

DIE DRAUSSENWERBER GmbH

Prices 2021 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 105	Friday	8,30 €	6.100,50 €	3,20 €	2.352,00 €	1,60 €	1.176,00 €
	City*	145	Monday	10,30 €	10.454,50 €	4,00 €	4.060,00 €	2,00 €	2.030,00 €
	Berlin	290	Wednesday	7,90 €	16.037,00 €	3,10 €	6.293,00 €	1,55 €	3.146,50 €
Exclusive-Net	Exclusive DIN A0*	150	Wednesday	—	—	4,70 €	4.935,00 €	—	—
	Exclusive 4/1*	100	Monday	9,40 €	6.580,00 €	—	—	—	—

Single Placements

Media	Format	Booking period	Price exkl. Production	Unit
Floor Graphics	from 1 m ² **	from 4 weeks	159,00 €	per foil/4 weeks
Floor Graphics (Premium Stations)			318,00 €	
Promotion***	1 location	½ day (5 hours)	285,00 €	per ½ day with max. 3 promoter and counter up to 1 m ²
		1 day (10 hours)	570,00 €	per day with max. 3 promoter and counter up to 1 m ²
Promotion (Premium Stations)		½ day (5 hours)	570,00 €	per ½ day with max. 3 promoter and counter up to 1 m ²
		1 day (10 hours)	1.140,00 €	per day with max. 3 promoter and counter up to 1 m ²
XXL-Promotion (U-Bahn Station Alexanderplatz)	35 m ²	1 day	1.600,00 €	per day
	70 m ²		3.200,00 €	

State: 02.09.2020

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

*Primetype rate: week 45-51 (+10 %)

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

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Prices 2021 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	559,00 €	per surface/month
Metro Billboards (Premium Stations)			759,00 €	
Poster Displays (unlit)	from 1 m ²	from 1 year	94,00 €	per m ² /month
Poster Displays (backlit)			121,00 €	
Poster Displays (Premium Stations unlit)			188,00 €	
Poster Displays (Premium Stations backlit)			242,00 €	
Poster Display Headers	160 x 35 cm (per side)	from 1 year	209,00 €	per banner/month
Staircases	up to 1 meter	from 1 year	28,00 €	per meter/month
	each additional meter		12,00 €	
Staircases (Premium Stations)	up to 1 meter		56,00 €	
	each additional meter		24,00 €	
(U5) Straße Alt-Biesdorf	from 8,0 x 0,8 m	from 1 month	99,00 €	per meter/month
(U5) Elsterwerdaer Platz			99,00 €	
Bridge Banners (U6) Seidelstraße			99,00 €	
(U6) Holzhauser Straße			102,00 €	
(U1) Warschauer Straße			112,00 €	

Streets & Sidewalks

Media	Format	Booking period	Price exkl. production	Unit
CLP	118,5 x 175 cm	from 1 year	429,00 €	per surface/month

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