



## PUBLIC BUILDINGS



Campaign media . Event

### Mobile Promotion Station



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As part of mobile promotion, advertisers distribute flyers, coupons, and giveaways at train stations across the country. This kind of direct marketing provides customers with information on special offers in close proximity to stores and shopping centers. Sample product giveaways and advertisers' interactions with potential customers are especially effective for creating interest during product launches, promotions, and show openings. The high foot traffic in train stations and an average visitor stay of 20 minutes are a quick, sure-fire recipe to ensure the success of a product advertising.

#### Technical Information/Formats

Allocation of sites at train stations of Deutsche Bahn AG and in subway and rapid-transit stations in Munich, Hamburg, Stuttgart and Frankfurt/Main for the use of advertising teams

#### Booking Period

Least duration 1 day

#### Booking Details

Prices are valid for the use of advertising teams (excluding personnel costs and advertising set-up)



### Preisinformation

Mobile Promotion Station per location and number of promoter	PRICE*/DAY				
	one promoter	team of two promoter	team of three promoter	team of four promoter	from 4p team each additional
top-train stations	350.00 €	600.00 €	800.00 €	900.00 €	100.00 €
subway/rapid-transit hotspots and intercity railways in cities > 450,000 inhabitants	250.00 €	430.00 €	590.00 €	700.00 €	70.00 €
subway/rapid-transit and other railway stations in cities > 450,000 inhabitants	180.00 €	290.00 €	390.00 €	450.00 €	50.00 €
intercity railways in cities > 100,000 inhabitants	190.00 €	300.00 €	410.00 €	490.00 €	50.00 €
other railway stations	130.00 €	210.00 €	280.00 €	340.00 €	50.00 €

Offer conditions:

Further information: [www.stroeer.de](http://www.stroeer.de)

\*Gross per day and location. All information without guarantee. All prices stated are in euros and exclusive of sales tax. The minimum order value amounts is EUR 500 net per order.

The media price is valid for the mobile use of promotional teams without structures and without personnel costs for one day. To measure times 10 % price premium. Approval is subject to the consent of DB AG or the respective owner.

The "Event Media General Terms and Conditions" and the "Notes on Executing Promotional Activities" apply. Promotional opportunities in selected train stations are listed in the sales document "City and Station Promotion". Once approval has been given for a mobile promotional area in a train station, it is no longer possible to cancel the order. The prices stated are to be paid once approval has been given, irrespective of whether the approved date is actually used.

The current valid prices and sales documents are available at [www.stroeer.de](http://www.stroeer.de).