

**DIE  
DRAUSSEN  
WERBER**

**Pank-  
straße**

**Höffner**

**Prices  
2010**

**Permanent &  
Information  
Advertising**



# Ads at underground stations

## Information areas

Per m <sup>2</sup> each month or A0 area		
Illuminated	90,00	
Non-illuminated	70,00	
Cross-track areas	per month/m <sup>2</sup>	
Areas/underground station		
Non-illuminated	1	50,00
	2	40,00
	3-4	30,00
	5 upwards	20,00

\* Possible areas according to site lists ([www.draussenwerber.de](http://www.draussenwerber.de)).  
 Information areas: lamination EUR 25.00 per m2  
 Cross-track areas: lamination + hanging/removal per area, EUR 150.00  
 Booking period: at least 1 year



## Steps

Only for complete set	per month
Each step	from 15.00

Hanging/removal - EUR 20.00 for each per step  
 Must be produced through DIE DRAUSSENWERBER.  
 Booking period: at least 3 months.



## Floor graphics

Format examples	Media/month	Production/month	Total/month
180 cm x 120 cm	240,00	140,00	380,00
150 cm x 120 cm	200,00	140,00	340,00
120 cm x 120 cm	170,00	125,00	295,00
180 cm x 56 cm	120,00	115,00	235,00
120 cm x 40 cm	90,00	95,00	185,00

Any shape for size is possible within the specified dimensions.  
 Costs may differ if format is not rectangular.



# So that Berlin knows what's going on!

## Promotions (underground stations, means of transport)

For each site/hour	
For each site with max. 3 promoters	39,00
Each additional promoter	18,00

Advertisers must provide personnel, stand, materials etc.  
 Discount for at least 50 promotions per year.  
 Booking period: at least 8 hours



## Ads in underground trains, buses and trams



Format	Means of transport	Booking period	Per area/month	Hanging/removal, change for each area
Side windows	Underground, bus, tram	1 month (at least 50 areas)	8,75	5,00
Side strips	Underground		4,25	
Side walls	Underground, tram		7,75	
Front	Underground, bus		9,25	
Floor graphics up to 0.7 m	Underground, tram	3 months	31,50	25,00
Floor graphics 0.7 - 1.00 m			41,50	

# Ads along roads



## Ad columns

Sites	Format/area	Per area/month
Kurfurstendamm*	54,5 × 22,5 cm	50,00
Karl-Marx-Allee	107,5 × 176 cm	59,00

\*Set fee for printing costs: EUR 50.00 / year  
Booking period: at least 1 year

## Flags

On flag poles	Per flag/month
Tegel (18)	70,00
Wittenbergplatz (12)	150,00

Hanging/removal: EUR 12.50 per flag for each  
Booking period: at least 1 month.

On lampposts (40 x 80 cm)	Per flag/day
Up to 25	15,00
Up to 50	12,00
Up to 100	10,00
101 upwards	8,00

Prices include all materials, production, hanging, hiring and permit costs.  
Booking period: at least 7 days up to max. 21 days

## Bridge banners (underground)

Format	pro Monat
Per metre	from 65.00

Hanging/removal EUR 140.00 each per banner  
Minimum order: 8 m  
Booking period: at least 1 month

## Pillar base

Format	Per month
A1 landscape	30,00

Max. order size: 4 x A1 landscape  
Booking period: at least 1 year.

# Special offer\*

Book 2 illuminated lamppost signs for 2 years for **222.00 a month** and save 864.00 overall!



## Lamppost signs

60 x 80 cm	Illuminated	Non-illuminated
Contract term	Per month	Per month
1 year	from 129,00	from 69,00
3 year	from 116,00	from 62,00
5 year	from 110,00	from 59,00

One-off permit costs EUR 25.00 per site.  
Lamination costs for illuminated signs, EUR 25.00 per site  
Additional fee for top sites EUR 10.00/month/site  
(List of sites at [www.draussenwerber.de](http://www.draussenwerber.de))  
Booking period: at least 1 year  
\*Applies to each customer when signing a two-year contract for at least two new sites with illuminated signs.

## Permanent ads at bus/tram shelters

Format	Per month
A00	190,00

Booking period: at least 1 year

## General Information

All prices are in euros; please add the legal rate of VAT.

Only media costs can be reduced by 15% for advertising agencies (except for promotions).

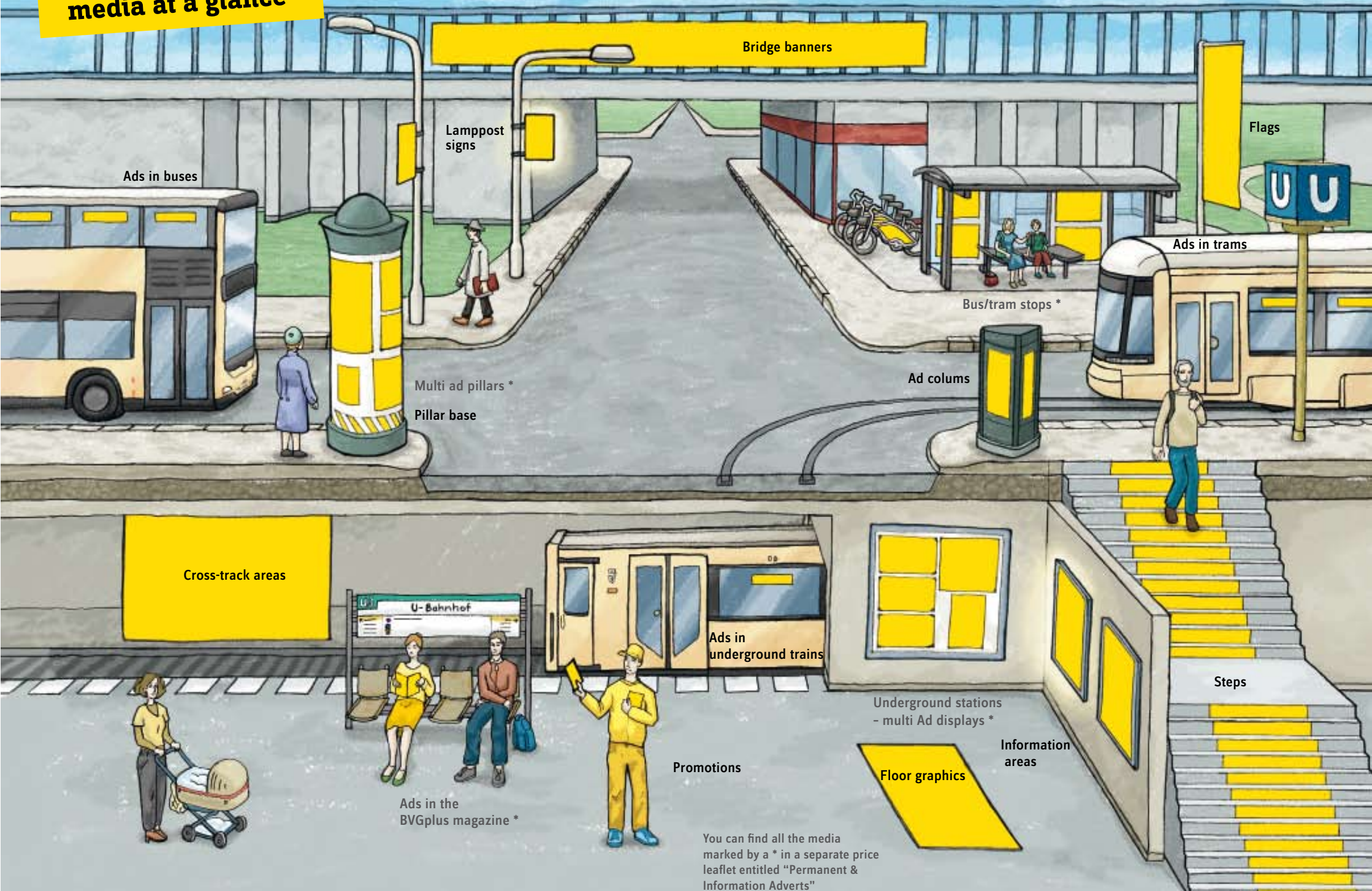
20% surcharge if the specified booking period is reduced.

Some media can only be booked if special site conditions are taken into account and may demand additional costs for producing the advertising materials and/or permits according to public law.

Subject to changes or different individual arrangements.

The General Terms & Conditions of DIE DRAUSSENWERBER GmbH and the Special Rules for Permanent and Information Advertising and Interior Advertising apply.

# All the different media at a glance



Bridge banners

Lamppost signs

Flags

Ads in buses

Ads in trams

Bus/tram stops \*

Ad columns

Multi ad pillars \*

Pillar base

Cross-track areas

Ads in underground trains

Steps

Underground stations - multi Ad displays \*

Information areas

Promotions

Floor graphics

Ads in the BVGplus magazine \*

You can find all the media marked by a \* in a separate price leaflet entitled "Permanent & Information Adverts"

Company headquarters in Spandau



## A warm welcome!

We invite you to come and see us. Call in and discover for yourself the quality of all our products, special forms of advertising and innovations.

We are more than happy to come to your business premises and advise you.

## Contact details for you

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Local media from 