

DIE DRAUSSENWERBER GmbH
Prices 2026 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	10,40 €	5.460,00 €	4,10 €	2.152,50 €	2,05 €	1.076,25 €
	District (South or West)	each 120	Friday	10,40 €	8.736,00 €	4,10 €	3.444,00 €	2,05 €	1.722,00 €
	City*	145	Monday	12,40 €	12.586,00 €	4,90 €	4.973,50 €	2,45 €	2.486,75 €
	Scene*	50	Wednesday	12,40 €	4.340,00 €	5,80 €	2.030,00 €	2,90 €	1.015,00 €
	Berlin	230	Wednesday	10,00 €	16.100,00 €	4,00 €	6.440,00 €	2,00 €	3.220,00 €
Exclusive-Net	Exclusive DIN A0*	150	Wednesday	—	—	5,60 €	5.880,00 €	—	—
	Exclusive 4/1*	100	Monday	11,50 €	8.050,00 €	—	—	—	—

Single Placements

Media	Format	Booking period	Price exkl. Production	Unit
Floor Graphics	from 1 m²**	from 4 weeks	172,00 €	per foil/4 weeks
Floor Graphics (Premium Stations)			344,00 €	
Promotion	1 location	½ day (5 hours)	320,00 €	per ½ day with max. 3 promoter and counter up to 1 m²
		1 day (10 hours)	640,00 €	per day with max. 3 promoter and counter up to 1 m²
Promotion (Premium Stations)		½ day (5 hours)	640,00 €	per ½ day with max. 3 promoter and counter up to 1 m²
		1 day (10 hours)	1.280,00 €	per day with max. 3 promoter and counter up to 1 m²
XXL-Promotion (U-Bahn Station Alexanderplatz)	35 m²	1 day	1.950,00 €	per day
	70 m²		3.900,00 €	

State: 01.08.2025

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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Prices 2026 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	599,00 €	per surface/month
Metro Billboards (Premium Stations)			799,00 €	
Poster Displays (unlit)	from 1 m ²	from 1 year	102,00 €	per m ² /month
Poster Displays (backlit)			140,00 €	
Poster Displays (Premium Stations unlit)			204,00 €	
Poster Displays (Premium Stations backlit)			280,00 €	
Poster Display Headers	160 x 35 cm (per side)	from 1 year	230,00 €	per banner/month
Staircases	up to 1 meter	from 1 year	32,00 €	per meter/month
	each additional meter		16,00 €	
Staircases (Premium Stations)	up to 1 meter		64,00 €	
	each additional meter		32,00 €	
(U5) Straße Alt-Biesdorf	from 8,0 x 0,8 m	from 1 month	110,00 €	per meter/month
Bridge Banners (U5) Elsterwerdaer Platz			110,00 €	
(U1) Warschauer Straße			125,00 €	

Streets & Sidewalks

Media	Format	Booking period	Price exkl. production	Unit
City Light Front	107,5 x 176 cm	from 1 year	239,00 €	per surface/month
CLP	118,5 x 175 cm	from 1 year	510,00 €	per surface/month

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