

DIE DRAUSSENWERBER GmbH  
 Prices 2019 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, East, South, West)	each 110	Friday	7,90 €	6.083,00 €	2,90 €	2.233,00 €	1,45 €	1.116,50 €
	City*	150	Monday	9,90 €	10.395,00 €	3,60 €	3.780,00 €	1,80 €	1.890,00 €
	Berlin	300	Wednesday	7,50 €	15.750,00 €	2,80 €	5.880,00 €	1,40 €	2.940,00 €
Poster Frames	Exclusive DIN A0*	150	Wednesday	—	—	4,50 €	4.725,00 €	—	—
	Exclusive 4/1*	100	Monday	9,00 €	6.300,00 €	—	—	—	—

Single Placements

Media	Format	Booking period	Price exkl. Production	Unit
Floor Graphics	from 1 m <sup>2</sup> **	from 4 weeks	152,00 €	per foil/4 weeks
Floor Graphics (Premium Stations)			304,00 €	
Promotion***	1 location	½ day (5 hours)	275,00 €	per ½ day with max. 3 promoter and counter up to 1 m <sup>2</sup>
		1 day (10 hours)	550,00 €	per day with max. 3 promoter and counter up to 1 m <sup>2</sup>
Promotion (Premium Stations)		½ day (5 hours)	550,00 €	per ½ day with max. 3 promoter and counter up to 1 m <sup>2</sup>
		1 day (10 hours)	1.100,00 €	per day with max. 3 promoter and counter up to 1 m <sup>2</sup>
XXL-Promotion (U-Bahn Station Alexanderplatz)	35 m <sup>2</sup>	1 day	1.500,00 €	per day
	70 m <sup>2</sup>		2.500,00 €	

State: 11.10.2018

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](http://www.draussenwerber.de)

\*Primetime rate: week 46–52 (+10 %)

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

\*\*\*Media also available at Central Bus Station (ZOB)

DIE DRAUSSENWERBER GmbH | An der Spreeschanze 6 | 13599 Berlin | Tel. (030) 33 8 99 – 5050 | Fax (030) 33 8 99 – 5030 | [vertrieb@draussenwerber.de](mailto:vertrieb@draussenwerber.de) | [www.draussenwerber.de](http://www.draussenwerber.de)

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**Prices 2019 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	529,00 €	per surface/month
Metro Billboards (Premium Stations)			729,00 €	
Poster Displays (unlit)	from 1 m <sup>2</sup>	from 1 year	89,00 €	per m <sup>2</sup> /month
Poster Displays (backlit)			115,00 €	
Poster Displays (Premium Stations unlit)			178,00 €	
Poster Displays (Premium Stations backlit)			230,00 €	
Poster Display Headers	160 x 35 cm (per side)	from 1 year	199,00 €	per banner/month
Staircases	up to 1 meter	from 1 year	27,00 €	per meter/month
	each additional meter		11,00 €	
Staircases (Premium Stations)	up to 1 meter		54,00 €	
	each additional meter		22,00 €	
(U5) Straße Alt-Biesdorf	from 8,0 x 0,8 m	from 1 month	95,00 €	per meter/month
(U5) Elsterwerdaer Platz			95,00 €	
Bridge Banners (U6) Seidelstraße			95,00 €	
(U6) Holzhauser Straße			99,00 €	
(U1) Warschauer Straße			105,00 €	

**Streets & Sidewalks**

Media	Format	Booking period	Price exkl. production	Unit
Power Boxes of the BVG	location-dependent	from 1 year	199,00 €	per location/month
Power Boxes of the BVG (Premium Stations)	location-dependent	from 1 year	399,00 €	per location/month
Central Bus Station – Poster Displays (unlit)	from 1 m <sup>2</sup>	from 1 year	89,00 €	per m <sup>2</sup> /month
Central Bus Station – Staircases	up to 1 meter	from 1 year	27,00 €	per meter/month
	each additional meter		11,00 €	
Central Bus Station – Poster Frames	DIN A0 (high)	from 1 year	89,00 €	per surface/month
Central Bus Station – Window Decals	from 1 m <sup>2</sup>	from 1 year	135,00 €	per m <sup>2</sup> /month

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