

# DIE DRAUSSENWERBER GmbH

## Prices 2023 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 80	Friday	9,60 €	5.376,00 €	3,70 €	2.072,00 €	1,85 €	1.036,00 €
	District (South or West)	each 120	Friday	9,60 €	8.064,00 €	3,70 €	3.108,00 €	1,85 €	1.554,00 €
	City*	145	Monday	11,60 €	11.774,00 €	4,50 €	4.567,50 €	2,25 €	2.283,75 €
	Berlin	240	Wednesday	9,20 €	15.456,00 €	3,60 €	6.048,00 €	1,80 €	3.024,00 €
Exclusive-Net	Exclusive DIN A0*	150	Wednesday	—	—	5,20 €	5.460,00 €	—	—
	Exclusive 4/1*	100	Monday	10,70 €	7.490,00 €	—	—	—	—

### Single Placements

Media	Format	Booking period	Price exkl. Production	Unit
Floor Graphics	from 1 m <sup>2</sup> **	from 4 weeks	165,00 €	per foil/4 weeks
Floor Graphics (Premium Stations)			330,00 €	
Promotion	1 location	½ day (5 hours)	295,00 €	per ½ day with max. 3 promoter and counter up to 1 m <sup>2</sup>
		1 day (10 hours)	590,00 €	per day with max. 3 promoter and counter up to 1 m <sup>2</sup>
Promotion (Premium Stations)		½ day (5 hours)	590,00 €	per ½ day with max. 3 promoter and counter up to 1 m <sup>2</sup>
		1 day (10 hours)	1.180,00 €	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	1.800,00 €	per day
	70 m <sup>2</sup>		3.600,00 €	

State: 14.09.2022

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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DIE DRAUSSENWERBER GmbH  
 Prices 2023 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	579,00 €	per surface/month
Metro Billboards (Premium Stations)			779,00 €	
Poster Displays (unlit)	from 1 m <sup>2</sup>	from 1 year	98,00 €	per m <sup>2</sup> /month
Poster Displays (backlit)			130,00 €	
Poster Displays (Premium Stations unlit)			196,00 €	
Poster Displays (Premium Stations backlit)			260,00 €	
Poster Display Headers	160 x 35 cm (per side)	from 1 year	219,00 €	per banner/month
Staircases	up to 1 meter	from 1 year	31,00 €	per meter/month
	each additional meter		15,00 €	
Staircases (Premium Stations)	up to 1 meter		62,00 €	
	each additional meter		30,00 €	
(U5) Straße Alt-Biesdorf	from 8,0 x 0,8 m	from 1 month	105,00 €	per meter/month
(U5) Elsterwerdaer Platz			105,00 €	
Bridge Banners (U6) Seidelstraße			105,00 €	
(U6) Holzhauser Straße			108,00 €	
(U1) Warschauer Straße			118,00 €	

Streets & Sidewalks

Media	Format	Booking period	Price exkl. production	Unit
City Light Front	107,5 x 176 cm	from 1 year	215,00 €	per surface/month
CLP	118,5 x 175 cm	from 1 year	479,00 €	per surface/month

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