

FAQs

It's so simple

This guide takes you through our smart planning and booking tool APG|SGA easy step by step and explains how you can easily plan and book outdoor advertising online.

1. What is APG|SGA easy?

APG|SGA easy is the smart online planning and booking tool from APG|SGA.

- Simple and efficient: with APG|SGA easy you can book outdoor advertising online at any time (24/7).
- No prior knowledge required
- As easy as booking a flight
- Unique in Switzerland
- The tool is constantly being expanded with further analogue and digital products.

2. Which products can currently be booked online?

You can plan and book the following products online using APG|SGA easy:

- Individual poster panels: F4, F12, F12L/LR, F200, F200L/LR, F24
- Poster networks: F4, F12, F200
- Public transport interior formats: HC (HangingDisplay), HCD (HangingDisplay with dispenser)
- Public transport interior formats: RailPoster, RailPosterMidi
- Digital networks: ePanel, eBoard, screens, TMS (TrafficMediaScreen)

You can request to book the following products in the product finder using the email form:

- Annual spaces, of which 50% individual poster panels: F200, F200L/LR, F12, F12L/LR, F24
- Public transport interior formats: RailPoster SBB, RailPosterMidi SBB

3. How would you like to set up your advertising spaces (what's the best booking form to use)?

'Calculate a recommendation'

We will recommend specific advertising spaces for your campaign (automatic)

- You want to be able to book outdoor advertising as easily as booking a flight
- You would like to be guided through the planning and booking tool step by step
- You want the system to come up with the best possible suggestion based on your advertising goals
- You decide whether the system should only factor analogue advertising panels into the calculation or digital screens as well (if available at the desired location)
- You can advertise at one or more locations at the same time

'Select specific advertising spaces'

Select the poster and/or screen formats that match your criteria (manual).

- You are putting your advertising spaces together yourself on the basis of extra features
- You decide for yourself which analogue and digital advertising spaces best fulfil your advertising goals
- You want to advertise at one or more locations in Switzerland
- You only intend to book a single advertising space and you know the exact location (town/city, street, panel ID)

The following case studies may also help you decide which booking form to use.

Example 1 – small business offering tyre and car services

You are a small company based in the Bern region and offering tyre and car services, and you would like to gain new customers for your winter tyre-changing service. Your business is on busy Hauptstrasse, where APG|SGA operates several F200 and F12 poster spaces. You heard from a colleague that you can get individual poster sites for a week or two at a very good rate. You now want to boost your business quickly and want to use the poster site right in front of your business for your advertising. In this case, the booking form **'Select specific advertising spaces'** is the right one for you. Start your booking and follow the instructions in the booking tool. With this booking form, you can plan and book everything from very small local advertising campaigns (one or more advertising spaces) to regional and national advertising campaigns with analogue and digital advertising spaces. The best thing? You can put together your own advertising campaign. Exactly the way you want it.

Example 2 – SME offering fiduciary services

Your fiduciary services business is centrally located in a community with 12,000 inhabitants. To get more consultancy work in private pensions, you would like to book posters and perhaps screens as well for your advertising in the centre, roughly up to the municipal boundary, for a week or two. That means you don't want to consider individual or specific poster sites as such, rather you want good coverage with a number of advertising spaces within your community or within a certain area. In this case, the best booking form is **'Calculate a recommendation'**. Get started and just follow the instructions. Once you've entered your advertising location, you can easily use the interactive map to reduce or enlarge the radius you want the system to include in its calculation. Why not give it a go, you can't go wrong! It's as easy as booking a flight.

Example 3 – fashion retailer with branches throughout Switzerland

You are in charge of marketing for a fashion retailer with branches in various locations throughout Switzerland. To boost sales in your five branches in western Switzerland, you want to complement your online advertising measures with additional poster advertising for two weeks and – if possible – with short commercials on screens. First of all: you can achieve your advertising goals with both booking forms. The only question is how much time you can or want to invest in putting together your advertising campaign. If you're short on time and want to get a very quick result or recommendation, then the booking form **'Calculate a recommendation'** is just what you need. Do you have enough time to put together all the analogue and digital advertising spaces at the various locations yourself? If so, go to **'Select specific advertising spaces'**.

Example 4 – cultural organisation

You are a cultural organisation and would like to advertise your event with outdoor advertising. Here, too, you might wonder how much time you can or want to invest in putting together the advertising spaces. Do you have very specific advertising spaces in mind, perhaps ones you have often walked past and thought that they would make a great fit? Then **'Select specific advertising spaces'** is right for you. Do you want to publicise your event throughout the town or across an entire region? And is broader coverage more important to you than particular quality features of the individual advertising spaces? Then **'Calculate a recommendation'** is the right option for you.

Example 5 – advertising and media agency

You are an advertiser or media planner and want to plan and book outdoor advertising for your customers online. Here you can choose the booking form based on your customer's requirements (or your own). If you or your customer only want to select poster sites with special quality features (e.g. frontal orientation), you can do this with **'Select specific advertising spaces'**. Here you can choose your advertising space based on a wide variety of quality features (e.g. frontal orientation). Even if you only want to book a single advertising space for your customer, you're in the right place. You only need to know the location, the street or the panel ID. If manually selecting a specific area based on quality features isn't important to you or your customer, you can use **'Calculate a recommendation'** to get to your panel selection or advertising campaign as quickly as possible.

4. Which target groups would you like to reach?

'Reach the general public'

Here the system searches for advertising spaces with as wide a distribution as possible within the selected area so you can reach your audience.

'Target specific groups'

Here the system searches for advertising spaces within the selected radius or multiple possible addresses you enter so you can reach your audience.

5. Where would you like to advertise?

You have two options for entering your target area:

- Enter localities: using the locality name the system searches for suitable advertising spaces in the entire locality.
- Enter addresses: here you also have the option of drawing a radius. In this case, the system only searches for suitable advertising spaces within the radius you specify.

6. What is your budget for the advertising campaign?

Outdoor advertising doesn't have to be expensive! You can get a F4 poster format for one week starting at just CHF 44.00.

7. Which content category does your advertising fall under?

'We require this information for legal and contractual reasons' – what does this mean?

Depending on the advertising content – alcohol, adult themes, politics, religion, tobacco, etc. – and location, certain advertising spaces cannot be booked.

8. When would you like your campaign to run?

'Select a fixed date'

Here you select a fixed period in the calendar and the system will search for possible advertising spaces for this period.

'Select a flexible date'

Here you select your preferred period in the calendar and the system will search for bookable advertising spaces for this period. If the system doesn't find enough available advertising spaces during this period, or none at all, it will suggest other spaces as alternatives, e.g. a week before or after.

9. Which advertising media would you like to use?

'Analogue advertising media'

This means posters, HangingDisplay, etc. – physical advertising materials, in other words.

'Digital advertising media'

This means digital screens, ePanels, etc. – electronic advertising materials, in other words.

10. For your advertising motif: Design and production service

Option 'Yes, I need help or at least some help'

- When you book you will be asked whether we can help you with the creation and production of your advertising materials (analogue posters, digital ads).
- Once you've booked, our design and production service will support you with everything related to the creation and production of your analogue poster or digital ads.

11. Vouchers

Discount vouchers or Swiss franc vouchers, which are offered for a certain period in different amounts (e.g. for a sale). You can enter a voucher code at the end of your booking, before payment.

12. Payment type

Which payment types does APG|SGA easy accept?

You can use the following payment types:

- Prepayment
- On account
- Mastercard
- Visa
- PostFinance
- Post E-Finance

You can find detailed information in our general terms and conditions: <https://apgsa.ch/en/gtc/>

13. Privacy policy & usage guidelines

Our privacy policy is based on the Swiss Data Protection Act. You can find detailed information on our privacy policy here: <https://apgsa.ch/en/privacy-policy/>

14. Service desk – person to person

If you have any questions about the planning and booking tool APGISGA easy or the planning and booking of your campaign, our consultants will be happy to help.

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Office hours:

Mon – Fri 8:00 am – 12 noon/1:00 – 5:00 pm