

# DIE DRAUSSENWERBER GmbH

## Prices 2027 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      | 10,60 €          | 5.565,00 €   | 4,20 €           | 2.205,00 €   | 2,10 €           | 1.102,50 €   |
|                 | District (South or West) | each 120          | Friday      | 10,60 €          | 8.904,00 €   | 4,20 €           | 3.528,00 €   | 2,10 €           | 1.764,00 €   |
|                 | City*                    | 145               | Monday      | 12,60 €          | 12.789,00 €  | 5,00 €           | 5.075,00 €   | 2,50 €           | 2.537,50 €   |
|                 | Scene*                   | 50                | Wednesday   | 12,60 €          | 4.410,00 €   | 5,90 €           | 2.065,00 €   | 2,95 €           | 1.032,50 €   |
|                 | Berlin                   | 230               | Wednesday   | 10,20 €          | 16.422,00 €  | 4,10 €           | 6.601,00 €   | 2,05 €           | 3.300,50 €   |
| Exclusive-Net   | Exclusive DIN A0*        | 150               | Wednesday   | —                | —            | 5,70 €           | 5.985,00 €   | —                | —            |
|                 | Exclusive 4/1*           | 100               | Monday      | 11,70 €          | 8.190,00 €   | —                | —            | —                | —            |

### Single Placements

| Media                                         | Format      | Booking period   | Price<br>exkl. Production | Unit                                                     |
|-----------------------------------------------|-------------|------------------|---------------------------|----------------------------------------------------------|
| Floor Graphics                                | from 1 m²** | from 4 weeks     | 177,00 €                  | per foil/4 weeks                                         |
| Floor Graphics (Premium Stations)             |             |                  | 354,00 €                  |                                                          |
| Promotion                                     | 1 location  | ½ day (5 hours)  | 330,00 €                  | per ½ day with<br>max. 3 promoter and counter up to 1 m² |
|                                               |             | 1 day (10 hours) | 660,00 €                  | per day with<br>max. 3 promoter and counter up to 1 m²   |
| Promotion (Premium Stations)                  |             | ½ day (5 hours)  | 660,00 €                  | per ½ day with<br>max. 3 promoter and counter up to 1 m² |
|                                               |             | 1 day (10 hours) | 1.320,00 €                | per day with<br>max. 3 promoter and counter up to 1 m²   |
| XXL-Promotion (U-Bahn Station Alexanderplatz) | 35 m²       | 1 day            | 2.010,00 €                | per day                                                  |
|                                               | 70 m²       |                  | 4.020,00 €                |                                                          |

State: 10.08.2026

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 46-51 (+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 2027 Long-term Advertising U-Bahn Stations & Streets



## U-Bahn Stations

| Media                                      | Format                 | Booking period | Price<br>exkl. production | Unit                      |
|--------------------------------------------|------------------------|----------------|---------------------------|---------------------------|
| Metro Billboards                           | location dependent     | from 1 year    | 617,00 €                  | per surface/month         |
| Metro Billboards (Premium Stations)        |                        |                | 823,00 €                  |                           |
| Poster Displays (unlit)                    | from 1 m <sup>2</sup>  | from 1 year    | 105,00 €                  | per m <sup>2</sup> /month |
| Poster Displays (backlit)                  |                        |                | 144,00 €                  |                           |
| Poster Displays (Premium Stations unlit)   |                        |                | 210,00 €                  |                           |
| Poster Displays (Premium Stations backlit) |                        |                | 288,00 €                  |                           |
| Poster Display Headers                     | 160 x 35 cm (per side) | from 1 year    | 237,00 €                  | per banner/month          |
| Staircases                                 | up to 1 meter          | from 1 year    | 33,00 €                   | per meter/month           |
|                                            | each additional meter  |                | 17,00 €                   |                           |
| Staircases (Premium Stations)              | up to 1 meter          |                | 66,00 €                   |                           |
|                                            | each additional meter  |                | 34,00 €                   |                           |
| (U5) Straße Alt-Biesdorf                   | from 8,0 x 0,8 m       | from 1 month   | 115,00 €                  | per meter/month           |
| Bridge Banners (U5) Elsterwerdaer Platz    |                        |                | 115,00 €                  |                           |
| (U1) Warschauer Straße                     |                        |                | 130,00 €                  |                           |

## Streets & Sidewalks

| Media | Format         | Booking period | Price<br>exkl. production | Unit              |
|-------|----------------|----------------|---------------------------|-------------------|
| CLP   | 118,5 x 175 cm | from 1 year    | 530,00 €                  | per surface/month |

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