate choice of format and location are important control factors for the success of advertising campaigns.

Outdoor advertising supports all the key tasks of advertising leading up to the purchase process highly efficiently and offers excellent value for money:

Awareness



Raise your awareness level quickly and sustainably. 89% of Swiss people go out each day for work, shopping or leisure activities. Along these recurring journeys, they automatically and repeatedly come into contact with our 300,000-plus advertising spaces. This explains the wide and quickly established reach and the high accumulation of contacts that you can achieve with our Out of Home solutions within shortest time.

Image



Thanks to our high-impact – and sometimes also exclusive – premium offers in public spaces, you are assured of an ideal, high-quality setting for consistent knowledge development and a positive image transfer. Outdoor advertising – whether analog or digital – provides an almost unlimited range of use and design options, and is accepted and perceived positively by the public better than any other medium. This is the basis of successful brand and trust development.

Sale



Advertise in the vicinity of a POS or POI, and influence purchasing decisions in your favor at the decisive moment.

Outdoor advertising has a great deal of persuasive power, which can be optimized and targeted in terms of time and location. It also has great (and proven) potential to increase sales, putting you ahead of the competition when it comes to activating consumers.

Research

APG|SGA intensely researches the impact of outdoor advertising in order to provide advertisers with a sound decision basis when planning campaigns.

www.apgsa.ch/research

Mobility

Mobility in Switzerland		2010	2018	Change
Resident population	in 1,000	7 870	8 544	+ 9%
No. of working persons	in 1,000	4 116	5 055	+ 23%
Of which occupational commuters*	in %	81	90	+ 12%
Ø way to work commuter (one-way)*	in min.	30	31	+ 3%
Number of passengers conveyed by bus and tram	in millions	1 373	1 541	+ 12%
Number of passengers conveyed by rail	in millions	493	611	+ 24%
Passenger kilometers per year	in bn	122,2	135,7	+ 11%

Sources:

– Swiss Federal Statistical Office, www.bfs.admin.ch,

* Microcensus 2015

Daily mobility per person by transport mode¹

	in km	Daily distance in %	in min.	En route time ² in %
Total	36,8	100	82,2	100
Car driver	23,8	65	33,9	41
Train	7,5	20	6,7	8
On foot	1,9	5	29,8	36
Bus/tram/postal coach	1,5	4	4,9	6
Bicycle (including eBike)	0,9	3	4,3	5
Other ³	1,2	3	2,9	4

¹ Averaged over all weekdays and all respondents
(Basis = 57,090 persons 6 and older)

² En route time: duration of trip from start time
at the point of departure until arrival at the destination,
without waiting and transfer times

³ Motor bike, motorcycle, tour bus, aircraft, taxi,
truck, ship, mountain railways

Source: Swiss Federal Statistical Office,
Microcensus 2015 on traffic behavior, publ. May 2017,
www.bfs.admin.ch

Advertising only works if it gets exposure. So invest your advertising budget where the consumers are. In this respect, Out of Home Media offer excellent opportunities for quickly and seamlessly delivering your message, backed by the guarantee that you can reach your constantly growing target groups without restrictions.

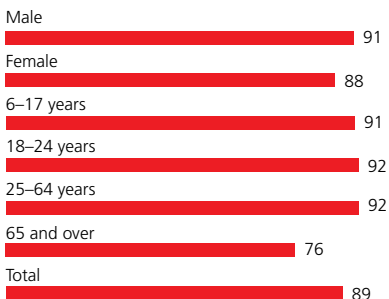
Mobility

Daily mobility of the Swiss population

Replies in % of persons interviewed
(basis = 57,090 persons)

Source: Swiss Federal Statistical Office microcensus 2015
on transport habits, publ. May 2017
www.bfs.admin.ch

By gender and age



High degree of mobility results in unlimited reach: Out of Home messages reach all desired target groups and exclude no-one.

By day of the week

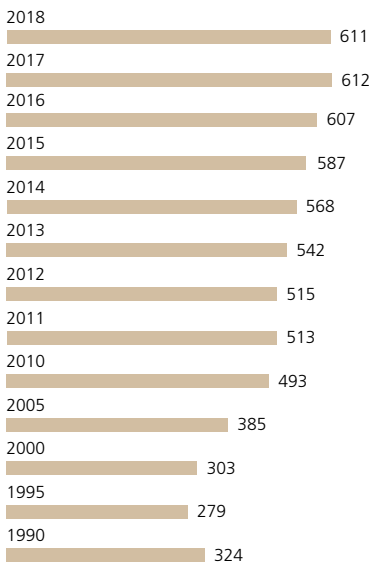


The success of advertising lies in repetition: the Out of Home contacts double in a linear fashion from one day to the next, giving the message a lasting impact.

Number of passengers conveyed by rail

SBB and public transport entities,
per year in millions

Source: Swiss Federal Statistical Office
www.bfs.admin.ch (December 2019)



Switzerland is becoming more and more mobile and people are coming into contact with Out of Home Media more and more often. Not only in their free time, but also on the way to work, they travel daily and can be reached regularly and efficiently in the stations in large numbers.

Railway station

Weekly frequency

Zürich HB	3 043 500
Bern	2 155 300
Genève	1 165 900
Luzern	1 165 100
Lausanne	975 100
Basel	902 700
Winterthur	819 400
Zürich Oerlikon	743 500
Zürich Stadelhofen	626 800
St.Gallen	536 100
Aarau	487 300
Olten	480 000
Biel	456 600
Zug	446 500
Baden	388 600
Zürich Altstetten	369 000
Zürich Flughafen	353 500
Zürich Hardbrücke	348 600
Genève Aéroport	326 500
Thun	290 200
Neuchâtel	216 800
Fribourg	206 300
Chur	188 000
Uster	181 000
Lugano	171 700
Wetzikon	171 500
Zürich Enge	153 700
Rapperswil	148 400
Vevey	147 000
Brugg	144 700
Schaffhausen	132 300
Yverdon	117 600
Brig	116 900
Solothurn	114 100
Bellinzona	112 000
Montreux	110 600
Sion	81 200
Frauenfeld	72 800
La Chaux-de-Fonds	58 800
Locarno	44 100

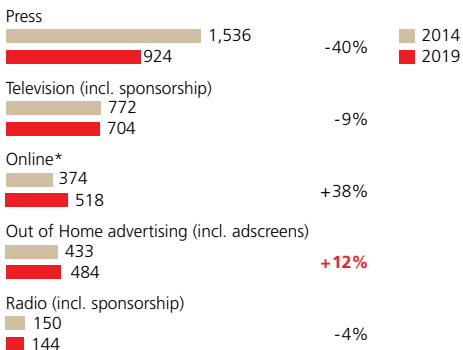
Source: SBB, 2019

Advertising market

Out of Home advertising is in vogue

In CHF m

Source: Foundation for Advertising Statistics Switzerland, May 27, 2020

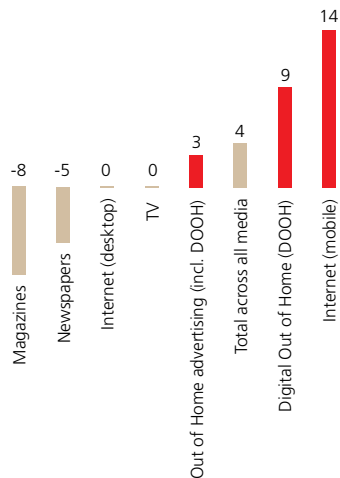


* without search engine advertising and social media

Forecast advertising expenditure trend 2019–2022

Worldwide, in %

Source: ZenithOptimedia December 2019, JCDecaux estimates, CAGR 2019–2022

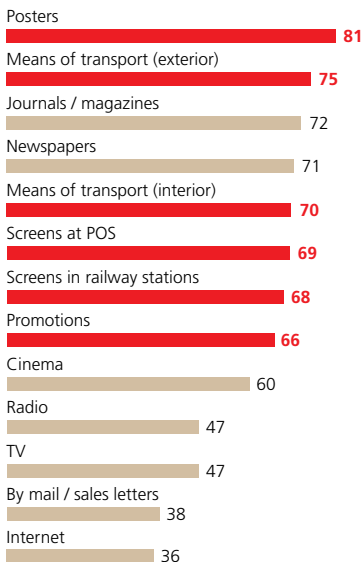


Sympathy of advertising media

Share of top 2 mentions, in % of respondents
(basis = 514 people)

Question: "How likeable is advertising in the following media/advertising channels to you personally?"
(scale from 4 = very likeable to 1 = very unlikeable)

Source: INNOFACT AG, Zürich, 2017

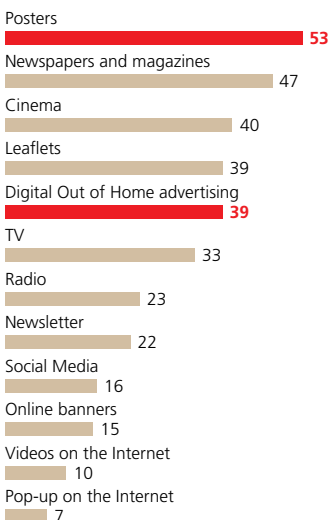


Interest in advertising

Share of top 2 mentions, in % of respondents
(basis = 1,173 people)

Question: "To what extent are you generally interested in advertising in the following channels?"
(scale from 5 = I am very interested to 1 = I am not very interested)

Source: Marketagent.com Schweiz AG, Zürich, May 2017



Most consumers want to be esteemed and appreciated. This is an essential advertising objective. Out of Home Media are widely accepted by the public and can attain both goals.

Media research

Interaction of visual design and advertising pressure

Impact (I) = Message (M) + Transport (T)

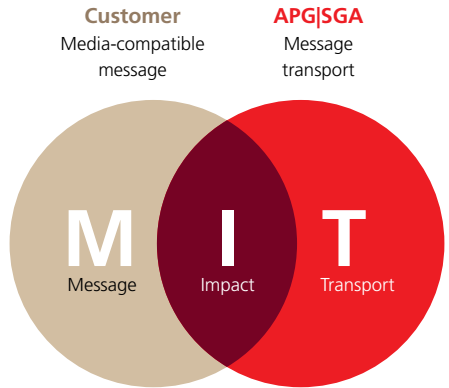
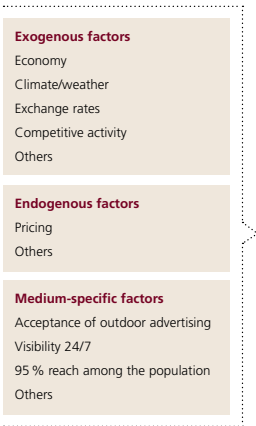
A confrontation with a poster establishes the direct contact between its featured message and the desired target group. To ensure that the message is perceived, it is crucial that it is not only effectively transported, but also quickly understood. An optimal impact arises with the harmonious interplay between the creation and the booked advertising media. As is the case for every advertising measure, the impact of a poster campaign also depends on numerous other factors. They include acceptance and effectiveness of the medium as well as exogenous and endogenous influences.

To be able to provide advertisers with well-founded decision bases when planning campaigns, APG|SGA extensively researches the impact of Out of Home advertising. The main points of interest are:

- choosing the right medium to achieve the advertising objectives
- calculated use of budget for optimum advertising pressure
- the effective design of the advertising medium

All the studies are carried out by independent market research institutes and supported by scientists. The key findings are regularly published online, in publications and as best practice cases.

www.apgsga.ch/research



Media research

Swiss Poster Research Plus SPR+

- Integration of performance data for digital Out of Home in railway stations and on streets
- Provider-independent basic outdoor advertising research on the basis of an integrated mobility model for the whole of Switzerland
- SPR+ Expert coarse and fine planning tool with campaign evaluation support
- Licences for the use of Studio Basic are free of charge

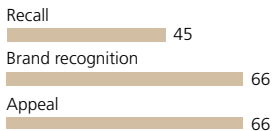
www.spr-plus.ch

Research of advertising media effectiveness

Impact of outdoor advertising

Average values, share in % of persons interviewed

Basis: 1,272 campaigns tested (2003–2019)
Source: APG|SGA Poster Performance Index PPI,
Status December 31, 2019



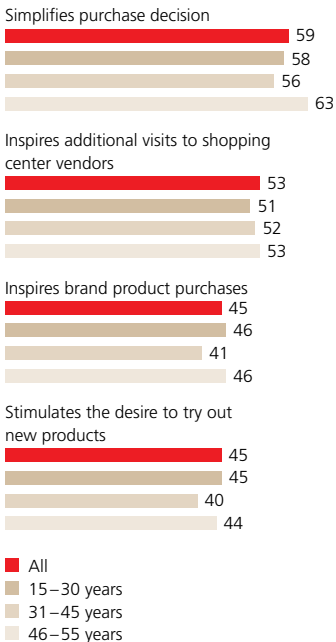
A selection of the most successful visuals can be found in our Best of PPI tool or in the brochure, which is published at regular intervals.

www.apgsa.ch/ppi

Out of Home Media at the point of sale

Share in % of persons interviewed
(basis = 1,003 persons)

Source: INNOFACT AG, Zürich, 2014



It may be very challenging to find the right media mix. In times of tight marketing budgets and ongoing changes in media consumption habits, there is a growing need for certainty and dependability. With respect to their proven advertising impact, Out of Home Media are one hundred percent reliable.

Media research

Unbeatable online activation with outdoor advertising

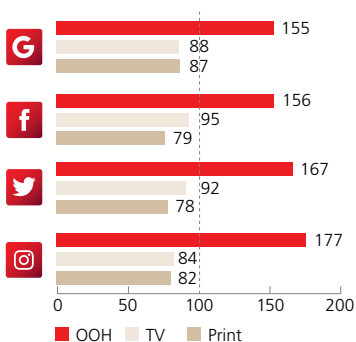
(basis = 1,043 interviews)

Source: INNOFACT AG, Zürich, 2019

The most recent survey of 1,043 Swiss citizens has shown that online activation through outdoor advertising is strongest compared to TV and print.

For example, 39% of respondents said they had used internet search engines in the last 6 months after seeing the corresponding advertisement on a poster or screen. This corresponds to a 1.5 times higher activation rate compared to TV and print.

Activation index search, Facebook, Twitter and Instagram



OOH contacts trigger significantly more online interactions than TV or print – be it as search, Facebook, Twitter or Instagram interaction.

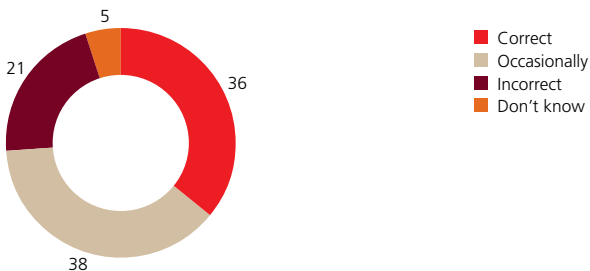
Transport advertising

Public transport advertising is seen by everyone

Share in % of persons interviewed

Source: representative survey by INNOFACT AG, Zürich, on behalf of APG|SGA (online poll of 2,700 persons, throughout Switzerland), 2015

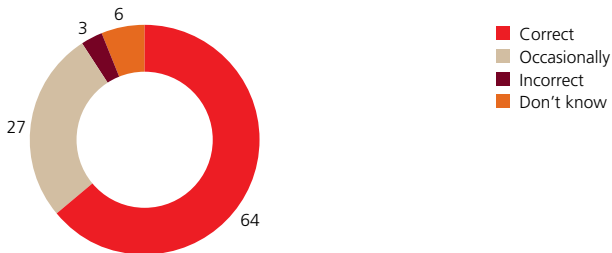
74% of passengers regularly notice advertising in/on buses, trams, trains



75% of the target group have a steady income



91% of passengers like public transport advertising



All results at:

www.apgsga.ch/transport/research

Media research

Out of Home in the mountains

Advertising in the mountains works

Share in % of persons interviewed

Source: representative survey by intervista ag, Zürich on behalf of APG|SGA, online interviews with 323 people in the winter sports area (footprints-mobile panel), December 2019 until March 2020 508 people online (whole of Switzerland), February 2020

Question: «Today I am very easygoing and relaxed.»

Share of «True» answers (Top2)



- Total for winter sports area (323)
- Total for online representative survey (508)

Question: «In winter sports areas I perceive advertising.»

Share of «True» answers (Top2)



Question: «In winter sports areas, poster advertising offers me a welcome change to bridge waiting times.»

Share of «True» answers (Top2)



Question: «In general, how conspicuous are the following forms of advertising from your point of view?»

Advertising in winter sports areas



Advertising on TV



Advertisements in newspapers



All results at:

www.apgsga.ch/mountain/research

In the mountains, advertising is noticed and appreciated.

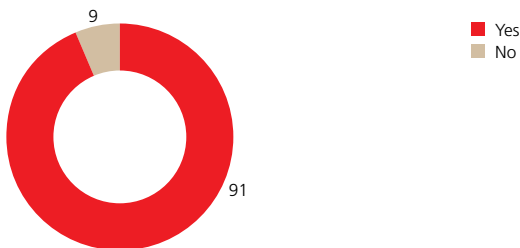
Promotion areas

High-impact live communication

The survey results on a MAC Cosmetics campaign at Zürich Stadelhofen station prove it: promotions at stations are highly popular with travellers and passers-by.

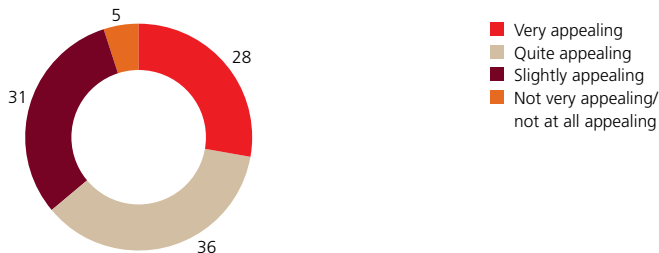
Source: INNOFACT AG, Zürich, conducted the online interviews in 2016, directly after the completion of the MAC Cosmetics campaign.

91% of those questioned are aware of the MAC Cosmetics campaign.



Advertising awareness: n = 169, women, 15–59 years old, regular commuters at Zürich Stadelhofen station.

64% of those questioned think the MAC Cosmetics brand is very or quite appealing.



Brand appeal: n = 111, women, 15–59 years old, regular commuters at Zürich Stadelhofen station, noticed MAC advertising and already knew the brand.

Media research

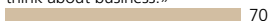
Airport

«BDM Business Decision Makers» – international airport study by JCDecaux among top managers

(2018, 4,464 interviews worldwide, values in %)

Survey on the attitude of top managers
towards business trips and B2B advertising.
Source: Future Thinking, 2018

Question: «At the airport, I particularly
think about business.»



Question: «B2B advertising at airports
attracts my attention.»



Question: «At the airport, I often see
advertising of brands that fit my business
when I'm on business trips.»



Question: «I'm more likely to consider
a B2B brand that advertises in and around
an airport environment.»



■ Total airport target group top managers

**At the airport, top managers are
receptive to B2B advertising and
perceive it very strongly.**

innovate!

Under the innovate! label APG|SGA systematically captures, develops and presents the innovative strength of the Out of Home medium and that of its own products and services. An innovation team was established and an online platform created which uses specific cases to show APG|SGA's market partners just how much can be achieved with Out of Home advertising in terms of planning, creativity, production and advertising media technology.

www.apgsqa.ch/innovate



innovate! .:
Ideas and solutions for Out of Home Media

«Leaf poster background symbolizes vegan Lattesso» by
JBW Media & Inhalt und Form Werbeagentur LSA for Innoprax AG

The target areas in Switzerland

We operate with the regional structures defined by WEMF AG für Werbemedienforschung. The geographical extents and population figures of the various target areas are based on official data obtained from the Federal Statistical Office (FSO).

- 26** Greater urban areas
- 30** Urban centers

Current data

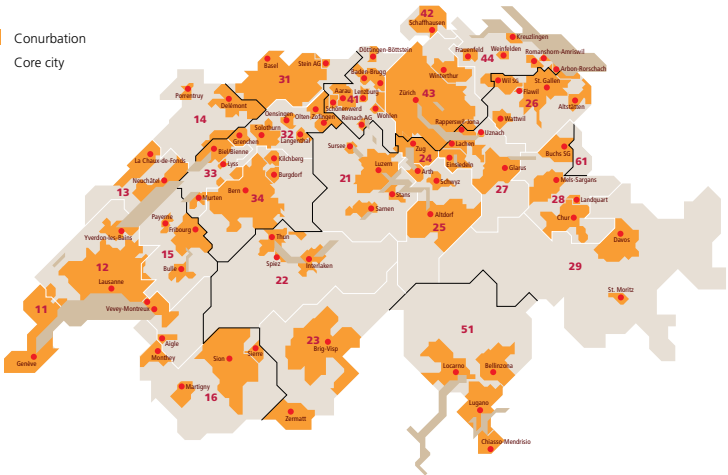
The calculation of our media performance figures is based on the information published by the Swiss Federal Statistical Office (FSO, population status: 31.12.2011, definition conurbations status: 31.12.2014)

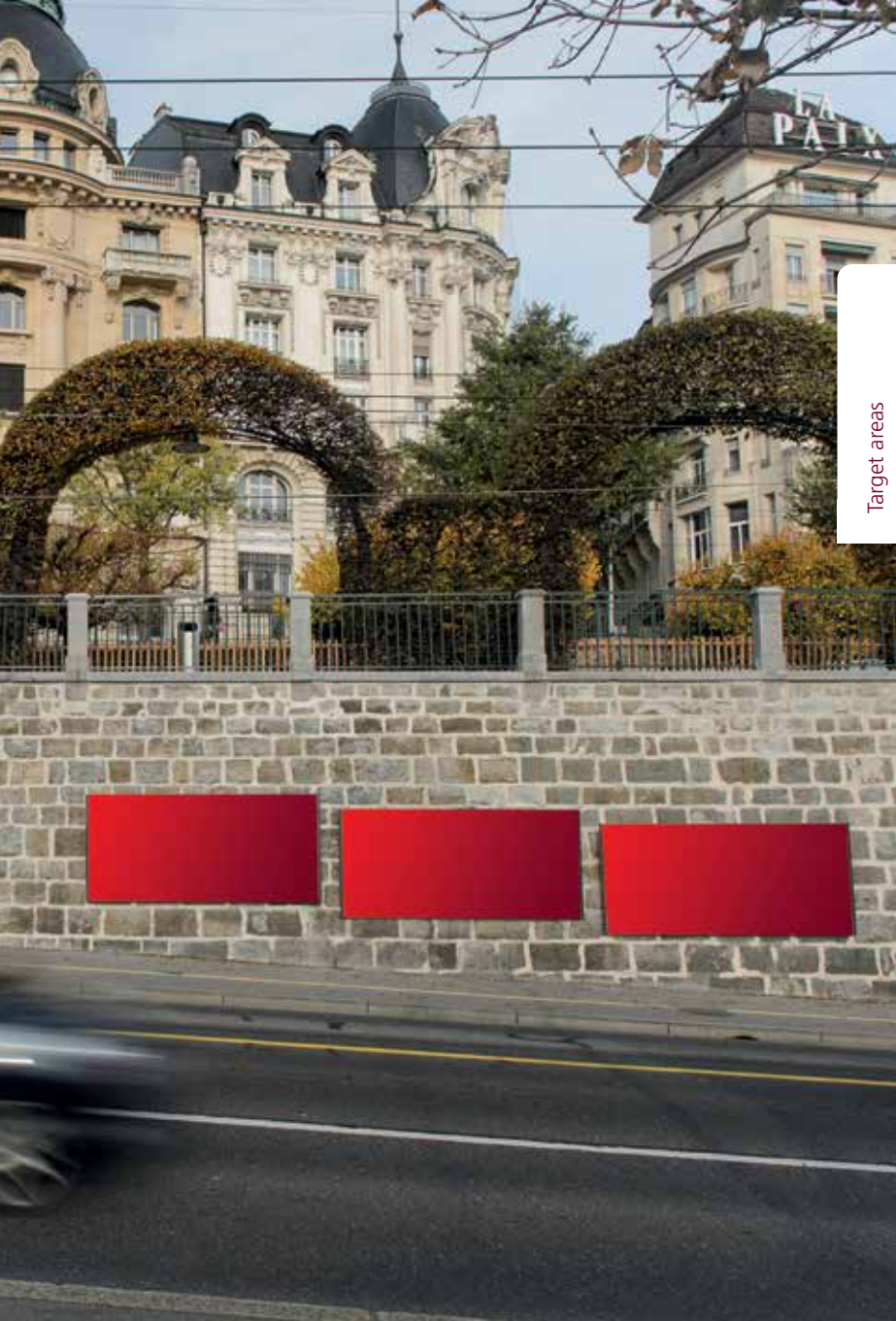
Greater urban areas

Nearly three-fourths of the Swiss population live in greater urban areas. Such areas, also called conurbations, are geographically connected regions that consist of several communities. They are defined by the FSO. Switzerland is composed of 49 conurbations. A conurbation generally consists of a core zone and surrounding suburbs. The remainder of the Swiss population categorized as urban by the FSO lives in 28 core areas outside the conurbations.

WEMF/FSO structures

- Conurbation
- Core city





Target areas

Greater urban areas

Economic regions

WEMF	
1	Suisse romande
2	Alpen und Voralpen
3	Westmittelland
4	Ostmittelland
5	Svizzera italiana
6	Liechtenstein (FL)

Economic areas

WEMF	
11	Genève
12	Vaud
13	Neuchâtel
14	Jura
15	Fribourg
16	Bas-Valais
21	Luzern, Obwalden, Nidwalden
22	Berner Oberland
23	Oberwallis
24	Zug
25	Uri, Schwyz
26	St. Gallen, Appenzell Innerrhoden/Ausserrhoden
27	Glarus
28	Bündner Unterland
29	Bündner Oberland
31	Basel
32	Solothurn
33	Berner Seeland
34	Berner Mittelland
41	Aargau
42	Schaffhausen
43	Zürich
44	Thurgau
51	Ticino
61	Liechtenstein (FL)

Conurbations¹

FSO		Population total	Population 15+
A6621	Genève	549 411	459 404
A5586	Lausanne	385 643	323 658
A5890	Vevey-Montreux	80 709	68 459
A5938	Yverdon-les-Bains	38 450	32 111
95401	Aigle	9 599	8 008
A6421	La Chaux-de-Fonds	51 554	43 303
A6458	Neuchâtel	83 578	70 584
A6711	Delémont	28 508	23 751
96800	Porrentruy	8 360	7 182
A2125	Bulle	28 506	23 629
A2196	Fribourg	99 772	82 718
95822	Payerne	10 911	8 989
A6136	Martigny	20 949	17 692
A6153	Monthey	30 100	25 050
A6248	Sierre	24 753	21 077
A6266	Sion	78 330	66 331
A1061	Luzern	218 121	187 781
91103	Sursee	15 337	13 005
91407	Sarnen	9 969	8 561
91509	Stans	15 595	13 435
A0581	Interlaken	23 201	20 141
A0942	Thun	78 677	68 017
90768	Spiez	12 417	10 787
A6002	Brig-Visp	45 074	39 044
96300	Zermatt	5 746	4 976
A1711	Zug	119 633	101 064
A1201	Altdorf	31 270	26 370
91362	Arth	10 921	9 196
91372	Schwyz	14 331	12 163
A3203	St. Gallen	161 849	138 386
A3251	Rheintal	54 490	45 819
A3425	Wil (SG)	70 039	58 756
93379	Wattwil	10 296	8 780
93402	Flawil	10 045	8 356
A1344	Lachen	27 249	23 137
A1630	Glarus	29 279	24 940
A3336	Rapperswil-Jona	45 146	38 357
91301	Einsiedeln	14 438	12 140
93339	Uznach	9 367	7 815
A3271	Buchs (SG)	26 085	22 038
A3901	Chur	56 276	48 473
93293	Mels-Sargans	18 365	15 355
93955	Landquart	11 616	9 946
93787	St. Moritz	5 206	4 655
93851	Davos	11 131	9 721

¹ By economic region and economic area
 A = Conurbation
 9 = Core community beyond conurbation

FSO		Population total	Population 15+
A2701	Basel	523 992	452 428
A4260	Stein (AG)	5 587	4 790
A2546	Grenchen	25 397	22 086
A2581	Olten-Zofingen	94 045	80 707
A2601	Solothurn	76 212	65 797
90329	Langenthal	17 994	15 469
92407	Oensingen	9 865	8 467
92583	Schönenwerd	13 713	11 799
A0371	Biel/Bienne	100 199	85 913
90306	Lyss	13 929	11 948
92275	Murten	11 141	9 370
A0351	Bern	395 082	341 789
90404	Burgdorf	18 515	15 949
90412	Kirchberg (BE)	10 843	9 272

FSO		Population total	Population 15+
A4001	Aarau	73 090	62 464
A4021	Baden-Brugg	105 432	90 514
A4082	Wohlen (AG)	20 659	17 489
A4201	Lenzburg	20 483	17 406
94141	Reinach (AG)	17 475	14 804
94304	Döttingen-Böttstein	10 495	9 007
A2939	Schaffhausen	67 032	57 855
A0230	Winterthur	132 503	112 531
A0261	Zürich	1 266 313	1 080 623
A4401	Arbon-Rorschach	52 225	44 866
A4436	Romanshorn-Amriswil	23 875	20 414
A4566	Frauenfeld	23 691	20 357
A4671	Kreuzlingen	22 033	19 164
94946	Weinfelden	10 490	9 046

A5002	Bellinzona	49 661	42 339
A5113	Locarno	53 817	46 959
A5192	Lugano	142 933	122 842
A5250	Chiasso-Mendrisio	49 479	42 868

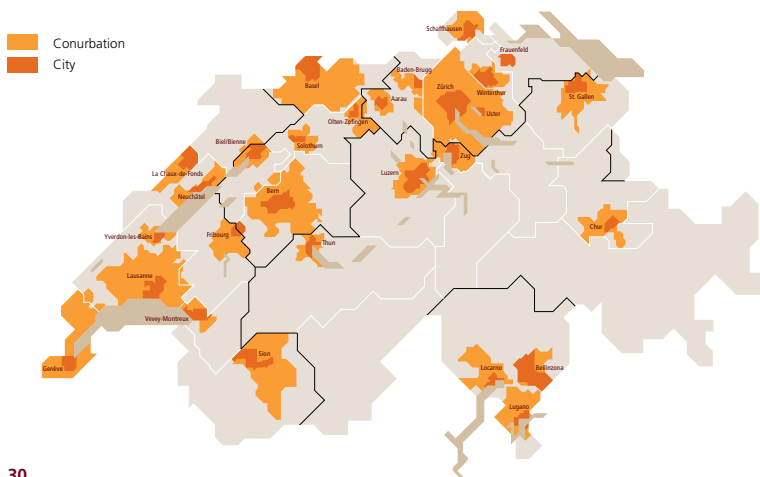
Total conurbations 6 148 502 5 240 492

Total Switzerland, incl. FL 7 991 137 6 790 721

Urban centers

Due to population growth and mobility phenomena, most Swiss cities have evolved beyond their political boundaries in the course of time. This circumstance is factored in by our City products. For us, a city encompasses both the core city and the geographically adjacent conurbation communities that together constitute an entity from the urban, traffic, economic and cultural points of view.

WEMF/FSO structures



FSO	Town / District	Population total	Population 15+
City Genève			
6621	Genève	188 234	162 896
6608	Carouge (GE)	20 004	16 877
6612	Chêne-Bougeries	10 337	8 781
6613	Chêne-Bourg	8 057	6 743
6617	Cologny	4 939	4 175
6628	Lancy	28 723	23 762
6623	Le Grand-Saconnex	11 759	9 457
6630	Meyrin	21 729	18 222
6631	Onex	17 637	14 742
6640	Thônex	13 478	11 284
6643	Vernier	33 237	27 527
Total	City Genève	358 134	304 466
A6621	Agglo Genève	549 411	459 404

FSO	Town / District	Population total	Population 15+
City Lausanne			
5586	Lausanne	129 383	110 612
5584	Épalinges	8 626	7 146
5587	Le Mont-sur-Lausanne	6 228	5 171
5589	Prilly	11 626	9 835
5590	Pully	17 336	14 823
5591	Renens (VD)	20 176	16 920
Total	City Lausanne	193 375	164 507
A5586	Agglo Lausanne	385 643	323 658

FSO	Town / District	Population total	Population 15+
City Vevey			
5890	Vevey	18 364	15 403
5886	Montreux	25 199	21 993
5889	La Tour-de-Peilz	10 807	9 148
5891	Veytaux	817	728
Total	City Vevey	55 187	47 272
A5890	Agglo Vevey-Montreux	80 709	68 459

FSO	Town / District	Population total	Population 15+
City Yverdon-les-Bains			
5938	Yverdon-les-Bains	27 961	23 433
5922	Montagny-près-Yverdon	694	567
Total	City Yverdon-les-Bains	28 655	24 000
A5938	Agglo Yverdon-les-Bains	38 450	32 111

FSO	Town / District	Population total	Population 15+
City La Chaux-de-Fonds			
6421	La Chaux-de-Fonds	37 843	31 829
Total	City La Chaux-de-Fonds	37 843	31 829
A6421	Agglo La Chaux-de-Fonds	51 554	43 303

FSO	Town/District	Population total	Population 15+
City Neuchâtel			
6458	Neuchâtel	44 198	37 627
6454	Hauterive	2 570	2 210
6459	St-Blaise	3 257	2 715
Total	City Neuchâtel	50 025	42 552
A6458	Agglo Neuchâtel	87 414	73 769

FSO	Town/District	Population total	Population 15+
City Fribourg			
2196	Fribourg	35 680	30 600
2197	Givisiez	3 031	2 522
2198	Granges-Paccot	2 729	2 243
2228	Villars-sur-Glâne	11 762	9 643
Total	City Fribourg	53 202	45 008
A2196	Agglo Fribourg	99 772	82 718

FSO	Town / District	Population total	Population 15+
City Sion			
6266	Sion	32 014	27 240
6023	Conthey	7 848	6 565
Total	City Sion	39 862	33 805
A6266	Agglo Sion	78 330	66 331

Urban centers

FSO	Town / District	Population total	Population 15+
City Luzern			
1061	Luzern	78 093	69 072
1054	Ebikon	12 461	10 661
1024	Emmen	28 481	24 291
1058	Horw	13 607	11 692
1059	Kriens	26 474	22 834
Total	City Luzern	159 116	138 550
A1061	Agglo Luzern	218 121	187 781

FSO	Town / District	Population total	Population 15+
City Thun			
0942	Thun	42 764	37 261
0939	Steffisburg	15 649	13 492
Total	City Thun	58 413	50 753
A0942	Agglo Thun	78 677	68 017

FSO	Town / District	Population total	Population 15+
City Zug			
1711	Zug	26 901	23 394
1701	Baar-Inwil-Zentrum	22 125	18 682
Total	City Zug	49 026	42 076
A1711	Agglo Zug	119 633	101 064

FSO	Town / District	Population total	Population 15+
City St. Gallen			
3203	St. Gallen	73 505	64 042
3442	Gaiserwald	8 049	6 729
3443	Gossau (SG)	17 983	15 304
3204	Wittenbach	9 431	8 004
Total	City St. Gallen	108 968	94 079
A3203	Agglo St. Gallen	161 849	138 386

FSO	Town / District	Population total	Population 15+
City Chur			
3901	Chur	34 483	30 301
Total	City Chur	34 483	30 301
A3901	Agglo Chur	56 276	48 473

FSO	Town / District	Population total	Population 15+
City Basel			
2701	Basel	164 516	144 612
2762	Allschwil	19 716	17 153
2765	Binningen	14 782	12 866
2766	Birsfelden	10 300	9 129
2767	Bottmingen	6 080	5 251
2769	Münchenstein	11 739	10 121
2770	Muttenz	17 309	15 001
2773	Reinach (BL)	18 643	16 220
2703	Riehen	20 599	17 783
Total	City Basel	283 684	248 136
A2701	Agglo Basel	523 992	452 428

FSO	Town / District	Population total	Population 15+
City Olten			
2581	Olten	17 076	15 022
2584	Starrkirch-Wil	1 605	1 338
2500	Trimbach	6 268	5 391
Total	City Olten	24 949	21 751
A2581	Agglo Olten-Zofingen	94 045	80 707

FSO	Town / District	Population total	Population 15+
City Solothurn			
2601	Solothurn	16 301	14 425
2542	Bellach	5 196	4 521
2534	Zuchwil	8 783	7 573
Total	City Solothurn	30 280	26 519
A2601	Agglo Solothurn	76 212	65 797

FSO	Town / District	Population total	Population 15+
City Biel/Bienne			
0371	Biel/Bienne	51 635	44 492
0733	Brügg	4 232	3 600
0743	Nidau	6 810	5 890
Total	City Biel/Bienne	62 677	53 982
A0371	Agglo Biel/Bienne	100 199	85 913

FSO	Town / District	Population total	Population 15+
City Bern			
0351	Bern	125 681	110 880
0362	Ittigen	10 961	9 480
0355	Köniz-Nordost	38 936	33 471
0356	Muri bei Bern	12 686	11 070
0363	Ostermundigen	15 702	13 672
Total	City Bern	203 966	178 573
A0351	Agglo Bern	395 082	341 789

FSO	Town / District	Population total	Population 15+
City Aarau			
4001	Aarau	19 840	17 351
4003	Buchs (AG)	7 218	6 125
4012	Suhr	9 627	8 055
Total	City Aarau	36 685	31 531
A4001	Agglo Aarau	73 090	62 464

FSO	Town / District	Population total	Population 15+
City Baden			
4021	Baden	18 189	15 797
4026	Ennetbaden	3 094	2 695
4038	Obersiggenthal	8 278	7 072
4045	Wettingen	19 986	17 353
Total	City Baden	49 547	42 917
A4021	Agglo Baden-Brugg	105 432	90 514

FSO	Town / District	Population total	Population 15+
City Schaffhausen			
2939	Schaffhausen	35 121	30 573
0027	Feuerthalen	3 474	2 955
2937	Neuhausen a. Rheinfall	10 283	8 938
Total	City Schaffhausen	48 878	42 466
A2939	Agglo Schaffhausen	67 032	57 855

City Winterthur			
0230	Winterthur	103 075	87 828
0219	Elsau	3 364	2 867
Total	City Winterthur	106 439	90 695
A0230	Agglo Winterthur	132 503	112 531

City Zürich			
0261	Zürich	376 990	329 132
0131	Adliswil	17 518	14 997
0191	Dübendorf	25 074	21 287
0135	Kilchberg (ZH)	7 570	6 438
0245	Oberengstringen	6 393	5 522
0066	Opfikon	15 995	13 634
0247	Schlieren	16 739	14 202
0069	Wallisellen	14 075	12 118
0161	Zollikon	12 103	10 373
Total	City Zürich	492 457	427 703
A0261	Agglo Zürich	1 266 313	1 080 623

City Uster			
0198	Uster	32 577	27 505
Total	City Uster	32 577	27 505
A0261	Agglo Zürich	1 266 313	1 080 623

City Frauenfeld			
4566	Frauenfeld	23 691	20 357
Total	City Frauenfeld	23 691	20 357
A4566	Agglo Frauenfeld	23 691	20 357

City Bellinzona			
5002	Bellinzona	40 718	34 690
5001	Arbedo-Castione	4 380	3 771
Total	City Bellinzona	45 098	38 461
A5002	Agglo Bellinzona	49 661	42 339

FSO	Town / District	Population total	Population 15+
City Locarno			
5113	Locarno	15 303	13 376
5091	Ascona	5 453	4 852
5115	Losone	6 372	5 499
5118	Minusio	7 090	6 249
5120	Muralto	2 797	2 522
Total	City Locarno	37 015	32 498
A5113	Agglo Locarno	53 817	46 959

City Lugano			
5192	Lugano	60 815	52 812
5196	Massagno	5 886	5 166
5210	Paradiso	3 654	3 237
5225	Sorengo	1 709	1 478
Total	City Lugano	72 064	62 693
A5192	Agglo Lugano	142 933	122 842

Total urban centers		2 776 296	2 394 985
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Range

Innovations and technological developments in Out of Home advertising enable us to create tried-and-tested as well as new and fascinating communication options for advertising messages, brands and services.

APG|SGA offers comprehensive analog and digital Out of Home solutions for high-footfall locations. To this end, APG|SGA is increasingly combining Out of Home advertising with mobile media, thus creating new opportunities for interaction.

- 36** Poster formats
- 37** Screen formats
- 38** Public transport formats
- 40** Network profiles
- 67** Shopping centers

Poster formats

World format

F4 Paper dimensions 89.5 x 128 cm



City format

F200 Paper dimensions 116.5 x 170 cm



F200L/LR Paper dimensions 119 x 170 cm
Visible surface 116 x 166 cm



F200P Final format 125.5 x 179 cm
Visible surface 120 x 170 cm

Wide format

F12 Paper dimensions 268.5 x 128 cm



F12L/LR Paper dimensions 268.5 x 128 cm
Visible surface 264 x 123.5 cm



F12P Final format 282 x 137.5 cm
Visible surface 278 x 130 cm

Large format

F24 Paper dimensions 268.5 x 256 cm



F24P Final format 288 x 271.2 cm
Visible surface 278 x 261.2 cm

Startower

F400LT Paper dimensions 123 x 340 cm
Visible surface 116 x 336 cm





Format suffixes


L, LR, LT Backlit poster, Rollingstar
P Permanent

Screen formats


ePanel

Rail ePanel Escalator	9:16	LCD-Screen	32 inches	
City ePanel Escalator	9:16	LCD-Screen	32 inches	
Rail ePanel	9:16	LCD-Screen	from 80 inches	
City ePanel	9:16	LCD-Screen	from 72 inches	
Shopping ePanel	9:16	LCD-Screen	70 inches*	
Mountain ePanel	9:16	LCD-Screen	from 70 inches	

eBoard

Rail eBoard	16:9	LED-Screen, projector	from 6 m ²	
City eBoard	16:9	LED-Screen	from 7 m ²	
Event eBoard	16:9	LED-Screen	from 43 inches	

Advertising medium

Medium Rectangle			300 x 250 pixels	
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You can find our outdoor advertising range at the following link:
www.apgsqa.ch/offer

All aymo mobile targeting solutions can be found directly at:
www.aymo.ch

Public transport formats

Hanging display/Hanging display with dispenser

Production format	250 x 350 mm
Visible format	250 x 330 mm



Dispenser max. size for content:

Content A6	148 x 105mm / corresponds to A6 format / landscape or portrait
Content A6/A5 mix	105 x 210mm / corresponds to A6 landscape and A5 portrait / only portrait

Window decal

Production format	500 x 250 mm
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RailPoster

Production format	65 x 31 cm
Type area for texts, logos	61 x 27 cm*



RailPosterMidi

Production format	25 x 35 cm
Type area for texts, logos	21 x 31 cm*



TrafficMediaScreen

Screen	16:9	LED-Screen	approx. 18.5 inches
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You can find our outdoor advertising range at the following link:
www.apgsqa.ch/offer

All aymo mobile targeting solutions can be found directly at:
www.aymo.ch



390 **Sieringen Brieselberg**
Ankunft

- Termail
- Termail Strandbad
- Meisterschwanden Delfrinweg
- ⚡ Betwil

10.22

443

Range

Network profiles

Networks are packages of selected advertising spaces. They guarantee a wide-reaching coverage from the city center to the conurbation or an exclusive advertising presence at selected locations. The benefits are:

- optimal coverage of area or property
- guaranteed performance values
- selected top locations

On the following pages you will find detailed network profiles in 15 categories:

- 01 Premium Branding
- 02 Cities F200
- 03 Rail Kiosk F200 CH
- 04 Citystar F200L
- 05 Rail Citystar F200L CH
- 06 Agglos F12
- 07 Cities F12
- 08 Rail Rollingstar F12LR CH
- 09 ShoppingCenter Top10
- 10 Cityserie F4
- 11 City & Rail eBoard
- 12 City ePanel
- 13 Rail ePanel
- 14 Shopping ePanel
- 15 Mountain ePanel

For network prices see price list page 88 ff.

Online access to further network profiles:
www.apqsga.ch/networks

Specials and packages

Along with individual panels and networks we offer attractive packages and specials, such as:

- Profitline: book 1,000 F12 and F200 glued poster panels at favorable terms, as per showing matrix. Street, railway station, and parking/POS sites.
- Carline: 1,300 F12 and F200 glued posters frontal to traffic flow. Target area whole of Switzerland, all Big27 conurbations.
- Expressline: with Expressline, your poster campaign gets nationwide exposure within five working days.

www.apqsga.ch/specials

Abbreviations

CC	Contact class
CPM	Cost per mille
GRP	Gross rating points (advertising pressure)
OTS	Opportunities to see (contact average)

01 Premium Branding > Local

- Lausanne, Place de la Gare: full station square occupancy with premium street panels.
- Zürich, Bahnhofstrasse: exclusive coverage of the Bahnhofstrasse with F200L street panels.

Format F200L/F4C

Campaign duration	7, 14, 21 days
Posting	Monday
Product category exclusion	Alcohol, politics, tobacco

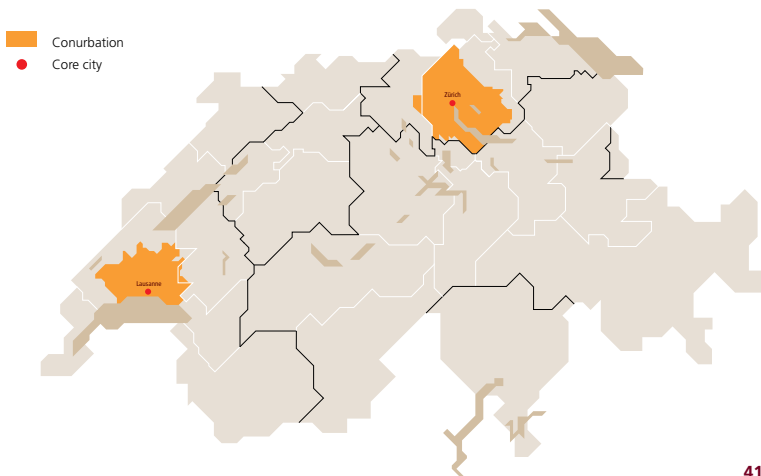
Performance

(Basis for performance: campaign duration 7 days, contact class 4)

Town	Address / Property	Number of panels	Format	Population 15+	Total aggregate contacts	OTS per person
Lausanne*	Place de la Gare	28	F200L	110 612	4 286 900	58
Lausanne*	Place de la Gare	4	F4C	110 612	–	–
Zürich	Bahnhofstrasse	13	F200L	329 132	1 383 800	12

* Networks bookable until 8 weeks after booking launch.

Not eligible for discounts (GCD, AVD).



Network profiles

02 Cities F200 > National / Local

Covers the 28 largest cities in Switzerland. Street panels combined with approx. 10% railway station panels.

Format F200

Campaign duration

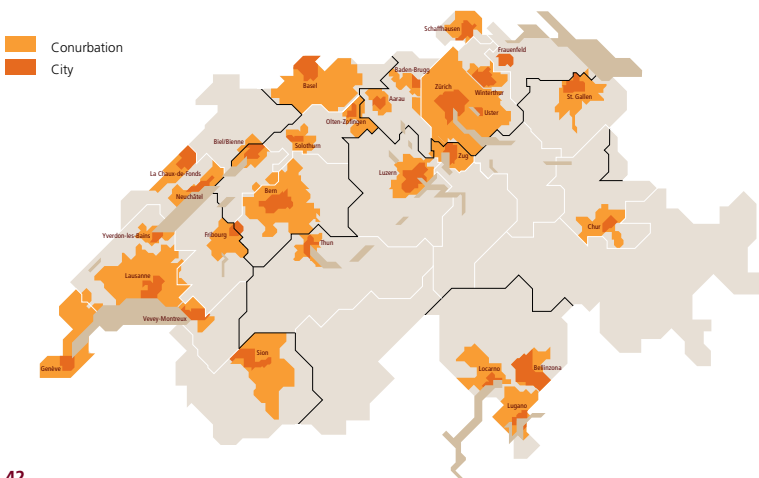
7, 14, 21 days

Posting

Monday–Wednesday

Product category exclusion

Alcohol, politics, tobacco



Performance

(Basis for performance: campaign duration 7 days, contact class 4)

City F200	Number of panels	Reach CC 4	Total aggregate contacts	OTS per person	GRP	Persons reached
Cities Big28	893	74%	37 133 000	21	1 554	1 771 800
Cities Big9	549	69%	23 638 200	19	1 311	1 173 500
Genève	81	72%	4 898 800	22	1 584	219 300
Lausanne	55	71%	2 294 100	19	1 349	116 800
Vevey-Montreux	21	76%	914 500	25	1 900	36 000
Yverdon-les-Bains	15	71%	417 100	24	1 704	17 100
La Chaux-de-Fonds	18	82%	979 300	37	3 034	26 100
Neuchâtel	28	79%	863 700	25	1 975	33 700
Fribourg	20	73%	809 500	24	1 752	32 900
Sion	13	53%	282 900	15	795	18 000
Luzern	48	70%	2 232 500	22	1 540	97 000
Thun	25	66%	687 500	20	1 320	33 500
Zug	18	67%	458 400	16	1 072	28 200
St. Gallen	32	62%	1 030 500	17	1 054	58 400
Chur	15	70%	627 500	29	2 030	21 300
Basel	82	67%	3 407 700	20	1 340	166 300
Oltén	15	80%	308 900	17	1 360	17 500
Solothurn	16	74%	368 400	18	1 332	19 700
Biel/Bienne	25	66%	887 000	24	1 584	35 700
Bern	63	62%	2 219 300	19	1 178	110 800
Aarau	15	65%	372 500	17	1 105	20 500
Baden-Wettingen	20	59%	518 700	20	1 180	25 400
Schaffhausen	20	74%	560 700	17	1 258	31 500
Winterthur	36	65%	1 044 300	17	1 105	59 000
Zürich	127	66%	4 837 600	16	1 056	282 300
Uster	16	65%	298 000	17	1 105	17 800
Frauenfeld	13	70%	277 700	19	1 330	14 300
Bellinzona	18	75%	734 100	25	1 875	28 900
Locarno	15	70%	413 000	17	1 190	22 800
Lugano	23	73%	1 143 600	24	1 752	45 800

Range

Network profiles

03 Rail Kiosk F200 CH > National

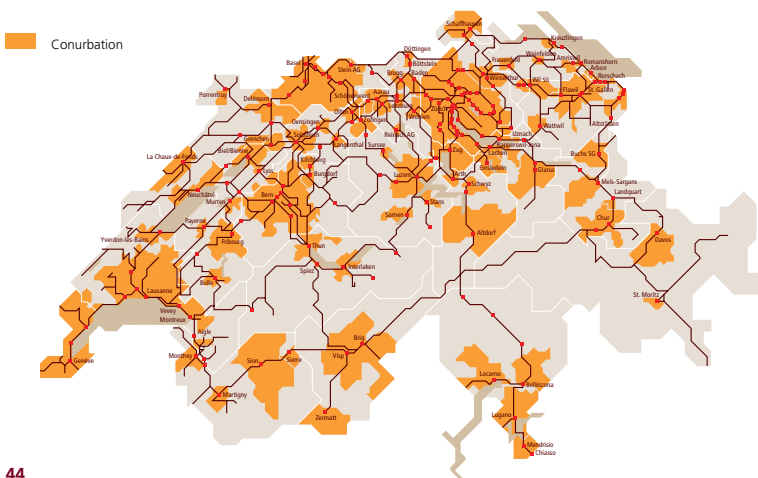
Covers 184 railway stations and 163 communities. Distance to newsstand max. 20 meters.
Bookable only by language region.

Format F200

Campaign duration	7, 14, 21 days
Posting	Monday–Wednesday
Product category exclusion	Alcohol, tobacco

Language region	Suisse romande	Deutschschweiz	Swizzera italiana
Number of advertising media	15	200	5
Number of railway stations	13	167	4
Number of communities	13	147	3
Total daily frequency	238 600	1 931 200	27 900

Daily frequencies available for SBB and BLS stations only.





PLAN
DE LA VILLE AU DGS

Performance

(Basis for performance: campaign duration 7 days, contact class 4)

Citystar F200L	Number of panels	Reach CC 4	Total aggregate contacts	OTS per person	GRP	Persons reached
Cities Big8	430	70%	22 577 800	22	1 540	977 400
Genève Couronne	42	56%	3 033 300	17	952	170 600
Lausanne Prime*	10	–	1 530 500	22	–	–
Lausanne*	50	71%	2 658 700	22	1 562	116 800
Vevey-Montreux	20	82%	1 508 500	38	3 116	38 800
Yverdon-les-Bains	14	72%	536 000	30	2 160	17 300
Neuchâtel	24	80%	853 500	24	1 920	34 100
Bulle	6	77%	253 000	19	1 463	12 700
Fribourg	22	78%	1 151 500	32	2 496	35 200
Sion	18	70%	751 400	31	2 170	23 700
Luzern	47	70%	3 468 800	35	2 450	97 000
Thun	22	79%	1 461 000	36	2 844	40 100
Zug	20	75%	632 300	20	1 425	31 600
St. Gallen*	34	63%	1 132 400	18	1 134	59 300
Chur	16	75%	723 800	31	2 325	22 800
Basel Prime	8	–	840 100	12	–	–
Basel	78	71%	4 347 900	24	1 704	176 200
Olten	18	89%	679 200	34	3 026	19 400
Solothurn	16	76%	496 200	24	1 824	20 200
Biel/Bienne	19	68%	953 900	25	1 700	36 800
Bern	46	60%	1 930 600	17	1 020	107 200
Aarau	13	67%	371 800	17	1 139	21 200
Baden-Wettingen	15	62%	534 700	19	1 178	26 700
Brugg-Windisch	9	66%	176 000	17	1 122	10 560
Schaffhausen	16	80%	818 800	23	1 840	34 000
Winterthur	45	71%	1 685 100	25	1 775	64 400
Zürich	111	67%	5 338 900	18	1 206	286 600
Uster	11	68%	398 000	21	1 428	18 700
Bellinzona	14	78%	1 102 300	36	2 808	30 000
Locarno	14	77%	632 700	24	1 848	25 100
Lugano	19	72%	1 106 900	24	1 728	45 200

Range

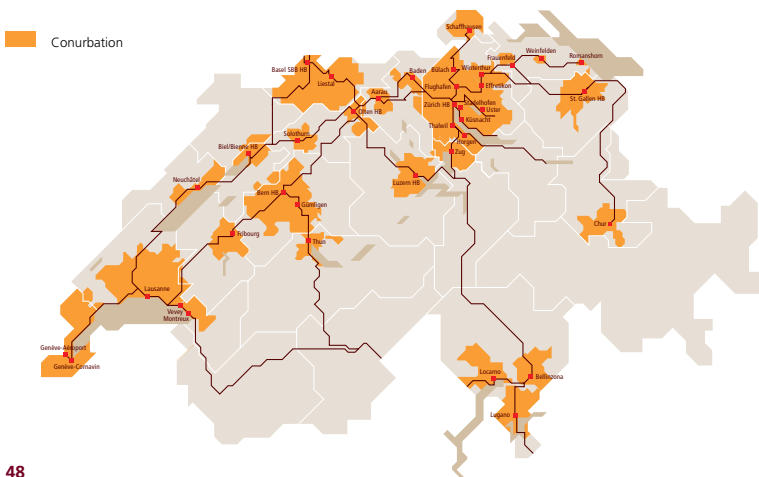
Network profiles

05 Rail Citystar F200L CH > National

Covers 69 railway stations (see table) with a total daily frequency of 2 172 000 arriving and departing passengers (SBB stations). Free-standing backlit posters in ticketing halls, main entrances, platforms and shopping arcades.

Format F200L

Number of advertising media	123
Campaign duration	7, 14, 21 days
Posting	Monday–Wednesday
Product category exclusion	Alcohol, tobacco



Station	Number of panels	Station	Number of panels	Station	Number of panels
Genève Cornavin	5	Biel/Bienne	2	Adliswil	2
Genève-Champel	1	Bern	4	Affoltern am Albis	1
Genève Aéroport	2	Muri	1	Bülach	1
Lausanne	5	Aarau	2	Dietlikon	1
Lausanne, Station Flon	1	Baden	2	Effretikon	2
Lausanne, Station Montelly	1	Brugg	2	Horgen	2
Ecublens-Dorigny	1	Schaffhausen	3	Kloten	1
Epalinges	1	Wetzikon	1	Küsnacht	1
Vevey	1	Rüti	1	Meilen	1
Montreux	1	Winterthur	3	Opfikon	1
Yverdon-Les-Bains	2	Oberwinterthur	2	Stäfa	1
Neuchâtel	3	Zürich HB	3	Thalwil	1
Fribourg	2	Zürich HB SZU	2	Uster	2
Thun	2	Zürich Brunau	1	Regensdorf	1
Zug	4	Zürich Enge	1	Wädenswil	1
Cham	1	Zürich Hardbrücke	2	Wallisellen	2
Pfäffikon SZ	1	Zürich Leimbach	1	Romanshorn	1
St. Gallen	4	Zürich Oerlikon	3	Frauenfeld	2
Rapperswil	1	Zürich Saalsporthalle	1	Weinfelden	1
Chur	2	Zürich Selau	1	Bellinzona	2
Basel	5	Zürich Stadelhofen	1	Locarno	3
Liestal	1	Zürich Stettbach	1		
Olten	2	Zürich Tiefenbrunnen	1	Total	123
Solothurn	2	Zürich Wiedikon	1		

Daily frequencies available for SBB stations only.

Performance

(Basis for performance: campaign duration 7 days, contact class 3)

Agglo F12	Number of panels	Reach CC 3	Total aggregate contacts	OTS per person	GRP	Persons reached
Agglos F12 Big27	918	71%	44 079 800	14	994	3 090 600
Agglos F12 Big9	562	67%	28 088 600	12	804	2 132 200
Genève	80	71%	5 333 500	16	1 136	326 200
Lausanne	53	65%	2 590 000	12	780	210 400
Vevey-Montreux	23	74%	929 500	18	1 332	50 700
Yverdon-les-Bains	13	65%	354 200	16	1 040	20 900
La Chaux-de-Fonds	18	71%	536 800	17	1 207	30 800
Neuchâtel	25	75%	820 100	15	1 125	53 000
Fribourg	21	72%	810 800	13	936	59 600
Sion	15	59%	530 400	13	767	39 200
Luzern	37	65%	1 575 400	12	780	122 100
Thun	23	71%	761 200	15	1 065	48 300
Zug	23	63%	720 800	11	693	63 700
St. Gallen	33	63%	1 021 500	11	693	87 200
Chur	20	68%	652 000	19	1 292	33 000
Basel	82	68%	4 444 800	14	952	307 700
Olten-Zofingen	22	72%	637 800	10	720	58 200
Solothurn	18	64%	447 900	10	640	42 200
Biel/Bienne	25	61%	773 500	14	854	52 500
Bern	58	57%	2 400 700	12	684	194 900
Aarau	18	70%	488 600	11	770	43 800
Baden-Brugg	21	67%	825 700	13	871	60 700
Schaffhausen	20	78%	727 800	16	1 248	45 200
Zürich	155	63%	7 306 000	10	630	680 800
Frauenfeld	14	71%	230 600	15	1 065	14 500
Bellinzona	17	74%	563 500	17	1 258	31 400
Locarno	15	73%	558 400	16	1 168	34 300
Lugano	30	71%	1 567 800	17	1 207	87 300

Range

Network profiles

07 Cities F12 > National / Local

Covers the 28 most important cities in Switzerland. Street panels combined with approx. 10% railway station panels.

Format F12/F12L

Campaign duration

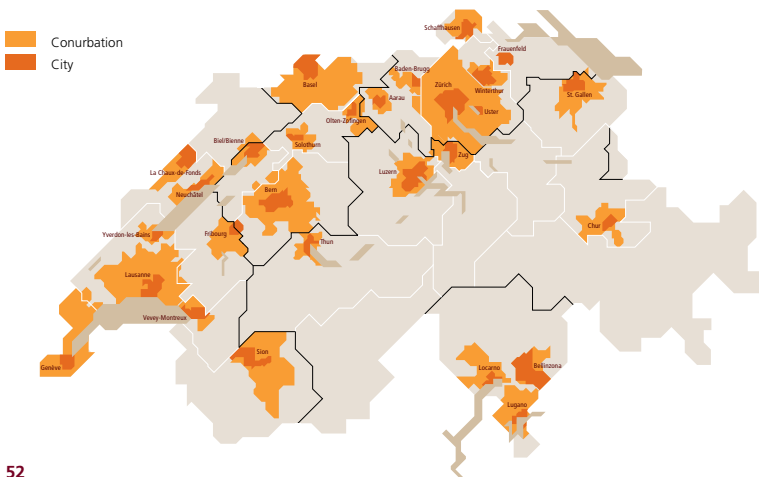
7, 14, 21 days

Posting

Monday–Wednesday

Product category exclusion

Alcohol, politics, tobacco



Performance

(Basis for performance: campaign duration 7 days, contact class 3)

City F12	Number of panels	Reach CC 3	Total aggregate contacts	OTS per person	GRP	Persons reached
Cities Big28	683	73%	25 639 000	15	1 095	1 747 900
Cities Big9	402	68%	16 067 400	13	884	1 156 500
Genève	60	71%	3 387 600	15	1 065	216 200
Lausanne	36	67%	1 493 300	13	871	110 300
Vevey-Montreux	18	72%	517 400	15	1 080	34 100
Yverdon-les-Bains	11	61%	204 400	13	793	14 700
La Chaux-de-Fonds	13	73%	378 800	16	1 168	23 300
Neuchâtel	17	77%	551 400	16	1 232	32 800
Fribourg	18	73%	493 100	14	1 022	32 900
Sion	13	67%	419 000	18	1 206	22 700
Luzern	28	68%	1 409 700	14	952	94 300
Thun	19	64%	397 400	12	768	32 500
Zug	18	75%	507 000	15	1 125	31 600
St. Gallen	27	66%	762 100	13	792	62 100
Chur	14	71%	457 100	21	1 491	21 600
Basel	59	64%	2 069 900	12	768	158 900
Olten	16	85%	332 100	17	1 445	18 500
Solothurn	13	72%	227 200	11	792	19 100
Biel/Bienne	17	53%	326 000	11	583	28 700
Bern	40	58%	1 302 500	12	696	103 600
Aarau	11	70%	217 600	9	630	22 100
Baden-Wettingen	16	53%	244 100	10	530	22 800
Schaffhausen	16	77%	582 000	17	1 309	32 700
Winterthur	33	71%	1 063 300	16	1 136	64 400
Zürich	102	63%	3 257 600	11	693	269 500
Uster	10	52%	121 000	8	416	14 300
Frauenfeld	13	76%	310 900	19	1 444	15 500
Bellinzona	13	74%	453 300	15	1 110	28 500
Locarno	15	72%	355 300	14	1 008	23 400
Lugano	17	71%	730 900	16	1 136	44 600

Range

Network profiles

08 Rail Rollingstar F12LR CH > National

Covers 10 SBB stations (see table) with a total daily frequency of 1 350 000 arriving and departing passengers. Free-standing automatically scrolling units with backlit posters on platforms. Max. 3 visuals per Rollingstar, synchronized scrolling.

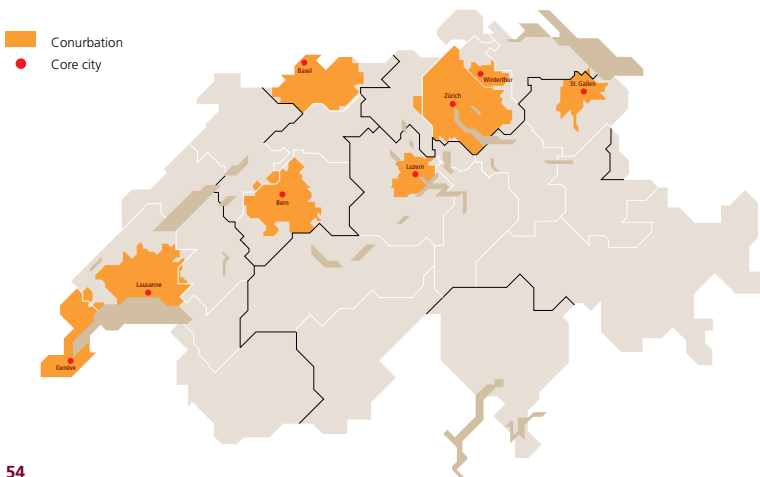
Format F12LR

Number of advertising media	113
Campaign duration	7, 14, 21 days
Posting	Monday
Product category exclusion	Alcohol, tobacco

Station Number of panels

Genève Cornavin	10
Lausanne	2
Luzern	12
St. Gallen	4
Basel SBB	10
Bern	16
Winterthur	4
Zürich HB	37
Zürich Stadelhofen	6
Zürich Oerlikon	12

Total **113**



09 ShoppingCenter Top10 > Local

Exposure in the 10 most attractive shopping centers with best poster panels inside the properties, along access roads, at public transport stops and in pedestrian zones. Individually bookable.

Format F12/F12L/F200/F200L

Campaign duration

7, 14, 21 days

Posting

Street, railway station: Monday–Wednesday

Shopping center: Tuesday–Thursday

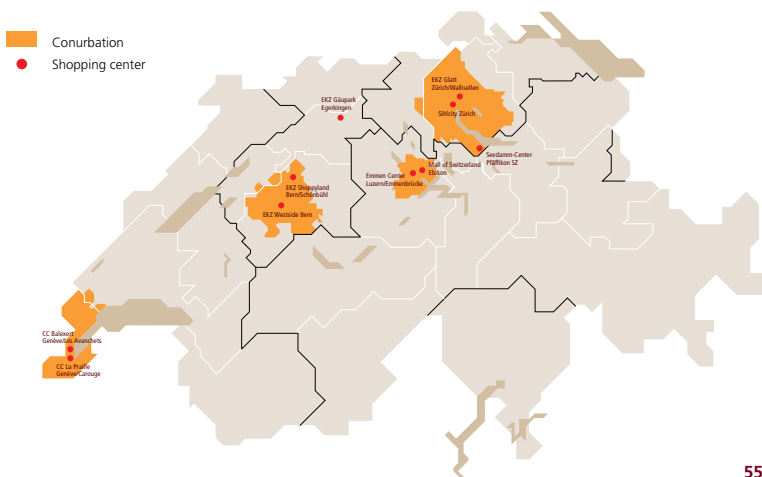
Product category exclusion

Alcohol, politics, tenant competitive sectors, tobacco

Overview shopping centers

Town	Shopping center	Number of panels	Format	Sales area in 1,000 m ²	Annual sales 2018/2019 in CHF m ¹
Genève/Carouge	La Praille	12	F12/F12L/F200/F200L	20	185
Genève/Les Avanchets	Centre Balexert	22	F12/F12L/F200/F200L	51	406
Luzern/Ebikon	Mall of Switzerland	9	F12/F12L/F200/F200L	65	–
Luzern/Emmenbrücke	Emmen Center	18	F12/F12L/F200/F200L	43	220
Pfäffikon SZ	Seedamm-Center	11	F12/F200/F200L	20	213
Egerkingen	Gäupark	10	F12/F200/F200L	40	199
Bern	Westside	14	F12/F12L/F200/F200L	26	215
Bern/Schönbühl	Shoppyländ	15	F12/F200/F200L	49	298
Zürich	Sihlcity	18	F12/F200/F200L	42	340
Zürich/Wallisellen	Glattzentrum	25	F12/F200/F200L	43	598

¹ Source: GfK Switzerland AG, Hergiswil



Network profiles

10 Cityserie F4 > Local

Covers 10 cities with F4 posters along shopping streets, pedestrian passages and well frequented squares.

Format F4C

Campaign duration

7, 14 days

Posting

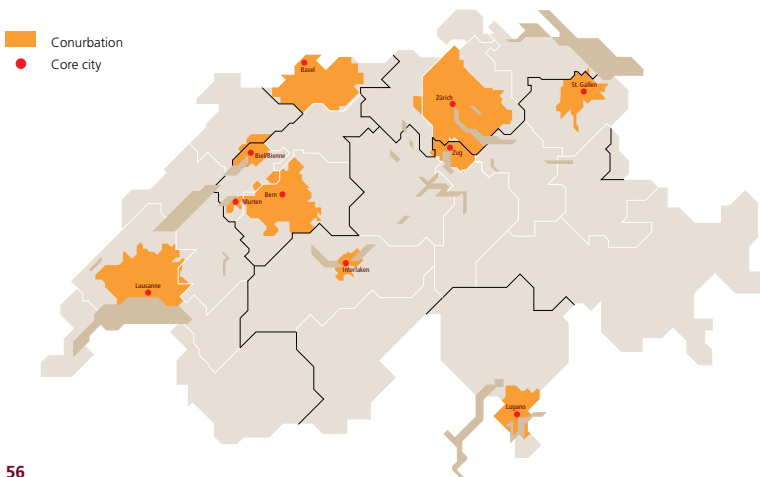
Wednesday–Thursday

Product category exclusion

Alcohol, politics, tobacco

Cityserie F4 Number of panels

Lausanne	18
Interlaken	6
Zug	10
St. Gallen	13
Basel DoubleTall	64
Basel Large	32
Basel Small	24
Biel/Bienne	19
Murten	12
Bern	34
Zürich	45
Lugano	56





Range

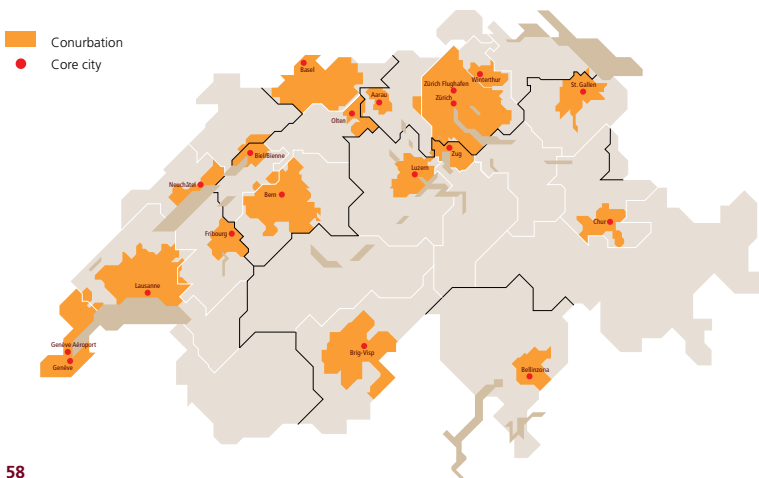
Network profiles

11 City & Rail eBoard > National

Covers 22 big Swiss railway stations (see table) with eBoard based on a weekly frequency of more than 14 m visitors. The railway stations can be booked either individually or combined.

Format City & Rail eBoard

Campaign duration	At least 1 day	
Advertising media	16:9	
Broadcast period	Day/Week	05:00 to 01:00
	Primetime morning	05:00 to 09:00
	Shopping	09:00 to 16:00
	Primetime evening	16:00 to 20:00
	Evening	20:00 to 01:00
Broadcast per eBoard	600/day, 4 200/week	
Broadcast per eBoard (Track)	300/day, 2 100/week	
Loop	120 seconds	
Spot duration	10–100 seconds	
Product category exclusion	Alcohol, politics (Lausanne M2), tobacco	



Performance

(Basis for performance values: campaign duration 7 days, 10 seconds spot duration, contact class 1)

WEMF	Railway station	Number universe CH	Contacts universe CH	Reach CC 1	Contacts target area	OTS per person	GRP	Persons reached
CH	City & Rail eBoard CH	53	4 190 000	18	–	3	54	1 216 800
CH	Rail eBoard Big9 Cities	38	3 900 000	17	–	3	51	1 149 200
CH	Rail eBoard Big5 Cities	29	2 920 000	13	–	3	43	878 800
11	Genève Cornavin	3	268 500	22	112 700	3	66	36 700
11	Genève Eaux-Vives	4	36 700	5	30 900	3	15	9 000
11	Genève Aéroport	1	–	–	–	–	–	–
12	Lausanne	4	151 700	18	41 600	2	36	19 900
13	Neuchâtel	1	29 200	15	8 700	1	15	4 400
15	Fribourg	1	22 600	13	6 600	1	13	4 100
21	Luzern	2	130 800	23	35 300	2	46	16 400
23	Brig	1	12 800	16	2 900	1	16	1 700
24	Zug	2	46 800	16	7 200	1	16	3 800
26	St. Gallen	1	49 500	11	13 100	1	11	7 500
28	Chur	3	42 800	22	15 900	2	44	6 900
31	Basel SBB	2	329 300	20	100 200	3	60	30 300
32	Oltén	1	72 300	35	11 700	2	70	5 300
33	Biel/Bienne	1	41 100	14	11 100	1	14	6 300
34	Bern AllStation	4	584 600	32	124 600	3	96	36 300
34	Bern	2	267 600	23	57 000	2	46	26 100
34	Bern Track	2	317 000	25	67 500	2	50	28 300
41	Aarau	2	25 100	11	2 700	1	11	1 900
43	Winterthur	5	721 400	42	227 100	6	252	37 600
43	Zürich HB AllStation	12	1 565 200	28	345 800	3	84	94 300
43	Zürich HB/ShopVille	4	517 800	17	114 400	1	17	57 200
43	Zürich HB S-Bahn Track	4	415 500	15	91 800	1	15	50 700
43	Zürich HB Intercity Track	4	631 800	19	139 500	2	38	63 200
43	Zürich Flughafen Track	2	24 000	7	2 000	1	10	1 120
51	Bellinzona	1	–	–	–	–	–	–

For network prices see price list.

Network profiles

12 City ePanel > National

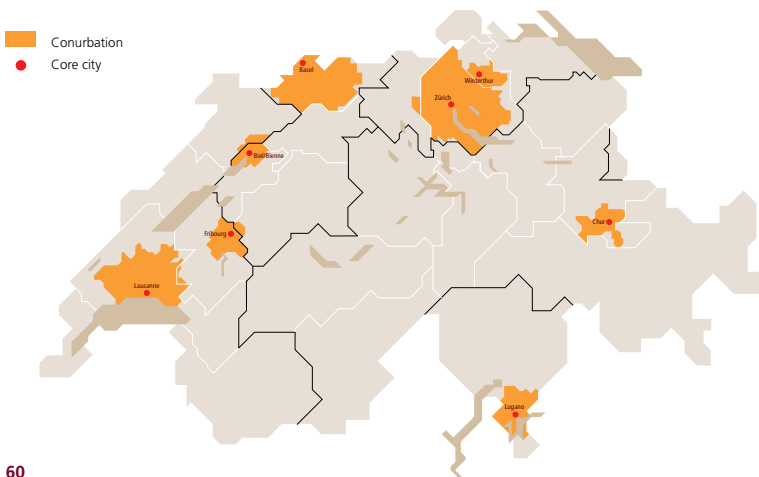
Covers 8 major cities (see table). Located on high frequency streets and central places with modern full HD-screens. The cities can be booked individually or combined.

Format City ePanel

Campaign duration	At least 1 day
Advertising media	9:16
Broadcast per ePanel	From 1 080/day, 7 560/week
Loop	60 seconds
Spot duration	10–60 seconds
Animation	Depending on city/object
Product category exclusion	Depending on city/object

Format City ePanel Zürich

Campaign duration	At least 1 day
Advertising media	9:16
Broadcast per ePanel	640/day, 4 480/week
Loop	90 seconds
Spot duration	15 seconds
Animation	Still image
Product category exclusion	Alcohol, politics, tobacco



Performance

(Basis for performance values: campaign duration 7 days, 10 seconds spot duration, contact class 1)

WEMF	Region	Number universe CH	Contacts univers CH	Reach CC 1	Contacts target area	OTS per person	GRP	Persons reached
CH	City & Rail ePanel CH	430	31 438 000	51	–	9	459	3 447 600
CH	City ePanel CH*	143	8 353 000	27	–	5	135	1 825 000
12	City & Rail ePanel Lausanne	32	586 500	38	172 600	4	152	42 900
12	City ePanel Lausanne	11	246 200	22	87 800	3	66	24 600
12	City ePanel Lausanne Escalator	12	36 700	2	13 500	4	8	2 900
15	City ePanel Fribourg	12	899 200	81	393 300	15	1 215	24 900
28	City & Rail ePanel Chur	10	460 100	76	220 300	9	684	23 300
28	City ePanel Chur	6	308 500	65	163 600	8	520	19 900
31	City & Rail ePanel Basel	39	2 584 200	72	1 583 400	8	576	180 100
31	City ePanel Basel Premium	19	1 051 400	59	784 600	5	295	147 100
31	City ePanel Basel Local	13	422 800	50	225 800	3	150	72 800
33	City & Rail ePanel Biel/Bienne	10	947 800	69	348 000	11	759	30 900
33	City ePanel Biel/Bienne	6	399 700	60	172 400	6	360	27 100
43	City & Rail ePanel Winterthur	18	2 187 000	80	844 100	11	880	70 500
43	City ePanel Winterthur	10	1 094 500	70	500 100	8	560	61 900
43	City & Rail ePanel Zürich	181	12 222 600	77	3 090 400	12	924	254 100
43	City ePanel Zürich**	8	613 100	36	294 800	2	72	121 500
43	City ePanel Zürich Langstrasse	1	–	–	–	–	–	–
51	City & Rail ePanel Lugano	16	647 400	69	247 200	6	414	36 500
51	City ePanel Lugano	12	505 200	63	200 900	5	315	33 600

* Genève incl. Rail ePanel

** 15 seconds Spot duration

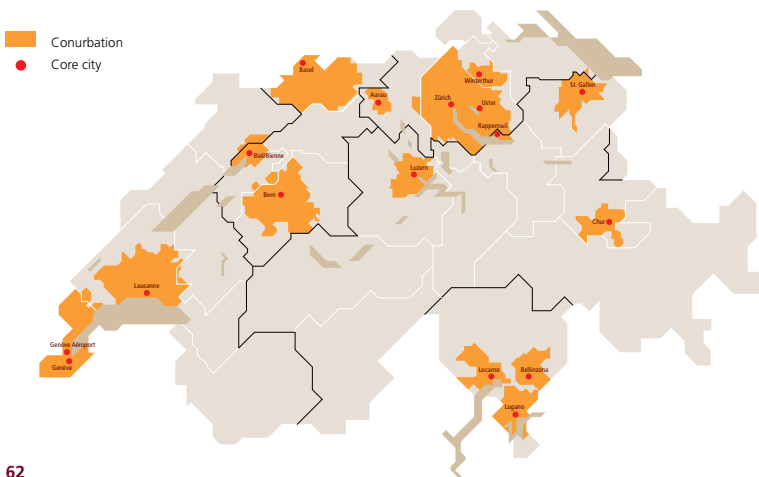
Network profiles

13 Rail ePanel > National

Covers 25 important railway stations (see table). Located on high frequency railway station accesses, on the platforms and shopping passages with modern full HD-screens. The railway stations can be booked individually or combined.

Format Rail ePanel

Campaign duration	At least 1 day
Advertising media	9:16
Broadcast per ePanel	1 200/day, 8 400/week
Loop	60 seconds
Spot duration	10–60 seconds
Animation	Full animation
Product category exclusion	Depending on city/object



Performance

(Basis for performance values: campaign duration 7 days, 10 seconds spot duration, contact class 1)

WEMF	Railway station	Number universe CH	Contacts univers CH	Reach CC 1	Contacts target area	OTS per person	GRP	Persons reached
CH	Rail ePanel CH	354	24 846 000	42	–	9	378	2 839 200
11	Rail ePanel AllStation Genève	31	1 564 600	66	737 700	6	396	107 700
11	Rail ePanel Genève Cornavin Large	13	832 900	38	349 700	5	190	62 500
	Rail ePanel Genève Cornavin							
11	Medium	7	308 600	24	129 600	3	72	39 100
11	Rail ePanel Genève Eaux-Vives	7	102 100	11	86 000	4	44	18 100
11	Rail ePanel Genève Aéroport	4	–	–	–	–	–	–
12	Rail ePanel Lausanne	9	340 300	24	84 800	3	72	26 700
21	Rail ePanel AllStation Luzern	24	2 517 800	59	679 900	16	944	41 300
21	Rail ePanel Luzern CityFloor	8	712 800	44	192 500	6	264	30 800
21	Rail ePanel Luzern CommercialZone	16	1 805 000	56	487 400	12	672	38 800
26	Rail ePanel St. Gallen	11	655 700	59	225 900	5	295	38 300
27	Rail ePanel Rapperswil	2	–	–	–	–	–	–
28	Rail ePanel Chur	4	151 600	40	56 600	4	160	12 200
31	Rail ePanel Basel	7	1 109 900	35	337 800	6	210	51 400
33	Rail ePanel Biel/Bienne	7	548 100	57	175 600	6	342	25 500
34	Rail ePanel AllStation Bern	56	5 270 400	59	1 123 500	16	944	66 200
34	Rail ePanel Bern CityFloor	5	302 300	24	64 400	2	48	27 700
34	Rail ePanel AdWalk City Bern	14	1 050 500	39	223 900	5	195	44 300
34	Rail ePanel AdWalk University Bern	14	1 474 900	44	314 400	6	264	49 100
34	Rail ePanel Bern CommercialZone	12	1 826 200	47	389 300	7	329	52 100
34	Rail ePanel Bern Wave	11	616 400	33	131 400	3	99	37 000
41	Rail ePanel Aarau	6	39 300	15	4 300	1	15	2 600
43	Rail ePanel Winterthur	8	1 092 500	47	344 000	8	376	41 700
43	Rail ePanel AllStation Zürich	172	11 598 300	70	2 794 200	12	840	231 800
	Rail ePanel Zürich HB							
43	Landesmuseum	16	1 842 200	30	407 000	4	120	100 700
	Rail ePanel Zürich HB Bahnhof-/							
43	Löwenstrasse	25	3 277 800	38	724 100	5	190	126 500
43	Rail ePanel Zürich HB Gessnerallee	6	633 700	19	140 000	2	38	63 300
43	Rail ePanel Zürich HB Querhalle	8	1 854 700	30	409 700	4	120	101 000
43	Rail ePanel Zürich HB ShopVille	12	1 327 000	31	311 700	2	62	104 000
43	Rail ePanel Zürich HB Shilquai	10	1 316 800	32	318 400	2	64	106 400
43	Rail ePanel Zürich HB Escalator	64	720 500	9	160 200	5	45	31 100
43	Rail ePanel Zürich YoungUrban	22	1 379 600	41	499 600	3	123	137 100
43	Rail ePanel Zürich Stadelhofen	10	770 100	16	221 400	4	64	54 200
43	Rail ePanel Zürich Enge	7	–	–	–	–	–	–
43	Rail ePanel Zürich Hardbrücke	2	45 300	3	20 500	1	3	11 400
43	Rail ePanel Zürich Altstetten	3	–	–	–	–	–	–
43	Rail ePanel Zürich Oerlikon	9	500 800	25	221 200	2	50	83 600
43	Rail ePanel Uster	7	–	–	–	–	–	–
51	Rail ePanel Bellinzona	4	–	–	–	–	–	–
51	Rail ePanel Locarno	2	–	–	–	–	–	–
51	Rail ePanel Lugano	4	142 100	19	46 300	4	76	10 100

Range

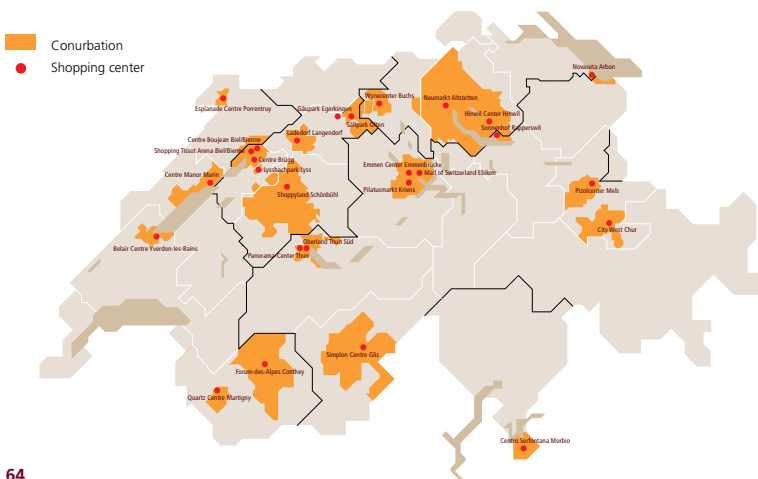
Network profiles

14 Shopping ePanel > Local

Covers 27 shopping centers with a total sales area of 549 000 m² on modern full HD-screens (see table).

Format Shopping ePanel

Campaign duration	At least 1 day
Advertising media	9:16
Broadcast period	During shop hours
Allocation	Synchronous broadcast on all screens of shopping center
Loop	60 seconds
Spot duration ¹	10–30 seconds
Spot duration ²	10–40 seconds
Spot duration ³	10–50 seconds
Product category exclusion	Alcohol, churches and religions, politics, tenant competitive sectors, tobacco



Overview shopping centers

WEMF	Shopping center	Weekly frequency*	Sales area in 1,000 m ²	Number of ePanel	Distribution channel			
					Coop	Denner	Manor	Migros
12	Belair Centre, Yverdon-les-Bains ³	14 500	5	4	●			
13	Centre Manor, Marin ³	25 000	11	4			●	
14	Esplanade Centre, Porrentruy ²	12 000	10	4		●		●
16	Forum des Alpes, Conthey ³	24 000	15	7				●
16	Quartz Center, Martigny ³	12 000	15	4		●		●
21	Mall of Switzerland, Ebikon ³	82 000	65	19		●		●
21	Emmen Center, Emmenbrücke ²	85 000	43	16			●	
21	Pilatusmarkt, Kriens ¹	53 000	22	8	●			
22	Zentrum Oberland, Thun Süd ¹	37 000	15	4		●		●
22	Panorama-Center, Thun Süd ¹	60 000	15	6		●		●
23	Simplon Center, Glis ³	22 000	13	4		●		●
27	Sonnenhof, Rapperswil ³	30 000	14	5		●		●
28	City West, Chur ³	20 000	18	8	●			
28	Pizolcenter, Mels ³	28 000	15	5	●			
32	Sälipark, Olten ¹	38 000	12	4		●		●
32	Gäupark, Egerkingen ¹	65 000	40	12	●	●		●
32	Ladedorf, Langendorf ¹	31 000	11	9		●		●
33	Centre Boujean, Biel/Bienne ³	31 000	18	6	●			
33	Shopping Tissot Arena, Biel/Bienne ²	36 000	29	8		●		●
33	Centre Brügg, Brügg b. Biel ¹	46 000	18	8		●		●
33	Lyssbachpark, Lyss ¹	25 000	9	4		●		●
34	Shoppyländ, Schönbühl ¹	85 000	49	10		●	●	●
41	Wynecenter, Buchs ¹	52 000	16	9		●		●
43	Neumarkt Altstetten, Zürich ³	60 000	8	6		●		●
43	Hinwil Center, Hinwil ³	48 000	29	5	●		●	
44	Novaseta, Arbon ³	15 000	9	4	●			
51	Centro Serfontana, Morbio Inferiore ²	51 000	25	6	●			●
Total		1 087 500	549	189				

* Weekly frequency according to center indications (Monday–Saturday)

Range

Network profiles

15 Mountain ePanel > Local

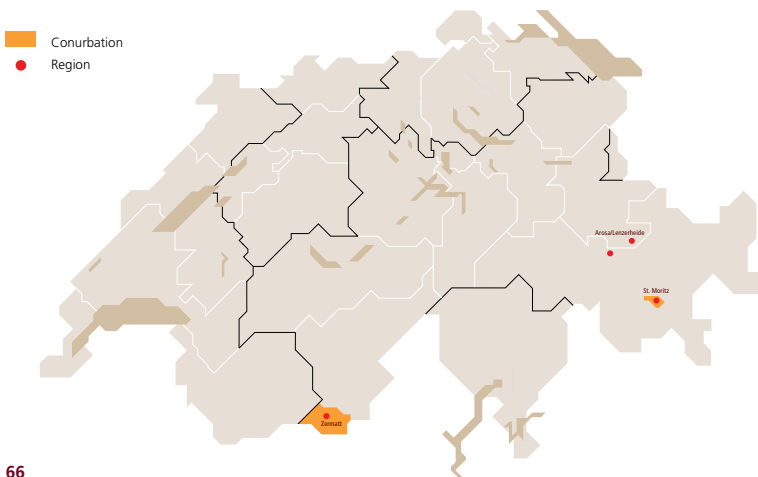
In resort lifts, at top locations in waiting areas and passage zones of the valley, midway and mountain stations on modern full HD-screens.

Format Mountain ePanel

Campaign duration	At least 1 week
Advertising medium	9:16
Broadcast time	Seasonal
Broadcasts per ePanel	Approx. 3 660/week
Loop	60 seconds
Spot duration	10–50 seconds
Product category exclusion	Competitors, tourism and resort lifts

Overview areas

Region	Number of ePanel	Region	Number of ePanel
St. Moritz		Arosa Lenzerheide	
St. Moritz/Corvatsch	8	Arosa	3
		Lenzerheide	3
Zermatt			
Zermatt/Täsch	4		



Shopping centers

The lists below show all shopping centers arranged by WEMF target areas. For more detailed information (tenancy, situation maps, etc.) please contact your APG|SGA advisor.

The most attractive shopping centers

WEMF	Shopping center	Town	Number of ePanel
11	Gare Genève Cornavin	Genève	20
11	Centre La Praille	Genève/Carouge	–
11	Centre Balexert	Genève/Les Avanchets	–
12	Migros 1032 Romanel	Romanel-sur-Lausanne	–
21	Bahnhof Luzern	Luzern	24
21	Mall of Switzerland	Luzern/Ebikon	19
21	Emmen Center	Luzern/Emmenbrücke	16
21	Pilatusmarkt	Luzern/Kriens	8
22	Zentrum Oberland	Thun	4
22	Panorama-Center	Thun	6
24	Metalli	Zug	–
26	Neumarkt	St. Gallen	–
26	Rheinpark	St. Margrethen	–
27	Seedamm Center	Pfäffikon SZ	–
28	Pizolpark	Mels	–
31	Bahnhof Basel	Basel	7
31	St. Jakob-Park	Basel	–
32	Ladedorf	Solothurn/Langendorf	9
32	Gäupark	Egerkingen	12
33	Centre Brügg	Biel/Brügg	8
34	Bahnhof Bern	Bern	56
34	Westside	Bern	–
34	Shopyland	Bern/Schönbühl	10
41	Wynecenter	Buchs AG	9
41	Neumarkt	Brugg AG	–
43	Rosenberg	Winterthur	–
43	ShopVille-Zürich HB	Zürich	77
43	Sihlcity	Zürich	–
43	Neumarkt Altstetten	Zürich	6
43	Hinwil Center	Zürich/Hinwil	5
43	Airport Shopping	Zürich Flughafen	24
43	Shoppi Tivoli	Spreitenbach	–
43	Glattzentrum	Zürich/Wallisellen	–
51	Centro San Antonino	San Antonino	–
51	Serfontana	Morbio Inferiore	6

Prices and terms

The quantities and costs of the offers presented here are reference values and subject to change. Electricity costs of backlit and illuminated posters are included in sales prices.

- 70** The APG|SGA pricing system based on SPR+
- 72** Individual panels analog
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Valid for weeks 01–52/2021
All data without liability
products and prices subject to change

General terms and conditions:
www.apgsga.ch/gtc

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



ePanel

Prices in CHF, gross, 10"-spot¹

Broadcast Day and Week: every minute

Broadcast Day light and Week light: every two minutes

Offer (according to WEMF)	No. of City ePanel	No. of Rail ePanel	No. of Shopping ePanel
City & Rail ePanel CH	139	326	
City ePanel CH ²	137	6	
Rail ePanel CH	28	326	
Shopping ePanel CH			189
Shopping ePanel Coop			58
Shopping ePanel Denner			116
Shopping ePanel Manor			35
Shopping ePanel Migros			129
11 Rail ePanel AllStation Genève	14	17	
11 Rail ePanel Genève Cornavin Large	9	4	
11 Rail ePanel Genève Cornavin Medium	5	2	
11 Rail ePanel Genève Eaux-Vives		7	
11 Rail ePanel Genève Aéroport		4	
12 City & Rail ePanel Lausanne	23	9	
12 City ePanel Lausanne	11		
12 City ePanel Lausanne Escalator	12		
12 Rail ePanel Lausanne		9	
12 Rail ePanel Lausanne CFF		4	
12 Rail ePanel Lausanne M2		5	
12 Shopping ePanel Centre Belair Yverdon			4
13 Shopping ePanel Centre Manor Marin			4
14 Shopping ePanel Esplanade Centre Porrentruy			4
15 City ePanel Fribourg	12		
16 Shopping ePanel Forum des Alpes Conthey			7
16 Shopping ePanel Quartz Center Martigny			4
21 Rail ePanel AllStation Luzern		24	
21 Rail ePanel Luzern CityFloor		8	
21 Rail ePanel Luzern CommercialZone		16	
21 Shopping ePanel Mall of Switzerland Ebikon			19
21 Shopping ePanel Emmen Center Emmenbrücke			16
21 Shopping ePanel Pilatusmarkt Kriens			8
22 Shopping ePanel Zentrum Oberland Thun			4
22 Shopping ePanel Panorama-Center Thun			6
23 Shopping ePanel Simplan Center Glis			4
26 Rail ePanel St. Gallen		11	
27 Rail ePanel Rapperswil		2	
27 Shopping ePanel EKZ Sonnenhof Rapperswil			5
28 City & Rail ePanel Chur	7	4	
28 City ePanel Chur	7		
28 Rail ePanel Chur		4	
28 Shopping ePanel City West Chur			8
28 Shopping ePanel Pizolcenter Mels			5
31 City & Rail ePanel Basel	32	7	

¹ Permissible spot duration: 10–60 seconds

² Genève, Lausanne, Basel, Chur, Biel/Bienne, Winterthur, Zürich and Lugano



Offer (according to WEMF)	Prices			
	Day	Day light	Week	Week light
City & Rail ePanel CH	80 021	48 014	400 014	240 064
City ePanel CH ²	21 242	12 746	106 211	63 726
Rail ePanel CH	66 773	40 064	333 870	200 318
Shopping ePanel CH	15 272	9 165	61 071	36 639
Shopping ePanel Coop	4 696	2 818	18 778	11 266
Shopping ePanel Denner	9 702	5 822	38 797	23 276
Shopping ePanel Manor	2 818	1 690	11 266	6 758
Shopping ePanel Migros	10 926	6 557	43 692	26 213
11 Rail ePanel AllStation Genève	5 899	3 528	29 491	17 693
11 Rail ePanel Genève Cornavin Large	3 111	1 866	15 554	9 332
11 Rail ePanel Genève Cornavin Medium	1 670	1 002	8 349	5 009
11 Rail ePanel Genève Eaux-Vives	559	335	2 794	1 676
11 Rail ePanel Genève Aéroport	559	335	2 794	1 676
12 City & Rail ePanel Lausanne	3 691	2 215	18 458	11 074
12 City ePanel Lausanne	1 222	733	6 111	3 666
12 City ePanel Lausanne Escalator	423	254	2 116	1 270
12 Rail ePanel Lausanne	2 046	1 228	10 231	6 138
12 Rail ePanel Lausanne CFF	910	546	4 549	2 729
12 Rail ePanel Lausanne M2	1 136	682	5 682	3 409
12 Shopping ePanel Centre Belair Yverdon	271	163	1 085	651
13 Shopping ePanel Centre Manor Marin	350	210	1 399	839
14 Shopping ePanel Esplanade Centre Porrentruy	271	163	1 085	651
15 City ePanel Fribourg	1 214	729	6 072	3 643
16 Shopping ePanel Forum des Alpes Conthey	524	315	2 097	1 258
16 Shopping ePanel Quartz Center Martigny	271	163	1 085	651
21 Rail ePanel AllStation Luzern	5 448	3 269	27 242	16 345
21 Rail ePanel Luzern CityFloor	1 816	1 090	9 081	5 448
21 Rail ePanel Luzern CommercialZone	3 632	2 179	18 161	10 897
21 Shopping ePanel Mall of Switzerland Ebikon	1 411	847	5 645	3 387
21 Shopping ePanel Emmen Center Emmenbrücke	1 059	635	4 234	2 540
21 Shopping ePanel Pilatusmarkt Kriens	700	420	2 798	1 679
22 Shopping ePanel Zentrum Oberland Thun	471	282	1 883	1 130
22 Shopping ePanel Panorama-Center Thun	524	315	2 097	1 258
23 Shopping ePanel Simplon Center Glis	350	210	1 399	839
26 Rail ePanel St. Gallen	2 501	1 501	12 507	7 504
27 Rail ePanel Rapperswil	279	168	1 397	838
27 Shopping ePanel EKZ Sonnenhof Rapperswil	350	210	1 399	839
28 City & Rail ePanel Chur	1 197	718	5 984	3 590
28 City ePanel Chur	638	383	3 190	1 914
28 Rail ePanel Chur	559	335	2 794	1 676
28 Shopping ePanel City West Chur	471	282	1 883	1 130
28 Shopping ePanel Pizolcenter Mels	350	210	1 399	839
31 City & Rail ePanel Basel	6 687	4 012	33 435	20 060

Offer (according to WEMF)	No. of City ePanel	No. of Rail ePanel	No. of Shopping ePanel
31 City ePanel Basel Premium	19		
31 City ePanel Basel Local	13		
31 Rail ePanel Basel		7	
32 Shopping ePanel Sälpark Olten			4
32 Shopping ePanel Gäupark Egerkingen			12
32 Shopping ePanel Ladedorf Langendorf			9
33 City & Rail ePanel Biel/Bienne	6	7	
33 City ePanel Biel/Bienne	6		
33 Rail ePanel Biel/Bienne		7	
33 Shopping ePanel Centre Boujean Biel/Bienne			6
33 Shopping ePanel Galerie Tissot Arena Biel/Bienne			8
33 Shopping ePanel Centre Brügg Brügg b. Biel			8
33 Shopping ePanel Lyssbachpark Lyss			4
34 Rail ePanel AllStation Bern		56	
34 Rail ePanel Bern CityFloor		5	
34 Rail ePanel AdWalk City Bern		14	
34 Rail ePanel AdWalk University Bern		14	
34 Rail ePanel Bern CommercialZone		12	
34 Rail ePanel Bern Wave		11	
34 Shopping ePanel Shoppyland Schönbühl			10
41 Rail ePanel Aarau		6	
41 Shopping ePanel Wynecenter Buchs AG			9
43 City & Rail ePanel Winterthur	10	8	
43 City ePanel Winterthur	10		
43 Rail ePanel Winterthur		8	
43 City & Rail ePanel Zürich	23	158	
43 City ePanel Zürich	8		
43 Rail ePanel AllStation Zürich	14	158	
43 Rail ePanel Zürich HB Landesmuseum		16	
43 Rail ePanel Zürich HB Bahnhof-/Löwenstrasse		25	
43 Rail ePanel Zürich HB Gessnerallee		6	
43 Rail ePanel Zürich HB Querhalle		8	
43 Rail ePanel Zürich HB ShopVille	12		
43 Rail ePanel Zürich HB Sihlquai		10	
43 Rail ePanel Zürich HB Escalator		64	
43 Rail ePanel Zürich YoungUrban ³	3	29	
43 Rail ePanel Zürich Stadelhofen		10	
43 Rail ePanel Zürich Enge		7	
43 Rail ePanel Zürich Hardbrücke		2	
43 Rail ePanel Zürich Altstetten		3	
43 Rail ePanel Zürich Oerlikon	2	7	
43 Shopping ePanel Neumarkt Zürich Altstetten			6
43 Rail ePanel Uster		7	
43 Shopping ePanel Hinwil Center Hinwil			5
44 Shopping ePanel Novaseta Arbon			4
51 Rail ePanel Bellinzona		4	

³ Price including City ePanel Zürich Langstrasse



Prices

Offer (according to WEMF)	Day	Day light	Week	Week light
31 City ePanel Basel Premium	4 227	2 536	21 133	12 680
31 City ePanel Basel Local	875	525	4 376	2 625
31 Rail ePanel Basel	1 585	951	7 926	4 755
32 Shopping ePanel Sälipark Olten	350	210	1 399	839
32 Shopping ePanel Gäupark Egerkingen	1 059	635	4 234	2 540
32 Shopping ePanel Ladedorf Langendorf	350	210	1 399	839
33 City & Rail ePanel Biel/Bienne	1 875	1 125	9 377	5 626
33 City ePanel Biel/Bienne	547	328	2 735	1 641
33 Rail ePanel Biel/Bienne	1 328	797	6 642	3 985
33 Shopping ePanel Centre Boujean Biel/Bienne	524	315	2 097	1 258
33 Shopping ePanel Galerie Tissot Arena Biel/Bienne	700	420	2 798	1 679
33 Shopping ePanel Centre Brügg Brügg b. Biel	700	420	2 798	1 679
33 Shopping ePanel Lyssbachpark Lyss	350	210	1 399	839
34 Rail ePanel AllStation Bern	12 634	7 581	63 173	37 904
34 Rail ePanel Bern CityFloor	1 078	647	5 390	3 234
34 Rail ePanel AdWalk City Bern	3 172	1 903	15 862	9 517
34 Rail ePanel AdWalk University Bern	3 172	1 903	15 862	9 517
34 Rail ePanel Bern CommercialZone	2 719	1 632	13 596	8 158
34 Rail ePanel Bern Wave	2 493	1 496	12 463	7 478
34 Shopping ePanel Shoppyländ Schönbühl	1 059	635	4 234	2 540
41 Rail ePanel Aarau	1 139	683	5 693	3 416
41 Shopping ePanel Wynecenter Buchs AG	786	472	3 145	1 887
43 City & Rail ePanel Winterthur	3 050	1 831	15 252	9 151
43 City ePanel Winterthur	1 231	739	6 155	3 693
43 Rail ePanel Winterthur	1 819	1 092	9 097	5 458
43 City & Rail ePanel Zürich	30 932	18 559	154 656	92 795
43 City ePanel Zürich	1 692	1 015	8 458	5 075
43 Rail ePanel AllStation Zürich	29 161	17 496	145 802	87 482
43 Rail ePanel Zürich HB Landesmuseum	4 284	2 570	21 419	12 852
43 Rail ePanel Zürich HB Bahnhof-/Löwenstrasse	6 694	4 016	33 468	20 081
43 Rail ePanel Zürich HB Gessnerallee	1 606	964	8 032	4 819
43 Rail ePanel Zürich HB Querhalle	2 142	1 285	10 710	6 426
43 Rail ePanel Zürich HB ShopVille	3 213	1 928	16 064	9 639
43 Rail ePanel Zürich HB Sihlquai	2 512	1 507	12 561	7 537
43 Rail ePanel Zürich HB Escalator	2 256	1 352	11 280	6 768
43 Rail ePanel Zürich YoungUrban ³	6 533	3 920	32 664	15 598
43 Rail ePanel Zürich Stadelhofen	2 680	1 608	13 398	8 039
43 Rail ePanel Zürich Enge	978	587	4 890	2 934
43 Rail ePanel Zürich Hardbrücke	371	222	1 854	1 112
43 Rail ePanel Zürich Altstetten	569	342	2 847	1 708
43 Rail ePanel Zürich Oerlikon	1 856	1 113	9 279	5 567
43 Shopping ePanel Neumarkt Zürich Altstetten	700	420	2 798	1 679
43 Rail ePanel Uster	978	587	4 890	2 934
43 Shopping ePanel Hinwil Center Hinwil	350	210	1 399	839
44 Shopping ePanel Novaseta Arbon	271	163	1 085	651
51 Rail ePanel Bellinzona	559	335	2 794	1 676

Offer (according to WEMF)	No. of City ePanel	No. of Rail ePanel	No. of Shopping ePanel
51 Rail ePanel Locarno		2	
51 City & Rail ePanel Lugano	12	4	
51 City ePanel Lugano	12		
51 Rail ePanel Lugano		4	
51 Shopping ePanel Centro Serfontana Morbio Inferiore			6



Offer (according to WEMF)	Prices			
	Day	Day light	Week	Week light
51 Rail ePanel Locarno	279	168	1 397	838
51 City & Rail ePanel Lugano	1 659	995	8 296	4 977
51 City ePanel Lugano	1 100	660	5 502	3 301
51 Rail ePanel Lugano	559	335	2 794	1 676
51 Shopping ePanel Centro Serfontana Morbio Inferiore	700	420	2 798	1 679

Network profiles including frequencies
Pages 40–66

Further information

www.apgsqa.ch/calculator

www.apgsqa.ch/locations

www.apgsqa.ch/digital-production



Broadcasts per ePanel

Offer	Broadcast period	Day	Day light	Week	Week light
City ePanel Lausanne incl. Escalator	05:00 – 00:44	1 184	592	8 288	4 144
City ePanel Chur/Basel/Biel/Bienne/ Lugano/Fribourg	06:00 – 24:00	1 080	540	7 560	3 780
City ePanel Winterthur	05:30 – 00:30	1 140	570	7 980	3 990
Rail ePanel	05:00 – 01:00	1 200	600	8 400	4 200
Shopping ePanel	according to opening times	at least 590	at least 295	at least 3 540	at least 1 770

Network profiles including frequencies
Pages 40–66

Further information

www.apgsga.ch/calculator

www.apgsga.ch/locations

www.apgsga.ch/digital-production



eBoard

Prices in CHF, gross, 10"-spot¹, broadcast every two minutes

Offer (according to WEMF)	No. of eBoard	Day	Week	Primetime morning	Shopping	Primetime evening	Evening
Broadcast period		05:00 –01:00	05:00 –01:00	05:00 –09:00	09:00 –16:00	16:00 –20:00	20:00 –01:00
Number of broadcasts per eBoard		600	4 200	840	1 470	840	1 050
Number of broadcasts per eBoard (Track) ²		300	2 100	420	735	420	525
City & Rail eBoard CH	53	29 607	142 711	47 305	47 322	47 305	27 104
Rail eBoard Big9 Cities ³	38	23 092	112 252	37 164	37 180	37 164	21 316
Rail eBoard Big5 Cities ⁴	29	16 918	83 532	27 646	27 656	26 646	15 858
11 Rail eBoard Genève Cornavin	3	1 805	9 022	2 978	2 980	2 978	1 714
11 Rail eBoard Genève Eaux-Vives	4	801	4 007	1 336	1 338	1 336	761
11 Rail eBoard Genève Aéroport	1	473	2 369	789	789	789	450
12 Rail eBoard Lausanne	4	2 406	12 029	3 970	3 969	3 970	2 273
12 Rail eBoard Lausanne CFF	2	814	4 070	1 344	1 344	1 344	769
12 Rail eBoard Lausanne M2	2	1 592	7 959	2 626	2 625	2 626	1 504
13 Rail eBoard Neuchâtel	1	473	2 369	789	789	789	450
15 Rail eBoard Fribourg	1	473	2 369	789	789	789	450
21 Rail eBoard Luzern	2	1 805	9 022	2 978	2 980	2 978	1 714
23 Rail eBoard Brig	1	473	2 369	789	789	789	450
24 Rail eBoard Zug	2	1 282	5 338	1 781	1 782	1 781	1 015
26 Rail eBoard St. Gallen	1	1 282	5 338	1 781	1 782	1 781	1 015
28 Rail eBoard Chur	3	473	2 369	789	789	789	450
31 Rail eBoard Basel SBB	2	1 805	9 022	2 978	2 980	2 978	1 714
32 Rail eBoard Olten	1	473	2 369	789	789	789	450
33 Rail eBoard Biel/Bienne	1	1 282	5 338	1 781	1 782	1 781	1 015
34 Rail eBoard AllStation Bern	4	2 406	12 029	3 970	3 969	3 970	2 273
34 Rail eBoard Bern	2	1 805	9 022	2 978	2 980	2 978	1 714
34 Rail eBoard Track Bern	2	1 016	5 078	1 675	1 676	1 675	965
41 Rail eBoard Aarau	2	1 282	5 338	1 781	1 782	1 781	1 015
43 Rail eBoard Winterthur	5	1 805	9 022	2 978	2 980	2 978	1 714
43 Rail eBoard AllStation Zürich HB/ShopVille	12	5 800	29 000	9 500	9 500	9 500	5 200
43 Rail eBoard Zürich HB/ShopVille	4	3 836	18 140	6 049	6 049	6 049	3 447
43 Rail eBoard Track S-Bahn Zürich HB	4	1 722	8 606	2 841	2 842	2 841	1 635
43 Rail eBoard Track Intercity Zürich HB	4	1 722	8 606	2 841	2 842	2 841	1 635
43 Rail eBoard Track Zürich Flughafen	2	640	3 200	1 056	1 055	1 056	608
51 Rail eBoard Bellinzona	1	473	2 369	789	789	789	450

¹ Permissible spot duration: 10–100 seconds

² Guaranteed number of broadcasts; further broadcasts dependent on train arrivals and departures

³ Genève Cornavin, Genève Eaux-Vives, Lausanne, Luzern, St. Gallen, Basel SBB, Biel/Bienne, Bern, Winterthur, Zürich HB

⁴ Genève Cornavin, Genève Eaux-Vives, Lausanne, Basel SBB, Bern, Zürich HB

Network profiles including frequencies
Pages 40–66

Further information

www.apgsga.ch/calculator

www.apgsga.ch/locations

www.apgsga.ch/digital-production



Event eBoard

Prices in CHF, gross, 10"-spot

Broadcast Year: every minute

Broadcast Year light: every two minutes

Offer	No. of eBoard	Prices
Event eBoard BrandingZone Hallenstadion Year ¹	102	70 000
Event eBoard BrandingZone Hallenstadion Year light ¹	102	42 000

Permissible spot duration: 10–60 seconds

¹ All events, excluding general meetings

Further digital advertising media

TrafficMediaScreen > page 105

Mountain ePanel > page 111

Networks analog and digital (according to WEMF)

WEMF	Product	Profile	Format	Note	Number of panels	Prices in CHF, gross				
						7 days	14 days	21 days	CPM in CHF 7 days	
CH Economic area Switzerland										
	Cities F200 Big28	2	F200		893	285 250	466 350	647 350	7.70	
	Cities F200 Big9	2	F200		549	196 600	322 650	448 700	8.30	
	Rail Kiosk F200 CH	3	F200	M	220	52 300	79 650	107 000	–	
	Citystar F200L Big8	4	F200L		430	217 800	360 800	503 800	9.60	
	Rail Citystar F200L CH	5	F200L		123	55 450	91 400	127 350	–	
	Agglos F12 Big27	6	F12	M, RP	918	291 500	486 300	681 100	6.60	
	Agglos F12 Big9	6	F12	M, RP	562	196 400	328 850	461 500	7.00	
	Cities F12 Big28	7	F12	M	683	233 250	392 450	550 650	9.10	
	Cities F12 Big9	7	F12	M	402	154 750	261 150	367 550	9.60	
	Rail Rollingstar F12LR CH	8	F12LR		113	55 398	89 399	123 051	–	
	ShoppingCenter Top10	9	diverse	FM	154	51 979	85 648	119 319	–	
	City & Rail eBoard CH	11	eBoard	P	53	142 711	285 418	428 120	–	
	Rail eBoard Big9 Cities	11	eBoard	P	38	112 252	224 499	336 747	–	
	Rail eBoard Big5 Cities	11	eBoard	P	29	83 532	167 061	250 587	–	
	City & Rail ePanel CH	12	ePanel	P	465	400 114	794 447	1 191 678	–	
	City ePanel CH	12	ePanel	P	143	106 211	212 420	318 632	–	
	Rail ePanel CH	13	ePanel	P	354	333 870	667 730	1 001 600	–	
	Shopping ePanel CH	14	ePanel	P	189	61 071	122 142	183 213	–	
	Shopping ePanel Coop	14	ePanel	P	58	18 778	37 556	56 334	–	
	Shopping ePanel Denner	14	ePanel	P	116	38 797	77 594	116 391	–	
	Shopping ePanel Manor	14	ePanel	P	35	11 266	22 532	33 798	–	
	Shopping ePanel Migros	14	ePanel	P	129	43 692	87 384	131 076	–	
1 Language region French Switzerland										
	Rail Kiosk F200 SR	3	F200	M	15	3 600	5 550	7 500	–	
2–4 Language region German Switzerland										
	Rail Kiosk F200 DS	3	F200	M	200	47 600	72 400	97 200	–	
5 Language region Italian Switzerland										
	Rail Kiosk F200 SI	3	F200		5	1 100	1 700	2 300	–	

Abbreviations

M	Mix of standard and backlit posters	RP	Price indication
FM	Mix of formats	P	Basis: 10-second-spot, other prices/products see page 78 ff.
ML	Mix of backlit and Rollingstar posters	E	Integrated network. Only available after dissolution of a superordinate product.
CPM	Cost per 1,000 contacts		
R	No discount (5% agency commission)		

WEMF	Product	Profile	Format	Note	Number of panels	Prices in CHF, gross		CPM in CHF	
						7 days	14 days	21 days	7 days

11 Genève

A6621 Genève

	City F200 Genève	2	F200	E	81	29 850	49 800	69 750	6.10
	Citystar F200L Couronne Genève	4	F200L		42	18 850	31 300	43 750	6.20
	Agglo F12 Genève	6	F12	M	80	29 450	50 000	70 550	5.50
	City F12 Genève	7	F12	M, E	60	24 400	41 800	59 200	7.20
	Rail Rollingstar F12LR Genève	8	F12LR		10	3 944	5 980	8 002	–
	Rail eBoard Genève	11	eBoard	P	3	9 022	18 043	27 065	–
	Rail ePanel AllStation Genève	13	ePanel	P	31	29 491	58 982	88 473	–
	Rail ePanel Genève Cornavin Large	13	ePanel	P	13	15 554	31 108	46 662	–
	Rail ePanel Genève Cornavin Medium	13	ePanel	P	7	8 349	16 698	25 047	–
	Rail eBoard Genève Eaux-Vives	11	eBoard	P	4	4 007	8 014	12 020	–
	Rail ePanel Genève Eaux-Vives	13	ePanel	P	7	2 794	5 588	8 382	–
	ShoppingCenter La Praille Carouge	9	diverse	FM	12	4 260	7 079	9 908	–
	ShoppingCenter Balexert Les-Avanchets	9	diverse	FM	22	7 707	12 431	17 123	–
	Rail eBoard Genève-Aéroport	11	eBoard	P	1	2 369	4 738	7 106	–
	Rail ePanel Genève-Aéroport	13	ePanel	P	4	2 794	5 588	8 382	–

12 Vaud

A5586 Lausanne

	City F200 Lausanne	2	F200		55	19 900	32 800	45 700	8.70
	Premium Branding F200L Place de la Gare Lausanne	1	F200L	R	28	29 287	52 030	74 813	6.80
	Citystar F200L Lausanne Prime	4	F200L		10	11 836	21 549	31 262	7.70
	Citystar F200L Lausanne	4	F200L		50	27 300	45 500	63 700	10.30
	Agglo F12 Lausanne	6	F12	M	53	18 100	30 300	42 500	7.00
	City F12 Lausanne	7	F12	M	36	14 500	24 500	34 500	9.70
	Rail Rollingstar F12LR Lausanne	8	F12LR		2	1 111	1 842	2 571	–
	Cityserie F4 Place de la Gare Lausanne	1	F4	R	4	528	930	–	–
	Cityserie F4 Lausanne	10	F4		18	1 584	2 790	–	–
	City & Rail ePanel Lausanne	12	ePanel	P	32	18 458	36 913	55 371	–
	City ePanel Lausanne	12	ePanel	P	11	6 111	12 221	18 332	–
	City ePanel Lausanne Escalator	12	ePanel	P	12	2 116	4 232	6 348	–
	Rail eBoard Lausanne	11	eBoard	P	4	12 029	24 058	36 086	–
	Rail ePanel Lausanne	13	ePanel	P	9	10 231	20 460	30 691	–

A5890 Vevey-Montreux

	City F200 Vevey-Montreux	2	F200		21	5 700	9 500	13 300	6.20
	Citystar F200L Vevey-Montreux	4	F200L		20	8 400	13 850	19 300	5.60
	Agglo F12 Vevey-Montreux	6	F12		23	6 400	10 600	14 800	6.90
	City F12 Vevey-Montreux	7	F12		18	5 150	8 600	12 050	10.00
	Community F4 Vevey		F4		17	833	1 233	–	–
	Community F4 Montreux		F4		16	784	1 160	–	–

Networks analog and digital (according to WEMF)

WEMF	Product	Profile	Format	Note	Number of panels	Prices in CHF, gross			CPM
						7 days	14 days	21 days	in CHF 7 days
A5938 Yverdon-les-Bains									
	City F200 Yverdon-les-Bains	2	F200		15	3 600	5 850	8 100	8.60
	Citystar F200L Yverdon-les-Bains	4	F200L		14	4 050	6 300	8 550	7.60
	Agglo F12 Yverdon	6	F12		13	3 500	5 850	8 200	9.90
	City F12 Yverdon-les-Bains	7	F12		11	3 050	5 150	7 250	14.90
	Community F4 Yverdon-les-Bains		F4		13	637	943	–	–
	Shopping ePanel Centre Belair Yverdon-les-Bains	14	ePanel	P	4	1 085	2 170	3 255	–
13 Neuchâtel									
A6421 La Chaux-de-Fonds-Le Locle									
	City F200 La Chaux-de-Fonds	2	F200		18	4 500	7 200	9 900	4.60
	Agglo F12 La Chaux-de-Fonds	6	F12		18	4 800	8 000	11 200	8.90
	City F12 La Chaux-de-Fonds	7	F12		13	3 550	5 950	8 350	9.40
	Community F4 La Chaux-de-Fonds		F4		29	1 421	2 103	–	–
A6458 Neuchâtel									
	City F200 Neuchâtel	2	F200		28	6 900	10 950	15 000	8.00
	Citystar F200L Neuchâtel	4	F200L		24	8 600	13 800	19 000	10.10
	Agglo F12 Neuchâtel	6	F12		25	6 550	10 700	14 850	8.00
	City F12 Neuchâtel	7	F12		17	4 800	8 000	11 200	8.70
	Community F4 Neuchâtel		F4		30	1 470	2 175	–	–
	Rail eBoard Neuchâtel	11	eBoard	P	1	2 369	4 738	7 106	–
	Shopping ePanel Centre Manor Marin	14	ePanel	P	4	1 399	2 798	4 197	–
14 Jura									
9680 Porrentruy									
	Shopping ePanel Esplanade Centre Porrentruy	14	ePanel	P	4	1 085	2 170	3 255	–
15 Fribourg									
A2125 Bulle									
	Citystar F200L Bulle	4	F200L		6	2 100	3 400	4 700	8.30
A2196 Fribourg									
	City F200 Fribourg	2	F200		20	5 750	9 450	13 150	7.10
	Citystar F200L Fribourg	4	F200L		22	9 950	16 700	23 450	8.60
	Agglo F12 Fribourg	6	F12		21	6 250	10 750	15 250	7.70
	City F12 Fribourg	7	F12		18	5 400	9 100	12 800	11.00
	Community F4 Fribourg		F4		30	1 470	2 175	–	–
	City ePanel Fribourg	12	ePanel	P	12	6 072	12 144	18 216	–
	Rail eBoard Fribourg	11	eBoard	P	1	2 369	4 738	7 106	–

WEMF	Product	Profile	Format	Note	Number of panels	Prices in CHF, gross		CPM in CHF	
						7 days	14 days	21 days	7 days
16	Bas-Valais								
A6266 Sion									
	City F200 Sion	2	F200		13	3 200	5 200	7 200	11.30
	Citystar F200L Sion	4	F200L		18	6 500	10 700	14 900	8.70
	Agglo F12 Sion	6	F12		15	4 050	6 700	9 350	7.60
	City F12 Sion	7	F12		13	3 700	6 250	8 800	8.80
	Community F4 Sion		F4		32	1 568	2 320	–	–
	Shopping ePanel Forum des Alpes Conthey	14	ePanel	P	7	2 097	4 194	6 291	–
A6136 Martigny									
	Shopping ePanel Quartz Martigny	14	ePanel	P	4	1 085	2 170	3 255	–
21	Luzern, Obwalden, Nidwalden								
A1061 Luzern									
	City F200 Luzern	2	F200		48	17 100	28 100	39 100	7.70
	Citystar F200L Luzern	4	F200L	E	47	23 300	39 200	55 100	6.70
	Agglo F12 Luzern	6	F12	M	37	13 100	22 050	31 000	8.30
	City F12 Luzern	7	F12	M	28	11 500	19 900	28 300	8.20
	Rail Rollingstar F12LR Luzern	8	F12LR		12	6 058	9 846	13 599	–
	Rail eBoard Luzern	11	eBoard	P	2	9 022	18 043	27 065	–
	Rail ePanel AllStation Luzern	13	ePanel	P	24	27 242	54 483	81 725	–
	Rail ePanel Luzern CityFloor	13	ePanel	P	8	9 081	18 161	27 242	–
	Rail ePanel Luzern CommercialZone	13	ePanel	P	16	18 161	36 322	54 483	–
	ShoppingCenter Mall of Switzerland Ebikon	9	diverse	FM	9	3 296	5 352	7 417	–
	Shopping ePanel Mall of Switzerland Ebikon	14	ePanel	P	19	5 645	11 290	16 935	–
	ShoppingCenter Emmen Center Emmenbrücke	9	diverse	FM	18	6 342	10 699	15 054	–
	Shopping ePanel Emmen Center Emmenbrücke	14	ePanel	P	16	4 234	8 468	12 702	–
	Shopping ePanel Pilatusmarkt Kriens	14	ePanel	P	8	2 798	5 596	8 394	–
22	Berner Oberland								
A0581 Interlaken									
	Cityserie F4 Interlaken	10	F4		6	417	702	–	–
A0942 Thun									
	City F200 Thun	2	F200		25	6 350	10 550	14 750	9.20
	Citystar F200L Thun	4	F200L		22	9 950	16 950	23 950	6.80
	Agglo F12 Thun	6	F12		23	6 500	10 800	15 100	8.50

Networks analog and digital (according to WEMF)

WEMF	Product	Profile	Format	Note	Number of panels	Prices in CHF, gross		CPM in CHF	
						7 days	14 days	21 days	7 days
	City F12 Thun	7	F12		19	4 900	8 100	11 300	12.30
	Community F4 Thun		F4		30	1 470	2 175	–	–
	Shopping ePanel Zentrum Oberland Thun	14	ePanel	P	4	1 883	3 766	5 649	–
	Shopping ePanel Panorama-Center Thun	14	ePanel	P	6	2 097	4 194	6 291	–

23 Oberwallis

A6002 Brig-Visp

	Rail eBoard Brig	11	eBoard	P	1	2 369	4 738	7 106	–
	Shopping ePanel Simplon Center Glis	14	ePanel	P	4	1 399	2 798	4 197	–

96300 Zermatt

	Mountain ePanel Zermatt (Summer)	15	ePanel	P	4	1 247	2 494	3 741	–
	Mountain ePanel Zermatt (Winter Peak)					3 645	7 290	10 935	–
	Mountain Screen Zermatt SlopeInformation (Summer)		Screen	P	5	845	1 690	2 535	–
	Mountain Screen Zermatt SlopeInformation (Winter Peak)					2 920	5 840	8 760	–
	Mountain Screen Zermatt Sunnegga Stollen (Summer)		Screen	P	16	930	1 860	2 790	–
	Mountain Screen Zermatt Sunnegga Stollen (Winter Peak)					3 119	6 238	9 357	–
	Mountain Screen Zermatt Time/Information (Summer)		Screen	P	11	2 100	4 200	6 300	–
	Mountain Screen Zermatt Time/Information (Winter Peak)				20	7 312	14 624	21 936	–

24 Zug

A1711 Zug

	City F200 Zug	2	F200		18	4 900	8 000	11 100	10.70
	Citystar F200L Zug	4	F200L		20	7 100	11 450	15 800	11.20
	Agglo F12 Zug	6	F12		23	5 800	9 400	13 000	8.00
	City F12 Zug	7	F12		18	5 300	9 000	12 700	10.50
	Cityserie F4 Zug	10	F4		10	1 025	1 805	–	–
	Community F4 Zug		F4		19	931	1 378	–	–
	Rail eBoard Zug	11	eBoard	P	2	5 338	10 676	16 015	–

26 St. Gallen, Appenzell Innerrhoden, Appenzell Ausserrhoden

A3203 St. Gallen

	City F200 St. Gallen	2	F200		32	11 300	18 350	25 400	11.00
	Citystar F200L St. Gallen	4	F200L		34	16 300	26 100	25 400	14.40
	Agglo F12 St. Gallen	6	F12	M	33	10 700	17 500	24 300	10.50

WEMF	Product	Profile	Format	Note	Number of panels	Prices in CHF, gross		CPM in CHF	
						7 days	14 days	21 days	7 days
	City F12 St. Gallen	7	F12	M	27	9 750	16 350	22 950	12.80
	Rail Rollingstar F12LR St. Gallen	8	F12LR		4	1 860	2 964	4 054	–
	Cityserie F4 St. Gallen	10	F4		13	1 333	2 347	–	–
	Rail eBoard St. Gallen	11	eBoard	P	1	5 338	10 676	16 015	–
	Rail ePanel St. Gallen	13	ePanel	P	11	12 507	25 014	37 521	–

27 Glarus

A0261 Zürich

	ShoppingCenter Seedamm-Center Pfäffikon SZ	9	diverse	FM	11	3 590	6 033	8 476	–
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A3336 Rapperswil-Jona

	Rail ePanel Rapperswil	13	ePanel	P	2	1 397	2 794	4 191	–
	Shopping ePanel Sonnenhof Rapperswil	14	ePanel	P	5	1 399	2 798	4 197	–

28 Bündner Unterland

A3901 Chur

	City F200 Chur	2	F200		15	4 200	6 900	9 600	6.70
	Citystar F200L Chur	4	F200L		16	6 300	10 500	14 700	8.70
	Agglo F12 Chur	6	F12		20	5 250	8 650	12 050	8.10
	City F12 Chur	7	F12		14	3 850	6 350	8 850	8.40
	Community F4 Chur		F4		30	1 470	2 175	–	–
	City & Rail ePanel Chur	12	ePanel	P	11	5 984	11 968	17 952	–
	City ePanel Chur	12	ePanel	P	7	3 190	6 380	9 570	–
	Rail eBoard Chur	11	eBoard	P	3	2 369	4 738	7 106	–
	Rail ePanel Chur	13	ePanel	P	4	2 794	5 588	8 382	–
	Shopping ePanel City West Chur	14	ePanel	P	8	1 883	3 766	5 649	–

93293 Mels-Sargans

	Shopping ePanel Pizolcenter Mels	14	ePanel	P	5	1 399	2 798	4 197	–
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Arosa

	Mountain ePanel Arosa (Summer)	15	ePanel	P	3	685	1 370	2 055	–
	Mountain ePanel Arosa (Winter Peak)					2 379	4 758	7 137	–

29 Bündner Oberland

93787 St. Moritz

	Mountain ePanel St. Moritz-Corvatsch (Summer)	15	ePanel	P	8	2 088	4 176	6 264	–
	Mountain ePanel St. Moritz-Corvatsch (Winter Peak)					7 289	14 578	21 867	–

Networks analog and digital (according to WEMF)

WEMF	Product	Profile	Format	Note	Number of panels	Prices in CHF, gross			CPM
						7 days	14 days	21 days	in CHF
Vaz/Obervaz									
	Mountain ePanel Lenzerheide (Summer)	15	ePanel	P	3	685	1 370	2 055	–
	Mountain ePanel Lenzerheide (Winter Peak)					2 379	4 758	7 137	–
31 Basel									
A2701 Basel									
	City F200 Basel	2	F200		82	26 200	42 150	58 100	7.70
	Citystar F200L Basel Prime	4	F200L		8	9 468	17 239	25 010	11.30
	Citystar F200L Basel	4	F200L		78	41 400	68 350	95 300	9.50
	Agglo F12 Basel	6	F12	M	82	29 350	49 450	69 550	6.60
	City F12 Basel	7	F12	M	59	20 800	34 500	48 200	10.00
	Rail Rollingstar F12LR Basel	8	F12LR		10	3 881	5 850	7 808	–
	DoubleTall F4 Basel	10	F4		64	8 672	16 000	–	–
	Cityserie F4 Basel Large	10	F4		32	4 336	8 000	–	–
	Cityserie F4 Basel Small	10	F4		24	3 252	6 000	–	–
	City & Rail ePanel Basel	12	ePanel	P	39	33 435	66 869	100 304	–
	City ePanel Basel Premium	12	ePanel	P	19	21 133	42 266	63 400	–
	City ePanel Basel Local	12	ePanel	P	13	4 376	8 752	13 127	–
	Rail eBoard Basel	11	eBoard	P	2	9 022	18 043	27 065	–
	Rail ePanel Basel	13	ePanel	P	7	7 926	15 851	23 777	–
32 Solothurn									
A2581 Olten-Zofingen									
	City F200 Olten	2	F200		15	4 000	6 550	9 100	12.90
	Citystar F200L Olten	4	F200L		18	7 500	12 550	17 600	11.00
	Agglo F12 Olten-Zofingen	6	F12		22	6 100	10 050	14 000	9.60
	City F12 Olten	7	F12		16	4 600	7 750	10 900	13.90
	Community F4 Olten		F4		19	931	1 378	–	–
	Rail eBoard Olten	11	eBoard	P	1	2 369	4 738	7 106	–
	Shopping ePanel Sälipark Olten	14	ePanel	P	4	1 399	2 798	4 197	–
A2601 Solothurn									
	City F200 Solothurn	2	F200		16	3 900	6 200	8 500	10.60
	Citystar F200L Solothurn	4	F200L		16	5 700	9 100	12 500	11.50
	Agglo F12 Solothurn	6	F12		18	4 400	7 050	9 700	9.80
	City F12 Solothurn	7	F12		13	3 450	5 700	7 950	15.20
	Community F4 Solothurn		F4		14	686	1 015	–	–
	Shopping ePanel Ladedorf Langendorf	14	ePanel	P	9	1 399	2 798	4 197	–
Egerkingen									
	ShoppingCenter Gäupark Egerkingen	9	diverse	FM	10	2 997	4 934	6 874	–
	Shopping ePanel Gäupark Egerkingen	14	ePanel	P	12	4 234	8 468	12 702	–

WEMF	Product	Profile	Format	Note	Number of panels	Prices in CHF, gross		CPM in CHF	
						7 days	14 days	21 days	7 days
33	Berner Seeland								
A0371 Biel/Bienne									
	City F200 Biel/Bienne	2	F200		25	9 250	15 100	20 950	10.40
	Citystar F200L Biel/Bienne	4	F200L		19	10 400	17 300	24 200	10.90
	Agglo F12 Biel/Bienne	6	F12		25	7 950	13 000	18 050	10.30
	City F12 Biel/Bienne	7	F12		17	5 500	9 050	12 600	16.90
	Cityserie F4 Biel/Bienne	10	F4		19	1 112	1 768	–	–
	City & Rail ePanel Biel/Bienne	12	ePanel	P	13	9 377	18 753	28 129	–
	City ePanel Biel/Bienne	12	ePanel	P	6	2 735	5 469	8 204	–
	Rail eBoard Biel/Bienne	11	eBoard	P	1	5 338	10 676	16 015	–
	Rail ePanel Biel/Bienne	13	ePanel	P	7	6 642	13 284	19 925	–
	Shopping ePanel Centre Boujean Biel/Bienne	14	ePanel	P	6	2 097	4 194	6 291	–
	Shopping ePanel Shopping Tissot Arena Biel/Bienne	14	ePanel	P	8	2 798	5 596	8 394	–
	Shopping ePanel Centre Brügg	14	ePanel	P	8	2 798	5 596	8 394	–
	Shopping ePanel Lyssbachpark Lyss	14	ePanel	P	4	1 399	2 798	4 197	–

92275 Murten

	Cityserie F4 Murten	10	F4		12	1 056	1 860	–	–
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34 Berner Mittelland

A0351 Bern

	City F200 Bern	2	F200	E	63	21 800	35 600	49 400	9.80
	Citystar F200L Bern	4	F200L	ML, E	46	22 900	37 350	51 800	11.90
	Agglo F12 Bern	6	F12	M	58	20 550	34 300	48 050	8.60
	City F12 Bern	7	F12	M	40	16 000	27 050	38 100	12.30
	Rail Rollingstar F12LR Bern	8	F12LR		16	7 357	11 674	15 944	–
	ShoppingCenter Westside Bern	9	diverse	FM	14	5 124	8 226	11 305	–
	Cityserie F4 Bern	10	F4		34	1 479	2 210	–	–
	Rail eBoard AllStation Bern	11	eBoard	P	4	12 029	24 058	36 087	–
	Rail eBoard Bern	11	eBoard	P	2	9 022	18 043	27 065	–
	Rail eBoard Track Bern	11	eBoard	P	2	5 078	10 156	15 233	–
	Rail ePanel AllStation Bern	13	ePanel	P	56	63 173	126 346	189 519	–
	Rail ePanel Bern CityFloor	13	ePanel	P	5	5 390	10 780	16 170	–
	Rail ePanel AdWalk City Bern	13	ePanel	P	14	15 862	31 724	47 586	–
	Rail ePanel AdWalk University Bern	13	ePanel	P	14	15 862	31 724	47 586	–
	Rail ePanel Bern CommercialZone	13	ePanel	P	12	13 596	27 192	40 788	–
	Rail ePanel Bern Wave	13	ePanel	P	11	12 463	24 926	37 389	–
	ShoppingCenter Shopyyland Schönbühl	9	diverse	FM	15	4 441	7 325	10 215	–
	Shopping ePanel Shopyyland Schönbühl	14	ePanel	P	10	4 234	8 468	12 702	–

Networks analog and digital (according to WEMF)

WEMF	Product	Profile	Format	Note	Number of panels	Prices in CHF, gross				
						7 days	14 days	21 days	CPM in CHF 7 days	
41 Aargau										
A4001 Aarau										
	City F200 Aarau	2	F200		15	4 400	7 300	10 200	11.80	
	Citystar F200L Aarau	4	F200L		13	5 250	8 600	11 950	14.10	
	Agglo F12 Aarau	6	F12		18	4 900	8 200	11 500	10.00	
	City F12 Aarau	7	F12		11	3 400	5 800	8 200	15.60	
	Community F4 Aarau		F4		26	1 252	1 855	–	–	
	Rail eBoard Aarau	11	eBoard	P	2	5 338	10 676	16 015	–	
	Rail ePanel Aarau	13	ePanel	P	6	5 693	11 385	17 078	–	
	Shopping ePanel Wynecenter Buchs	14	ePanel	P	9	3 145	6 290	9 435	–	
A4021 Baden-Brugg										
	City F200 Baden-Wettingen	2	F200		20	5 050	8 050	11 050	9.70	
	Citystar F200L Baden-Wettingen	4	F200L		15	6 200	10 200	14 200	11.60	
	Agglo F12 Baden-Brugg	6	F12		21	6 700	11 400	16 100	8.10	
	City F12 Baden-Wettingen	7	F12		16	4 350	7 200	10 050	17.80	
	Community F4 Baden		F4		19	931	1 378	–	–	
	Citystar F200L Brugg-Windisch	4	F200L		9	2 900	4 550	6 200	16.50	
42 Schaffhausen										
A2939 Schaffhausen										
	City F200 Schaffhausen	2	F200		20	4 800	7 700	10 600	8.60	
	Citystar F200L Schaffhausen	4	F200L		16	5 600	8 900	12 200	6.80	
	Agglo F12 Schaffhausen	6	F12		20	5 300	8 700	12 100	7.30	
	City F12 Schaffhausen	7	F12		16	4 650	7 850	11 050	8.00	
43 Zürich										
A0230 Winterthur										
	City F200 Winterthur	2	F200	E	36	12 300	19 650	27 000	11.80	
	Citystar F200L Winterthur	4	F200L		45	20 400	32 700	45 000	12.10	
	City F12 Winterthur	7	F12	M, E	33	13 500	22 800	32 100	12.70	
	Rail Rollingstar F12LR Winterthur	10	F12LR		4	2 454	4 152	5 840	–	
	City & Rail ePanel Winterthur	12	ePanel	P	18	15 252	30 503	45 755	–	
	City ePanel Winterthur	12	ePanel	P	10	6 155	12 309	18 464	–	
	Rail eBoard Winterthur	11	eBoard	P	5	9 022	18 043	27 065	–	
	Rail ePanel Winterthur	13	ePanel	P	8	9 097	18 194	27 291	–	
A0261 Zürich										
	City F200 Zürich	2	F200		127	48 900	81 100	113 300	10.10	
	Premium Branding F200L Bahnhofstrasse Zürich	1	F200L		13	19 773	39 546	59 319	14.30	
	Citystar F200L Zürich	4	F200L		111	55 800	94 300	132 800	10.50	
	Agglo F12 Zürich	6	F12	M	155	50 800	84 450	118 100	7.00	

WEMF	Product	Profile	Format	Note	Number of panels	Prices in CHF, gross			CPM in CHF 7 days
						7 days	14 days	21 days	
	City F12 Zürich	7	F12	M	102	38 800	65 200	91 600	11.90
	Rail Rollingstar F12LR Zürich	8	F12LR		55	28 773	47 091	65 233	–
	ShoppingCenter Sihlcity Zürich	9	diverse	FM	18	6 609	10 941	15 296	–
	Cityserie F4 Zürich	10	F4		45	6 638	12 308	–	–
	City & Rail ePanel Zürich	12	ePanel	P	181	154 656	309 308	463 965	–
	City ePanel Zürich	12	ePanel	*	8	8 458	16 916	25 374	–
	Rail eBoard AllStation Zürich HB/ShopVille	11	eBoard	P	12	29 000	58 000	87 000	–
	Rail eBoard Zürich HB/ShopVille	11	eBoard	P	4	18 140	36 280	54 419	–
	Rail eBoard Track S-Bahn Zürich HB	11	eBoard	P	4	8 606	17 212	25 817	–
	Rail eBoard Track Intercity Zürich HB	11	eBoard	P	4	8 606	17 212	25 817	–
	Rail ePanel AllStation Zürich	13	ePanel	P	172	145 802	291 600	437 403	–
	Rail ePanel Zürich HB Landesmuseum	13	ePanel	P	16	21 419	42 838	64 258	–
	Rail ePanel Zürich HB Bahnhof-/Löwenstrasse	13	ePanel	P	25	33 468	66 935	100 403	–
	Rail ePanel Zürich HB Gessnerallee	13	ePanel	P	6	8 032	16 064	24 097	–
	Rail ePanel Zürich HB Querhalle	13	ePanel	P	8	10 710	21 419	32 129	–
	Rail ePanel Zürich HB ShopVille	13	ePanel	P	12	16 064	32 129	48 193	–
	Rail ePanel Zürich HB Sihlquai	13	ePanel	P	10	12 561	25 122	37 683	–
	Rail ePanel Zürich HB Escalator	13	ePanel	P	64	11 280	22 560	33 840	–
	Rail ePanel Zürich YoungUrban	13	ePanel	P	32	32 664	65 325	97 988	–
	Rail ePanel Zürich Stadelhofen	13	ePanel	P	10	13 398	26 796	40 194	–
	Rail ePanel Zürich Enge	13	ePanel	P	7	4 890	9 779	14 669	–
	Rail ePanel Zürich Hardbrücke	13	ePanel	P	2	1 854	3 707	5 561	–
	Rail ePanel Zürich Altstetten	13	ePanel	P	3	2 847	5 694	8 540	–
	Rail ePanel Zürich Oerlikon	13	ePanel	P	9	9 279	18 557	27 836	–
	Shopping ePanel Neumarkt Zürich Altstetten	14	ePanel	P	6	2 798	5 596	8 394	–
	Rail eBoard Track Zürich Flughafen	11	eBoard	P	2	3 200	6 401	9 601	–
	Shopping ePanel Hinwil Center Hinwil	14	ePanel	P	5	1 399	2 798	4 197	–
	City F200 Uster	2	F200		16	3 650	5 700	7 750	12.20
	Citystar F200L Uster	4	F200L		11	4 150	6 750	9 350	10.40
	City F12 Uster	7	F12		10	2 200	3 600	5 000	18.20
	Community F4 Uster		F4		18	882	1 305	–	–
	Rail ePanel Uster	13	ePanel	P	7	4 890	9 779	14 669	–
	ShoppingCenter Glattzentrum Wallisellen	9	diverse	FM	25	7 613	12 628	17 651	–

44 Thurgau

A4401 Arbon-Rorschach

	Shopping ePanel Novaseta Arbon	14	ePanel	P	4	1 085	2 170	3 255	–
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A4566 Frauenfeld

	City F200 Frauenfeld	2	F200		13	2 850	4 500	6 150	10.30
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Networks analog and digital (according to WEMF)

WEMF	Product	Profile	Format	Note	Number of panels	Prices in CHF, gross		CPM in CHF	
						7 days	14 days	21 days	7 days
	Agglo F12 Frauenfeld	6	F12		14	3 450	5 650	7 850	15.00
	City F12 Frauenfeld	7	F12		13	3 500	5 800	8 100	11.30

51 Ticino

A5002 Bellinzona

	City F200 Bellinzona	2	F200		18	4 300	6 850	9 400	5.90
	Citystar F200L Bellinzona	4	F200L		14	5 500	9 100	12 700	5.00
	Agglo F12 Bellinzona	6	F12		17	4 300	7 100	9 900	7.60
	City F12 Bellinzona	7	F12		13	3 300	5 400	7 500	7.30
	Rail eBoard Bellinzona	11	eBoard	P	1	2 369	4 738	7 106	–
	Rail ePanel Bellinzona	13	ePanel	P	4	2 794	5 588	8 382	–

A5113 Locarno

	City F200 Locarno	2	F200		15	3 500	5 450	7 400	8.50
	Citystar F200L Locarno	4	F200L		15	4 900	7 800	10 700	7.70
	Agglo F12 Locarno	6	F12		15	3 900	6 400	8 900	7.00
	City F12 Locarno	7	F12		15	3 800	6 200	8 600	10.70
	Rail ePanel Locarno	13	ePanel	P	2	1 397	2 794	4 191	–

A5192 Lugano

	City F200 Lugano	2	F200		23	7 100	11 800	16 500	6.20
	Citystar F200L Lugano	4	F200L		19	8 000	13 200	18 400	7.20
	Agglo F12 Lugano	6	F12		30	8 950	15 050	21 150	5.70
	City F12 Lugano	7	F12		17	5 550	9 500	13 450	7.60
	Cityserie F4 Lugano	10	F4		56	3 892	6 552	–	–
	City & Rail ePanel Lugano	13	ePanel	P	16	8 296	16 592	24 889	–
	City ePanel Lugano	13	ePanel	P	12	5 502	11 004	16 507	–
	Rail ePanel Lugano	13	ePanel	P	4	2 794	5 588	8 382	–

A5250 Chiasso-Mendrisio

	Shopping ePanel Centro Serfontana	14	ePanel	P	6	2 798	5 596	8 394	–
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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.



Public transport exterior formats

Prices in CHF, per panel, 1 year, gross

Offer	Format	Prices
SBB advertising train ¹	variable	from 120 000*
SBB advertising locomotive ²	18.5 x 4.3 m	240 000
SBB power-car block ²	3.7 x 2.6 m	19 500
Cargo locomotive	variable	120 000
Cargo freight wagon	variable	5 000–10 000
BLS advertising train ²	variable	from 130 000*
FullWrap (bus)	variable	from 15 000*
FullWrap (tram)	variable	from 125 000*
RoofStrip	variable	from 1 000*
FullRearWrap	variable	from 4 000*
RearWindowVinyl	variable	from 1 200*
RearBodyVinyl	variable	from 1 500*
TrafficBoard	variable	from 4 500*
F200 Traffic	117.5 x 170 cm	from 1 500*

¹ Minimum booking term is 1 or 2 years, depending on S-Bahn area

² Minimum booking term is 1 year

* Price examples

- SBB advertising train: S-Bahn Ostschweiz (Turbo)
- BLS advertising train: vehicle type NINA, 3-part
- FullWrap (bus): Regionalbus Lenzburg AG
- FullWrap (tram): Bernmobil
- RoofStrip: Auto Postale Malcantone
- FullRearWrap: Autobetriebe Serrfital AG
- RearWindowVinyl: Postauto Obwalden
- RearBodyVinyl: Postauto Graubünden
- TrafficBoard: Postauto Lauterbrunnen
- F200 Traffic: Auto Postale Mendrisio

Public transport

Calculation tool for interior formats
www.apgsga.ch/traffic/prices-inside

Calculation tool for exterior formats
www.apgsga.ch/traffic/prices-outside



Advertising in and on means of transport



Public transport interior formats

HangingDisplay

Prices in CHF, per panel, gross

Offer	7 days	14 days	21 days	28 days	+7 days
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Tariff zone 1*

HangingDisplay	16.60	24.30	32.00	39.70	7.70
HangingDisplay with Dispenser	22.10	33.00	43.90	54.80	10.90

Tariff zone 2*

HangingDisplay	14.10	20.50	26.90	33.30	6.40
HangingDisplay with Dispenser	18.70	27.90	37.10	46.30	9.20

Tariff zone 3*

HangingDisplay	13.10	19.10	25.10	31.10	6.00
HangingDisplay with Dispenser	17.40	26.10	34.80	43.50	8.70

WindowDecal

Prices in CHF, per panel, gross

Offer	4 weeks	13 weeks	26 weeks	52 weeks
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Tariff zone 1*	45.00	72.00	111.00	189.00
Tariff zone 2*	41.00	68.00	107.00	185.00
Tariff zone 3*	39.00	66.00	105.00	183.00

Prices

- Exclusive of productions costs
- Available only in series
- Dispenser refills: CHF 4.50 per unit
- Changes in prices and conditions possible at BVB/BLT Basel

Format and posting

- HangingDisplay with or without Dispenser:
- Format: 25 x 35 cm, visible surface 23 x 33 cm
- Posting: every Monday, every week

WindowDecal:

- Format: 50 x 25 cm
- Posting: every Monday, every week, at least 4 weeks

* Tariff zones

- Tariff zone 1
 - M1 – Transports publics lausannois, Transports publics lausannois, Verkehrsbetriebe Luzern AG, Verkehrsbetriebe STI AG, Zugerland Verkehrsbetriebe AG, Verkehrsbetriebe St. Gallen, Verkehrsbetriebe Biel, Bernmobil, Bernmobil Bern West, Bernmobil Ortsbus Köniz-Bümpliz, Sihltal Zürich Uetliberg Bahn, Stadtbus Winterthur, VGB Eurobus Glattal/Flughafen, Verkehrsbetriebe Zürichsee und Oberland, Trasporti Pubblici Luganesi SA
- Tariff zone 2
 - Transports publics de la région de Nyon, CarPostal Yverdon - Gros de Vaud, Transports de la région Morges Bière Cossonay, Transports publics Vevey-Montreux-Villeneuve, TransN - site de la Chaux-de-Fonds, TransN- site de Neuchâtel, Transports publics fribourgeois urbains, RER Valais - Wallis, Auto AG Rothenburg, PostAuto Oberwallis, Auto AG Schwyz, Appenzeller Bahnen AG, PostAuto St. Gallen, RegioBus AG Gossau, Rheintalbus Altstätten, PostAuto Graubünden, Stadtbus Chur AG, Autobus AG Liestal, PostAuto Oberes Baselbiet / Unteres Fricktal, Busbetrieb Olten Gösigen Gäu, PostAuto Thal-Gäu-Lebern, PostAuto Aarberg/Seeland, PostAuto Bern, Busbetriebe Aarau AG, PostAuto Baden, PostAuto Brugg und Umgebung, Regionale Verkehrsbetriebe Baden-Wettingen AG, Wynental- und Suhrentalbahn, Regionale Verkehrsbetriebe Schaffhausen, Verkehrsbetriebe Schaffhausen, Autobus Horgen-Wädenswil, PostAuto Knonaueramt, PostAuto Winterthur-Weinland, PostAuto Zürcher Unterland, VGB EUROBUS Regensdorf/Dielsdorf, AutoPostale Bellinzona
- Tariff zone 3
 - Further public transport companies
- Separate prices on request for BLT Baselland Transport and BVB Basler Verkehrsbetriebe



RailPoster, RailPosterMidi

Prices in CHF, per panel, gross

Offer	7 days	14 days	21 days	28 days	35 days
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SBB

RailPoster	60.00	93.00	126.00	159.00	192.00
RailPosterMidi	20.00	31.00	42.00	53.00	64.00

Prices

- Exclusive of production costs
- Available only in series

Format

- RailPoster: 65 x 31 cm, visible surface 63 x 29 cm
- RailMidiPoster: 25 x 35 cm, visible surface 23 x 33 cm

Discounts

Contract value per order, in CHF, gross	
from CHF 10 000	5%
from CHF 25 000	10%
from CHF 50 000	15%
from CHF 100 000	20%

Posting

Every monday, every week

Offer	14 days	28 days	42 days	56 days	+14 days
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BLS S-Bahn Bern

RailPoster	73.00	120.00	167.00	214.00	47.00
RailPosterMidi	25.00	41.00	57.00	73.00	16.00

Prices

- Exclusive of production costs
- Available only in series

Format

- RailPoster: 65 x 31 cm, visible surface 63 x 29 cm
- RailMidiPoster: 25 x 35 cm, visible surface 23 x 33 cm

Posting

Monday, odd weeks, at least 14 days

TrafficMediaScreen

Prices in CHF, gross, 10"-spot

Public transport company	7 days	14 days	21 days	28 days	Broadcasts/ operating hour
Transports Publics Lausannois tl	3 640	7 280	10 920	14 560	15
Verkehrsbetriebe Luzern vbl	2 660	5 320	7 980	10 640	20
Auto AG Uri	560	1 120	1 680	2 240	30
Bernmobil	5 810	11 620	17 430	23 240	15
Stadtbus Kreuzlingen	280	560	840	1 120	30
Regionalbus Lenzburg	770	1 540	2 310	3 080	24

Prices

- Exclusive of production costs
- Bernmobil: Equipment of the entire fleet (price reduction analog to current equipment, on request)



Large formats

Offer	Prices
Fixed megaposters on facades	on request
Temporary megaposters on scaffolding	on request
Megaposters in the largest railway stations	on request
2D and 3D-megaposters, animations and lenticular posters and other special creations	on request

Services

- Full service: consulting, idea generation, implementation including any permits, production and installation, documentation, storage and upcycling.
- Support with special creations: concept, development, planning, production, implementation, etc.

Sites

- Cities throughout Switzerland
- SBB stations
- Access routes to tourist regions (e.g. approaching Davos or Savognin)

Delivery

- Megaposter for production: motifs approved around 5 weeks before display, data transmitted around 4 weeks before display
- Megaposter produced by third parties: 7 days before display at the latest

Campaign duration 2021

Posting weeks	Start of posting	Delivery of visual*	Data delivery
CW 01-04	04.01.21	CW 49 04.12.20	CW 50 11.12.20
CW 05-08	01.02.21	CW 01 08.01.21	CW 02 15.01.21
CW 09-12	01.03.21	CW 05 05.02.21	CW 06 12.02.21
CW 13-16	29.03.21	CW 09 05.03.21	CW 10 12.03.21
CW 17-20	26.04.21	CW 13 02.04.21	CW 14 09.04.21
CW 21-24	24.05.21 **	CW 17 30.04.21	CW 18 07.05.21
CW 25-28	21.06.21	CW 21 28.05.21	CW 22 04.06.21
CW 29-32	19.07.21	CW 25 25.06.21	CW 26 02.07.21
CW 33-36	16.08.21	CW 29 23.07.21	CW 30 30.07.21
CW 37-40	13.09.21	CW 33 20.08.21	CW 34 27.08.21
CW 41-44	11.10.21	CW 37 17.09.21	CW 38 24.09.21
CW 45-48	08.11.21	CW 41 15.10.21	CW 42 22.10.21
CW 49-52	06.12.21	CW 45 12.11.21	CW 46 19.11.21

* Delivery of visual for authorisation

** Holiday: posting on subsequent day

MegaPoster & special solutions

For further information and current offers, please consult:

www.apgsqa.ch/megaposter



Advertising at airports

Your brand appearance in an international environment



Airports are important hubs of international economic metropolises. They are used by both business and leisure travelers. Airport advertising is part of the travel experience of thousands of passengers. This promises strong-contact campaigns for the staging of brands in an attractive and high-quality environment. APG|SGA is the exclusive advertising partner of Zürich airport – the largest and most important airport in Switzerland.

Zürich airport

Zürich airport is one of the world's leading airports. It receives various awards every year, among other things for its customer friendliness and high quality standards.

www.flughafen-zuerich.ch

Attractive target groups

Attractive target groups

Zürich airport offers a top class, international environment for attractive brand positioning within a high-purchasing target group. Hardly anywhere else do you meet business people as often as at the airport. The airport is therefore the perfect place to address decision-makers from all sectors of the economy. Private travelers can also be reached ideally. They are in joyful anticipation of the upcoming holidays and accordingly in a positive mood.

Premium advertising presence

Exclusive communication worlds inspire passengers and visitors in the high-quality and cosmopolitan environment of Zürich airport. The offer ranges from short-term documentable classic and digital advertising formats, to individual advertising options in special formats at busy locations, to large-format mega-poster spaces and exclusive branding zones.

Offer

The web tool makes it easy to search for offers and select them by format, target group or airport zone.

www.apgsqa.ch/airport/productfinder

Airports

For further information and current offers, please consult:

www.apgsqa.ch/airport



Advertising in the mountains

Analog offer

Prices in CHF, per panel, 1 year, gross

Offer	Material	Visible surface width x height	Final format width x height	Prices
Cube	tarpaulin	300 x 300 cm	320 x 320 cm	on request
EntryPortal Poster	plastic film	diverse	diverse	700
F12P	tarpaulin	278 x 130 cm	282 x 137.5 cm	from 1 900*
F200P	tarpaulin	120 x 170 cm	125.5 x 179 cm	from 1 000*
F200P Pano	tarpaulin	118.5 x 171.4 cm	120 x 173.4 cm	4 900
BigPoster	tarpaulin	diverse	diverse	on request
PylonPoster	PVC	58.4x 84.1 cm	70 x 90 cm	on request
Time-/InformationBoard	PVC	97 x 42.5 cm	102 x 52 cm	from 1 400*
AmbientMedia and other special implementations				on request

The dimensions stated are not guaranteed.
The exact dimensions are available on request.

Panel prices

- Panels are priced on the basis of winter and summer season frequencies weighted by resort lift class
- Production costs for tarpaulins and/or PVCs are charged and separately listed in the sales documentation

Campaign

1 year (winter and summer season)

Change of visual

- Possible on request in weeks 17–21: posting free of charge, production costs are invoiced
- Change of visual outside these weeks: costs on request

Discount

Contract value in CHF, gross	Discount
100 000 – 179 999	5%
180 000 – 249 999	8%
250 000 – 349 999	15%
350 000 – 449 999	20%
> 450 000	25%

* Price examples

- F200P: Zermatt, Station Furi, external facade
- F12P: Kandersteg, LB Kandersteg-Sunnbüel, waiting area
- Time-/InformationBoard: Wildhaus, SB Wildhaus-Oberdorf, valley station

Mountains

For further information and current offers,
please consult:

www.apgsqa.ch/offer-mountains



Digital offer

Prices in CHF, gross 10³-spot, broadcasts every minute

Mountain ePanel	Number of screens in region	Calendar weeks 2020/2021	Arosa Week	Lenzerheide Week	Both regions Week	Both regions Season
Annual booking	6	45–44	–	–	–	45 226
Summer	3/3	19–44	685	685	1 370	9 750
Winter	3/3	45–18	1 038	1 038	2 076	40 500
Winter Peak	3/3	51–01, 04–09	2 379	2 379	4 758	–

Mountain ePanel	Number of screens in region	Calendar weeks 2020/2021	St. Moritz-Corvatsch Week	St. Moritz-Corvatsch Season
Annual booking	8	45–44	–	69 232
Summer	8	19–44	2 088	14 904
Winter	8	45–18	3 193	61 700
Winter Peak	8	51–01, 04–09	7 289	–

Mountain ePanel	Number of screens in region	Calendar weeks 2020/2021	Zermatt Week	Zermatt Season
Annual booking	4	45–44	–	47 500
Summer	4	19–44	1 247	18 267
Winter	4	45–18	1 595	38 565
Winter Peak	4	51–01, 04–09	3 645	–

Mountain Screen	Number of screens in region	Calendar weeks 2020/2021	TimelInformation Week	TimelInformation Season
Annual booking	20	45–44	–	68 000
Summer	11 *	19–44	2 100	19 000
Winter	20	45–18	3 200	59 000
Winter Peak	20	51–01, 04–09	7 312	–

Mountain Screen	Number of screens in region	Calendar weeks 2020/2021	Sunnegga Stollen Week	Sunnegga Stollen Season
Annual booking	16	45–44	–	29 000
Summer	16	19–44	930	8 537
Winter	16	45–18	1 400	25 157
Winter Peak	16	51–01, 04–09	3 119	–

Mountain Screen	Number of screens in region	Calendar weeks 2020/2021	Slopeinformation Week	Slopeinformation Season
Annual booking	5	45–44	–	27 165
Summer	5	19–44	845	7 593
Winter	5	45–18	1 310	23 565
Winter Peak	5	51–01, 04–09	2 920	–

Discount

- Bookings of 2–3 weeks: 10%
- Bookings of 4 weeks and more: 15%
- Discounts are non-cumulative

* Summer: reduced offer (11 screens)

Advertising on promotion areas with live communication



Offer



Promotion

Stations offer a wide range of possibilities for all kinds of promotions. An unforgettable brand experience is guaranteed.



PopUp Store

A temporary shop, which is used for the sale of products or for the marketing of brands, is particularly noticeable in busy locations.



Fundraising

Fundraising campaigns with a communicative charisma can be carried out at our most attractive locations.



Sampling

The highly frequented passages of the stations offer the perfect platform for valuable 1:1 direct contacts.



NonProfit Campaign

Ideational sampling is used for political, religious, humanitarian, cultural or environmental purposes (excluding commercial uses).



Furniture

We are also happy to offer you the right furniture for your promotion.

Please contact us for further information:
promotion@apgsga.ch



aymo is Switzerland's most precise mobile targeting. To geographically limit the target group, aymo offers a targeting by means of customizable polygon areas. To an accuracy of one meter it is determined which area is relevant for a campaign. Thus, the scatter loss is minimized and mobile ads can be transmitted effectively along the customer journey.

The polygon technology developed by APG|SGA uses real-time data of leading Swiss apps. Every day, 3.8 million location data points are being processed. 3.6 million app users per month provide maximum reach, accuracy and forecast precision.



LiveTarget

Decide down to the exact meter where your mobile ads should appear: by defining specific polygons you can address your target group in real time on Swiss apps.

CPM¹ CHF 57.–



ReTarget

Extend the impact of your mobile ads: app users who spend time at the locations you specify will be registered and can thus be addressed over the long term.

CPM¹ CHF 67.–



EventTarget

Address your audience at a specific event: by defining the exact meter and timeframe, target groups are inspired by the correct message at the right time.

CPM¹ CHF 67.–



ReplayTarget

Reach your target group on the basis of visited locations: your mobile ads are only displayed to app users who were registered at the defined location and during the period of your choice.

CPM¹ CHF 67.–



GeoTarget

Reach customers in a municipality or region: on the basis of IP data, your mobile ads will appear on high-quality national and international apps and mobile websites.

CPM¹ CHF 30.–



BillboardTarget

Strengthen poster campaigns with targeted mobile advertising: In addition to the poster sites you booked, your message will also be displayed on the smartphones of passers-by.

CPM¹ from CHF 57.–

Discount

Campaign value in CHF gross	Discount
5 000 – 9 999	5%
10 000 – 14 999	8%
15 000 – 24 999	10%
25 000 – 49 999	15%
50 000 – 74 999	18%
75 000 – 99 999	20%
>100 000	25%

¹ Cost per mille, detailed price calculation according to forecast.

Format

Medium Rectangle (300x250 px)

Mobile

For detailed information about the products, the aymo network and actual case studies please consult:
www.aymo.ch



Programmatic DOOH campaigns

Now over 500 large-scale digital screens (eBoards and ePanels) at top locations also programmatically bookable at APG|SGA. We combine performance data for our advertising panels from SPR+ with sociodemographic data collected from an ongoing market research panel for target group appeal. Use the technical advantages of a programmatic DOOH campaign and achieve over 770 million impressions per month.

The advantages of programmatic DOOH:

– **Closer to target group**

Data-based campaign delivery enables more focused target group appeal

– **Granular control**

Precise campaign delivery when and where you want it, taking your desired target group into consideration

– **Short-term planning**

New opportunities for short-term, dynamic, tactical campaigns

– **Security**

100% viewable, fraud- & bot-free

– **Multichannel**

Plan and optimise campaigns across multiple channels using a single platform

– **Reports & optimisation in real time**

You can see current campaign KPIs in the DSP at any time

Our Offer



Current national coverage of more than 500 screens with over 770 million impressions/month.



Make the most of our unique target group data.



Our high quality standards ensure minimum 55-inch screens with full HD resolution.



Effective immediately, innovative advertising spaces such as our branding zones in major Swiss railway stations are also available for programmatic booking. The range is constantly expanding.

Contact

If you have any questions about programmatic DOOH, please get in touch with your APG|SGA contact or our programmatic-advertising team:
programmatic@apgsa.ch



Café Tea-Room

Confiserie Ralhous

Marktplatz

WE LOVE
Shoes

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.apgsqa.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

Information and tools

We offer you a whole range of tools that can be used conveniently and easily around the clock. The tools are ideal for successfully planning and running an Out of Home campaign.

- 122** APG|SGA websites and tools
- 123** Specifications poster production
- 126** Specifications spot production
- 128** Posting calendar
- 131** Focus on sustainability
- 133** Addresses and contact information

APG|SGA websites and tools

Get there with just a few clicks

On our website you will find everything you need to know about Out of Home:

- Range and technical data
- Facts and figures
- News from media research
- Publications to download and much more

In addition, an online booking tool as well as various other useful planning aids are available to you, such as the subject check (test design proposals in a real environment) and other possibilities.

We look forward to your visit at:

www.apgsqa.ch



Services

Information on other services can be found on page 118.

Specifications poster production

To achieve optimum impact, there are a few simple yet important rules to be observed during the production phase.

Paper requirements

The paper to be used is an important quality attribute in poster production. APG|SGA does not produce its own paper, nor is there any paper certified by APG|SGA. However, the requirements are set out. Different paper is used for the production of wet or backlit posters.

Wet posters

The wet poster is folded and soaked in water so that it becomes supple for posting and bonds with the adhesive. For this type of processing, the paper must be able to absorb water and must not disintegrate in water (water resistance). Only use Blueback/Chantegris paper to produce wet posters.

For optimum adhesion, the reverse side of the poster must be rough. For full-surface, dark visuals, uncoated paper is preferable, as this prevents cracking in the fold.

Due to the production method used, the paper has a grain, called the machine direction. This machine direction is crucial in poster printing. When the poster is soaked, the paper expands horizontally or vertically by up to 4 cm. Because of this, the machine direction has a major impact on the size of the poster. Printing must be set to grain-long in the machine direction. Otherwise, the quality will be compromised and distortions will occur.

Wet poster

F4/F12/F200/F24	Blueback/Chantegris paper
	Bright white
	110–120 g/m ²
	One side coated
	Grain-long
	Wet posters can be modified with add-ons or snipes.

Backlit posters

Backlit posters are hung in a backlit box and illuminated from behind. Unlike wet posters, the paper should be firmer and absorb as little moisture as possible, to minimize crinkling. For optimum transparency, only use whiteback backlit poster paper, which has a white back.

Backlit posters

F12L/LR, F200L/LR	Whiteback backlit poster paper
	Reverse side white
	135–150 g/m ²
	Both sides coated
	Backlit posters cannot be modified with add-ons or snipes.

Important to know

If you have your posters printed abroad, please bear in mind that different rules may sometimes apply to poster technology, such as dry-gluing processes, different paper, different overlapping, etc.

Specifications poster production

Printing technologies

There are three technologies suitable for poster printing:

- Offset printing
- Digital printing
- Screen printing

Translucent printing for backlit posters

Translucent posters are printed on both sides.

This ensures that your visual is equally illuminated during the day (light from front) and at night (light from back). Four colours are printed on the front and just three colours (excluding black) on the back. This creates optimal colour balance.

To achieve the optimum transparent slide effect, the following rules should be observed:

- Only use backlit poster paper
- Single-part production, translucent printing method
- Avoid solid-tone areas, black bars and overprints
- No recycled or coloured paper
- No screen printing on reverse side

Inks

Inks have a major influence on poster quality:

- The water resistance of the inks is crucial for preventing the posters from breaking when folded and for ensuring that the inks do not bleed during the wet posting process or when exposed to rain.
- Avoid large-area solids and ultra-fine screens, as these prevent the glue from bonding properly.
- Do not use lacquer because this causes the posters to crack when folded or stick together when soaking.

Overview of poster formats

See page 36.

Overview of guidelines

Depending on the printing technology used, the data are prepared for printing and transferred to print. The guidelines are shown in the table below.

F4 (world format)

Digital printing	Offset and screen printing
245 x 350 mm	245 x 350 mm
120 dpi in final format	355 dpi
	34 screen width

F200 (city format)

Digital printing	Offset printing
245 x 350 mm	245 x 350 mm
120 dpi in final format	355 dpi
	34 screen width

F200L and F200LR (city format)

Digital printing	Offset printing
245 x 350 mm	245 x 350 mm
Visibility field	Visibility field
239 x 342 mm	239 x 342 mm
120 dpi in final format	355 dpi
	34 screen width

F12 (wide format)

Digital printing	Offset printing
470 x 224 mm	470 x 224 mm
120 dpi in final format	355 dpi
	34 screen width

F12L and F12LR (wide format)

Digital printing	Offset printing
470 x 224 mm	470 x 224 mm
Visibility field	Visibility field
462 x 216 mm	462 x 216 mm
120 dpi in final format	355 dpi
	34 screen width

F24 (large format)

Digital printing	Offset printing
470 x 448 mm	470 x 448 mm
120 dpi in final format	355 dpi
	24 screen width

Poster design

A poster's impact depends largely on its design. Poster design is guided by the laws of human perception. It is simple and focused and reduces image and text to just a few, memorable signs and characters that even a viewer in a hurry can recognize and retain as relevant.

Backlit formats

Please note that, with backlit formats, paper size is key to production; however, the visible size must be taken into account in the design.

Do not use traffic signs

For reasons of traffic safety, the law forbids roadside advertising from containing any traffic signs or directional symbols.



Delivery

Delivery dates

For logistical reasons, we need your advertising media to arrive at our logistics center in Wallisellen at least 10 working days before the start of the campaign.

Delivery note and labels

To ensure that everything goes smoothly, please upload the layout for your posters to our customer portal www.apgsga.ch/myAPG prior to delivery. This makes it easier to identify the advertising materials and lays the foundation for trouble-free further processing. Once you have uploaded everything, you will be able to access and download a pre-completed delivery note as well as labels for labelling the poster rolls. Access is gained via a link shown on the sales documents, or should be made available to you by your client.

Delivery address

APG|SGA, Allgemeine Plakatgesellschaft AG
Logistikcenter
Hertistrasse 1
8304 Wallisellen
T +41 58 220 70 11
operations@apgsga.ch

Production notes

Find detailed information concerning the production of posters in the poster production brochure: Specifications and delivery at www.apgsga.ch/poster-production

Specifications spot production

Advertising media

Digital advertising media allow the following creative implementations:

Static

Classic still picture (no animation)

Limited animation

Partially animated spot: calm background with animated elements

Full-motion video

Fully animated spot

The digital broadcast is soundless.

You will find detailed production guidelines at:

www.apgsga.ch/digital-production

Production partner

We recommend working with a specialized production company to create your advertising medium.

Delivery of digital advertising media

Data can be supplied directly via the APG|SGA online tool. Access is gained via a link shown on the sales documents, or should be made available to you by your client.

Please indicate the client's name, the campaign number and the visual's designation each time you submit digital advertising media. We will respond with a confirmation of receipt and technical suitability of the digital advertising medium.

Upload digital media for ePanel and eBoard quickly and easily:

www.apgsga.ch/myAPG

Production notes

<http://www.apgsga.ch/digital-production>



Posting calendar

Street, railway station

F200/F200L/F200LR/F12/F12L/F12LR/F400LT

7, 14 or 21 days

every week

Monday–Wednesday

Week	Start	Week	Start
1	04.01.21	27	05.07.21
2	11.01.21	28	12.07.21
3	18.01.21	29	19.07.21
4	25.01.21	30	26.07.21
5	01.02.21	31	02.08.21
6	08.02.21	32	09.08.21
7	15.02.21	33	16.08.21
8	22.02.21	34	23.08.21
9	01.03.21	35	30.08.21
10	08.03.21	36	06.09.21
11	15.03.21	37	13.09.21
12	22.03.21	38	20.09.21
13	29.03.21	39	27.09.21
14	F1 05.04.21	40	04.10.21
15	12.04.21	41	11.10.21
16	19.04.21	42	18.10.21
17	26.04.21	43	25.10.21
18	03.05.21	44	01.11.21
19	10.05.21	45	08.11.21
20	17.05.21	46	15.11.21
21	F1 24.05.21	47	22.11.21
22	31.05.21	48	29.11.21
23	07.06.21	49	06.12.21
24	14.06.21	50	13.12.21
25	21.06.21	51	20.12.21
26	28.06.21	52	27.12.21

F1 = Holiday: posting on subsequent day

Posting

To assure the full 7-, 14-, or 21-day posting durations, all panels are periodically managed – always on the same weekday at about the same time (so-called paced posting). In the 28 largest cities, all standard and backlit posters (F12, F12L, F12LR, F200, F200L and F200LR formats) are posted on Mondays. According to the same paced principle, posting takes place in the

Street, railway station

F24

7, 14 or 21 days

every week

Tuesday–Thursday

Week	Start	Week	Start
1	05.01.21	27	06.07.21
2	12.01.21	28	13.07.21
3	19.01.21	29	20.07.21
4	26.01.21	30	27.07.21
5	02.02.21	31	03.08.21
6	09.02.21	32	10.08.21
7	16.02.21	33	17.08.21
8	23.02.21	34	24.08.21
9	02.03.21	35	31.08.21
10	09.03.21	36	07.09.21
11	16.03.21	37	14.09.21
12	23.03.21	38	21.09.21
13	30.03.21	39	28.09.21
14	06.04.21	40	05.10.21
15	13.04.21	41	12.10.21
16	20.04.21	42	19.10.21
17	27.04.21	43	26.10.21
18	04.05.21	44	02.11.21
19	11.05.21	45	09.11.21
20	18.05.21	46	16.11.21
21	25.05.21	47	23.11.21
22	01.06.21	48	30.11.21
23	08.06.21	49	07.12.21
24	15.06.21	50	14.12.21
25	22.06.21	51	21.12.21
26	29.06.21	52	28.12.21

remaining conurbation communities on Tuesdays and Wednesdays. This procedure guarantees strong and optimized advertising impact.

F4 posters and F24 posters are processed Tuesdays through Thursdays. Panels in shopping centers and parking facilities are managed Tuesdays through Thursdays. All these operations are handled according to the paced posting principle.

Shopping center, parking

F200/F200L/F12/F12L

7, 14 or 21 days

every week

Tuesday–Thursday

Week	Start	Week	Start
1	05.01.21	27	06.07.21
2	12.01.21	28	13.07.21
3	19.01.21	29	20.07.21
4	26.01.21	30	27.07.21
5	02.02.21	31	03.08.21
6	09.02.21	32	10.08.21
7	16.02.21	33	17.08.21
8	23.02.21	34	24.08.21
9	02.03.21	35	31.08.21
10	09.03.21	36	07.09.21
11	16.03.21	37	14.09.21
12	23.03.21	38	21.09.21
13	30.03.21	39	28.09.21
14	06.04.21	40	05.10.21
15	13.04.21	41	12.10.21
16	20.04.21	42	19.10.21
17	27.04.21	43	26.10.21
18	04.05.21	44	02.11.21
19	11.05.21	45	09.11.21
20	18.05.21	46	16.11.21
21	25.05.21	47	23.11.21
22	01.06.21	48	30.11.21
23	08.06.21	49	07.12.21
24	15.06.21	50	14.12.21
25	22.06.21	51	21.12.21
26	29.06.21	52	28.12.21

Tourism area

F200/F200L/F12/F12L

7, 14 or 21 days

every week

Monday–Wednesday

Week	Start	Week	Start
1	04.01.21	27	05.07.21
2	11.01.21	28	12.07.21
3	18.01.21	29	19.07.21
4	25.01.21	30	26.07.21
5	01.02.21	31	02.08.21
6	08.02.21	32	09.08.21
7	15.02.21	33	16.08.21
8	22.02.21	34	23.08.21
9	01.03.21	35	30.08.21
10	08.03.21	36	06.09.21
11	15.03.21	37	13.09.21
12	22.03.21	38	20.09.21
13	29.03.21	39	27.09.21
14	F1 05.04.21	40	04.10.21
15	12.04.21	41	11.10.21
16	19.04.21	42	18.10.21
17	26.04.21	43	25.10.21
18	03.05.21	44	01.11.21
19	10.05.21	45	08.11.21
20	17.05.21	46	15.11.21
21	F1 24.05.21	47	22.11.21
22	31.05.21	48	29.11.21
23	07.06.21	49	06.12.21
24	14.06.21	50	13.12.21
25	21.06.21	51	20.12.21
26	28.06.21	52	27.12.21

Delivery

Posters have to be submitted at least 10 work days before posting starts.

Delivery address: page 133



Focus on sustainability

Corporate responsibility

APG|SGA aims to foster comprehensive and sustainable values for its partners, customers, shareholders and employees, while making a contribution to the environment and society. Balanced consideration of environmental (planet), social (people) and economic (profit) factors in decision-making processes is regarded as vital for the long-term success of the company.

Sustainability strategy

The sustainability strategy is based on the triad of people, planet, profit, and both the guidelines of the Global Reporting Initiative (GRI) and the UN's sustainability development goals.

People

Attractive employer

APG|SGA is committed to the creation of future-oriented, attractive jobs in a challenging work environment and the promotion of its employees.

Workplace safety/health protection

APG|SGA promotes a culture of safety at a high level. Preventative measures are used to protect the health of employees.

Social responsibility

APG|SGA takes its social responsibilities seriously.

Planet

Environmental management

APG|SGA sees environmental management as a continuous process in which identification of environmental impact, action planning, management/monitoring and, if necessary, adjustments are integral components.

Environmental performance

APG|SGA makes an active contribution to environmental protection, consistently reducing its CO₂ emissions to levels below legal regulations.

Sustainable procurement

APG|SGA sets standards for environmentally and socially responsible production.

Profit

Long-term existence of the company

The optimal generation of earnings forms the foundation for the sustainable existence and competitiveness of the company.

Attractive shareholder policy

APG|SGA aims for attractive returns for shareholders and pays appropriate dividends in line with its business performance.

Infrastructure and processes

APG|SGA obtains and operates longlasting, high quality infrastructure, such as buildings, facilities and tools.

Compliance

APG|SGA adheres to all legislation, guidelines and standards. APG|SGA evaluates the effectiveness of internal control systems and guidelines. In the event of misconduct, appropriate measures are taken.

Global CDP ranking

APG|SGA has been awarded an A- in the climate change ranking by the CDP (Carbon Disclosure Project), making it one of the best well-known listed companies in a national and international comparison of CDP climate scores. This is another improvement on previous years and reflects the efforts made by APG|SGA under its corporate responsibility strategy.

The annual sustainability report is available for download at www.apgsga.ch/sustainability.



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