

DIE DRAUSSENWERBER GmbH

Prices 2024 Campaign Advertising U-Bahn Stations



Networks

Media	Networks	Locations per net	Posting day	4/1 Format		DIN A0		DIN A1	
				surface area/day	network/week	surface area/day	network/week	surface area/day	network/week
Poster Displays	District (North or East)	each 75	Friday	10,00 €	5.250,00 €	3,90 €	2.047,50 €	1,95 €	1.023,75 €
	District (South or West)	each 120	Friday	10,00 €	8.400,00 €	3,90 €	3.276,00 €	1,95 €	1.638,00 €
	City*	145	Monday	12,00 €	12.180,00 €	4,70 €	4.770,50 €	2,35 €	2.385,25 €
	Scene*	50	Wednesday	12,00 €	4.200,00 €	5,60 €	1.960,00 €	2,80 €	980,00 €
	Berlin	230	Wednesday	9,60 €	15.456,00 €	3,80 €	6.118,00 €	1,90 €	3.059,00 €
Exclusive-Net	Exclusive DIN A0*	150	Wednesday	—	—	5,40 €	5.670,00 €	—	—
	Exclusive 4/1*	100	Monday	11,10 €	7.770,00 €	—	—	—	—

Single Placements

Media	Format	Booking period	Price exkl. Production	Unit
Floor Graphics	from 1 m ² **	from 4 weeks	167,00 €	per foil/4 weeks
Floor Graphics (Premium Stations)			334,00 €	
Promotion	1 location	½ day (5 hours)	300,00 €	per ½ day with max. 3 promoter and counter up to 1 m ²
		1 day (10 hours)	600,00 €	per day with max. 3 promoter and counter up to 1 m ²
Promotion (Premium Stations)		½ day (5 hours)	600,00 €	per ½ day with max. 3 promoter and counter up to 1 m ²
		1 day (10 hours)	1.200,00 €	per day with max. 3 promoter and counter up to 1 m ²
XXL-Promotion (U-Bahn Station Alexanderplatz)	35 m ²	1 day	1.900,00 €	per day
	70 m ²		3.800,00 €	

State: 01.09.2023

All prices in Euro plus VAT. | Unless otherwise stated, the same prices apply for DIN formats in vertical and horizontal directions.

Premium stations are locations in high demand. Viewable at www.draussenwerber.de

*Primetime rate: week 46-51 (+10 %)

**Standard formats are DIN A0, 4/1 and banners (180 x 56 cm). We offer other formats individually. Production only via DDW.

DIE DRAUSSENWERBER GmbH | An der Spreeschanze 6 | 13599 Berlin | Tel. (030) 33 8 99 – 5050 | vertrieb@draussenwerber.de | www.draussenwerber.de

DIE DRAUSSENWERBER GmbH

Prices 2024 Long-term Advertising U-Bahn Stations & Streets



U-Bahn Stations

Media	Format	Booking period	Price exkl. production	Unit
Metro Billboards	location dependent	from 1 year	579,00 €	per surface/month
Metro Billboards (Premium Stations)			779,00 €	
Poster Displays (unlit)	from 1 m ²	from 1 year	98,00 €	per m ² /month
Poster Displays (backlit)			130,00 €	
Poster Displays (Premium Stations unlit)			196,00 €	
Poster Displays (Premium Stations backlit)			260,00 €	
Poster Display Headers	160 x 35 cm (per side)	from 1 year	219,00 €	per banner/month
Staircases	up to 1 meter	from 1 year	31,00 €	per meter/month
	each additional meter		15,00 €	
Staircases (Premium Stations)	up to 1 meter		62,00 €	
	each additional meter		30,00 €	
(U5) Straße Alt-Biesdorf	from 8,0 x 0,8 m	from 1 month	105,00 €	per meter/month
Bridge Banners (U5) Elsterwerdaer Platz			105,00 €	
(U1) Warschauer Straße			118,00 €	

Streets & Sidewalks

Media	Format	Booking period	Price exkl. production	Unit
City Light Front	107,5 × 176 cm	from 1 year	215,00 €	per surface/month
CLP	118,5 × 175 cm	from 1 year	479,00 €	per surface/month

State: 01.09.2023

All prices in Euro plus VAT. | Unless otherwise stated, the same prices apply for DIN formats in vertical and horizontal directions.

Premium stations are locations in high demand. Viewable at www.draussenwerber.de

DIE DRAUSSENWERBER GmbH | An der Spreeschanze 6 | 13599 Berlin | Tel. (030) 33 8 99 – 5050 | vertrieb@draussenwerber.de | www.draussenwerber.de