

DIE DRAUSSEN WERBER

immowelt.de
Genau wie Sie

Ihr Zuhause.
immowelt.de
Jetzt finden.

THE KING OF POP!
THRILLER

DIE GEFIEIRTE ORIGINAL-SHOW
VOM LONDONER WEST END!

05. - 17.01.
ADMIRALSPALAST BERLIN

www.admiralpalastberlin.de
Tel. 030 57 134 99 - 222 22 31 20 00

**Prices
2010**

**Promotional
Advertising**



Promotional Advertising

So that Berlin knows what's going on!



Multi Ad Pillars

Networks	Number of pillars	Posting day	4xA1 (portrait/landscape)		A0 (portrait/landscape)		A1 (portrait/landscape)	
			space/day	network/week	space/day	network/week	space/day	network/week
Berlin	290 per network	Friday	2,60	5.278,00	1,30	2.639,00	0,80	1.624,00
City centre	220 per network	Monday	3,30	5.082,00	1,70	2.618,00	1,00	1.540,00
Scene	270	Wednesday	3,40	6.426,00	1,80	3.402,00	1,10	2.079,00
Culture	30	Monday	10,00	2.100,00	5,00	1.050,00	2,50	525,00



Bus/tram shelters

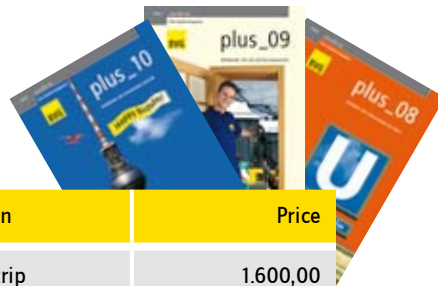
Networks	Number of shelters	Posting day	A0 (portrait)		A0 (landscape)		A1 (portrait/landscape)	
			space/day	network/week	space/day	network/week	space/day	network/week
Berlin	320 per network	Monday	3,00	6.720,00	2,00	4.480,00	1,00	2.240,00
Regional (north, east, south, west)	160 per network	Monday	3,00	3.360,00	2,00	2.240,00	1,00	1.120,00



Underground stations - Multi Ad Displays

Networks	Number of display cases	Posting day	A0 (portrait/landscape)		A1 (portrait/landscape)	
			space/day	network/week	space/day	network/week
Berlin	300	Tuesday	1,70	3.570,00	1,00	2.100,00
City centre	150 per network	Monday	2,10	2.205,00	1,20	1.260,00
Regional (north, east, south, west)	100 per network	Friday	1,70	1.190,00	1,00	700,00

Promotional Advertising



Ads in the BVGplus magazine (print run: 400,000)

Format	Price	Position	Price
1/4 page	950,00	Title strip	1.600,00
1/2 page	1.520,00	Inside cover (front)	3.720,00
1/1 page	2.830,00	Inside cover (rear)	3.250,00
2/1 page	5.420,00	Back cover	4.500,00

The BVG customer magazine with a monthly print run of 400,000 is distributed at Berlin underground stations and in underground trains, buses and trams. You can find other advertising formats, prices and information in the BVGplus media data at www.draussenwerber.de under the heading "Preise & Downloads".

General Information

All prices are in euros; please add the legal rate of VAT.
All prices can be reduced by 15% for advertising agencies.
Subject to changes or different individual arrangements.
The General Terms & Conditions of DIE DRAUSSENWERBER GmbH apply.GmbH.
Placard stickers: 1.00 each
Minimum reservation: 7 days
The number of advertisement areas quoted here are subject to change at the last minute. Quotations and the confirmation of orders are provided taking into account the number of items at this time.
Daily change possible if administration costs are covered.
Posters must be supplied 10 days before they are displayed, including 10% extra quantity
Posters may be delivered on weekdays between 6.30 a.m. and 3.30 p.m.
The invoice must be settled two working days before the display period.

For new customers

Combi-package I - 260 ads

-5% discount

Format	Bus/tram stop shelter (regional, 160)	Underground (regional, 100)	List price	Package price
A1 portrait	1.120,00	700,00	1.820,00	1.720,00
A0 portrait	3.360,00	1.190,00	4.550,00	4.320,00

Combi-package II - 590 ads

-10% discount

Format	Pillar (Berlin, 290)	Underground (Berlin, 300)	List price	Package price
A1 portrait	1.624,00	2.100,00	3.724,00	3.350,00
A0 portrait	2.639,00	3.570,00	6.209,00	5.580,00

Combi-package III - 620 ads

-10% discount

Format	Bus/tram shelter (Berlin, 320)	Underground (Berlin, 300)	List price	Package price
A1 portrait	2.240,00	2.100,00	4.340,00	3.900,00
A0 portrait	6.720,00	3.570,00	10.290,00	9.260,00

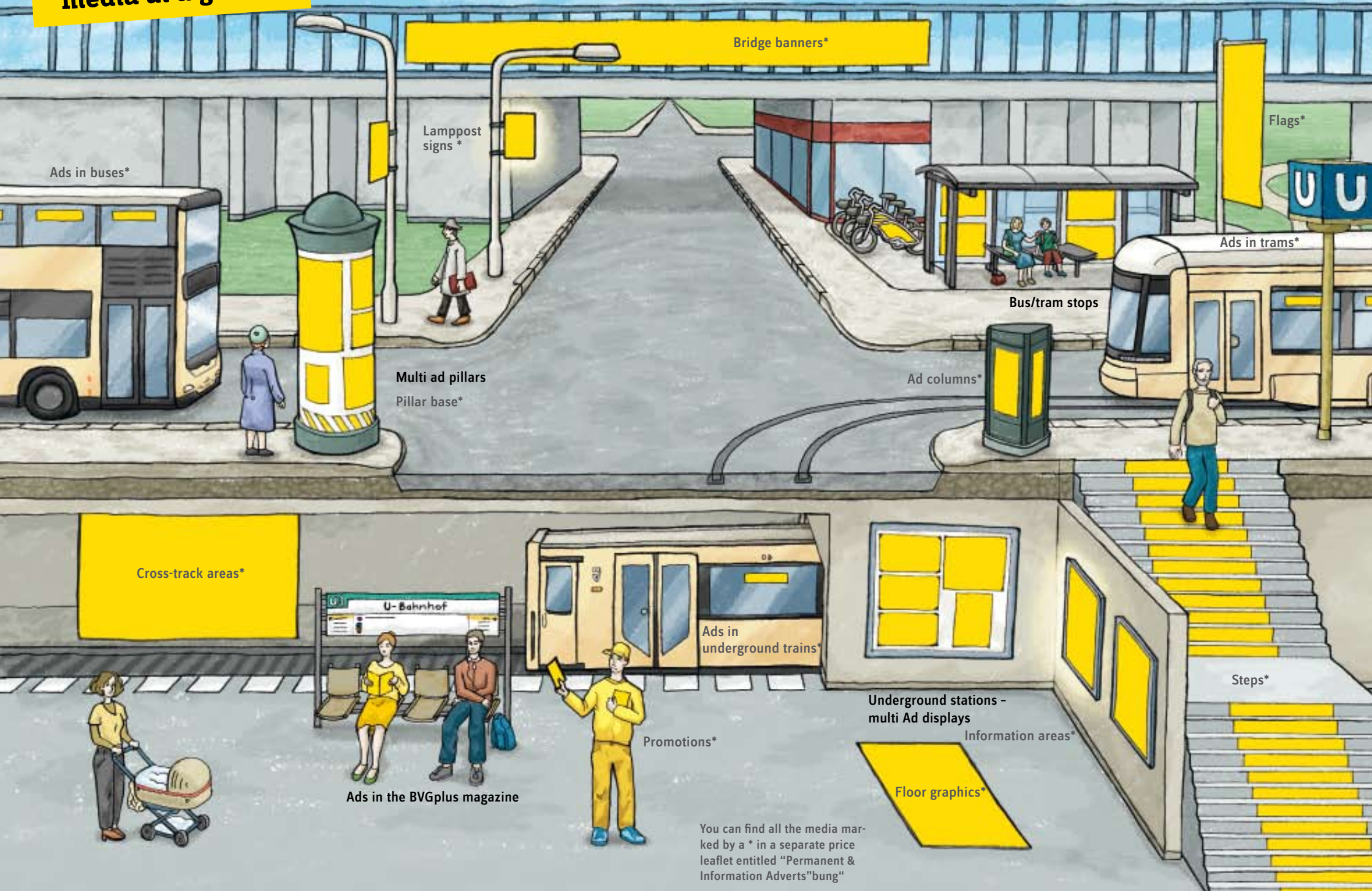
Combi-package IV - 910 ads

-15% discount

Format	Pillar (Berlin, 290)	Bus/tram shelter (Berlin, 320)	Underground (Berlin, 300)	List price	Package price
A1 portrait	1.624,00	2.240,00	2.100,00	5.964,00	5.060,00
A0 portrait	2.639,00	6.720,00	3.570,00	12.929,00	10.980,00

Only for customers that have not booked any outdoor ads with DRAUSSENWERBER during the last two years. Cannot be combined with any other special offers or discounts.

All the different media at a glance



Ads in buses*

Bridge banners*

Lamppost signs *

Flags*

Ads in trams*

Bus/tram stops

Multi ad pillars
Pillar base*

Ad columns*

Cross-track areas*

Ads in underground trains*

Steps*

Ads in the BVGplus magazine

Promotions*

Underground stations - multi Ad displays

Information areas*

Floor graphics*

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

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

Johannes Drastik
Head of Outdoor Advertising Sales
Tel. (030) 33 8 99-50 05
drastik@draussenwerber.de

Ilona Schröter
Sales
Tel. (030) 33 8 99-50 02
schroeter@draussenwerber.de

Liane Weck
Sales
Tel. (030) 33 8 99-50 04
weck@draussenwerber.de

Birgit Matzdorf
Sales
Tel. (030) 33 8 99-50 01
matzdorf@draussenwerber.de

Melek Karabiber
Sales
Tel. (030) 33 8 99-50 03
karabiber@draussenwerber.de

Matthias Wölk
Sales
Tel. (030) 33 8 99-50 37
woelk@draussenwerber.de

Eric Walther
Sales
Tel. (030) 33 8 99-50 36
walther@draussenwerber.de

Birgit Fuchs
Sales
Tel. (030) 33 8 99-50 35
fuchs@draussenwerber.de

Miran Deger
Sales
Tel. (030) 33 8 99-50 40
deger@draussenwerber.de

Local media from  **Wall**

DIE DRAUSSENWERBER GmbH
An der Spreeschanze 6
13599 Berlin

Tel. (030) 33 8 99-50 50
Fax (030) 33 8 99-50 30
info@draussenwerber.de
www.draussenwerber.de