

DIE DRAUSSENWERBER GmbH
 Prices 2025 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 or East) | each 75 | Friday | 10,20 € | 5.355,00 € | 4,00 € | 2.100,00 € | 2,00 € | 1.050,00 € |
| | District (South or West) | each 120 | Friday | 10,20 € | 8.568,00 € | 4,00 € | 3.360,00 € | 2,00 € | 1.680,00 € |
| | City* | 145 | Monday | 12,20 € | 12.383,00 € | 4,90 € | 4.973,50 € | 2,40 € | 2.436,00 € |
| | Scene* | 50 | Wednesday | 12,20 € | 4.270,00 € | 5,70 € | 1.995,00 € | 2,85 € | 997,50 € |
| | Berlin | 230 | Wednesday | 9,80 € | 15.778,00 € | 3,90 € | 6.279,00 € | 1,95 € | 3.139,50 € |
| Exclusive-Net | Exclusive DIN A0* | 150 | Wednesday | — | — | 5,50 € | 5.775,00 € | — | — |
| | Exclusive 4/1* | 100 | Monday | 11,30 € | 7.910,00 € | — | — | — | — |

Single Placements

| Media | Format | Booking period | Price exkl. Production | Unit |
|---|--------------------------|------------------|------------------------|---|
| Floor Graphics | from 1 m ² ** | from 4 weeks | 169,00 € | per foil/4 weeks |
| Floor Graphics (Premium Stations) | | | 338,00 € | |
| Promotion | 1 location | ½ day (5 hours) | 310,00 € | per ½ day with max. 3 promoter and counter up to 1 m ² |
| | | 1 day (10 hours) | 620,00 € | per day with max. 3 promoter and counter up to 1 m ² |
| Promotion (Premium Stations) | | ½ day (5 hours) | 620,00 € | per ½ day with max. 3 promoter and counter up to 1 m ² |
| | | 1 day (10 hours) | 1.240,00 € | per day with max. 3 promoter and counter up to 1 m ² |
| XXL-Promotion (U-Bahn Station Alexanderplatz) | 35 m ² | 1 day | 1.920,00 € | per day |
| | 70 m ² | | 3.840,00 € | |

State: 11.07.2024

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

*Primetime rate: week 46-51 (+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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DIE DRAUSSENWERBER GmbH
 Prices 2025 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 | 589,00 € | per surface/month |
| Metro Billboards (Premium Stations) | | | 789,00 € | |
| Poster Displays (unlit) | from 1 m ² | from 1 year | 100,00 € | per m ² /month |
| Poster Displays (backlit) | | | 135,00 € | |
| Poster Displays (Premium Stations unlit) | | | 200,00 € | |
| Poster Displays (Premium Stations backlit) | | | 270,00 € | |
| Poster Display Headers | 160 x 35 cm (per side) | from 1 year | 225,00 € | per banner/month |
| Staircases | up to 1 meter | from 1 year | 32,00 € | per meter/month |
| | each additional meter | | 15,00 € | |
| Staircases (Premium Stations) | up to 1 meter | | 64,00 € | |
| | each additional meter | | 30,00 € | |
| (U5) Straße Alt-Biesdorf | from 8,0 x 0,8 m | from 1 month | 108,00 € | per meter/month |
| Bridge Banners (U5) Elsterwerdaer Platz | | | 108,00 € | |
| (U1) Warschauer Straße | | | 120,00 € | |

Streets & Sidewalks

| Media | Format | Booking period | Price exkl. production | Unit |
|------------------|----------------|----------------|---------------------------|-------------------|
| City Light Front | 107,5 x 176 cm | from 1 year | 229,00 € | per surface/month |
| CLP | 118,5 x 175 cm | from 1 year | 499,00 € | per surface/month |

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