

# DIE DRAUSSENWERBER GmbH

## Prices 2022 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	8,70 €	6.394,50 €	3,40 €	2.499,00 €	1,70 €	1.249,50 €
	City*	140	Monday	10,70 €	10.486,00 €	4,20 €	4.116,00 €	2,10 €	2.058,00 €
	Berlin	290	Wednesday	8,30 €	16.849,00 €	3,30 €	6.699,00 €	1,65 €	3.349,50 €
Exclusive-Net	Exclusive DIN A0*	150	Wednesday	—	—	4,90 €	5.145,00 €	—	—
	Exclusive 4/1*	100	Monday	9,80 €	6.860,00 €	—	—	—	—

### Single Placements

Media	Format	Booking period	Price exkl. Production	Unit
Floor Graphics	from 1 m <sup>2</sup> **	from 4 weeks	162,00 €	per foil/4 weeks
Floor Graphics (Premium Stations)			324,00 €	
Promotion***	1 location	½ day (5 hours)	290,00 €	per ½ day with max. 3 promoter and counter up to 1 m <sup>2</sup>
		1 day (10 hours)	580,00 €	per day with max. 3 promoter and counter up to 1 m <sup>2</sup>
Promotion (Premium Stations)		½ day (5 hours)	580,00 €	per ½ day with max. 3 promoter and counter up to 1 m <sup>2</sup>
		1 day (10 hours)	1.160,00 €	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	1.700,00 €	per day
	70 m <sup>2</sup>		3.400,00 €	

State: 23.09.2021

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 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 2022 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	569,00 €	per surface/month
Metro Billboards (Premium Stations)			769,00 €	
Poster Displays (unlit)	from 1 m <sup>2</sup>	from 1 year	96,00 €	per m <sup>2</sup> /month
Poster Displays (backlit)			123,00 €	
Poster Displays (Premium Stations unlit)			192,00 €	
Poster Displays (Premium Stations backlit)			246,00 €	
Poster Display Headers	160 x 35 cm (per side)	from 1 year	215,00 €	per banner/month
Staircases	up to 1 meter	from 1 year	30,00 €	per meter/month
	each additional meter		14,00 €	
Staircases (Premium Stations)	up to 1 meter		60,00 €	
	each additional meter		28,00 €	
(U5) Straße Alt-Biesdorf	from 8,0 x 0,8 m	from 1 month	102,00 €	per meter/month
(U5) Elsterwerdaer Platz			102,00 €	
Bridge Banners (U6) Seidelstraße			102,00 €	
(U6) Holzhauser Straße			105,00 €	
(U1) Warschauer Straße			115,00 €	

Streets & Sidewalks

Media	Format	Booking period	Price exkl. production	Unit
City Light Front	107,5 x 176 cm	from 1 year	199,00 €	per surface/month
CLP	118,5 x 175 cm	from 1 year	459,00 €	per surface/month

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