



## PUBLIC ROADS



Campaign media . Poster  
**City-Light-Poster**



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### City-Light-Poster

In the heart of the city, at the bus stop, in front of the shopping centre, in the pedestrian zone, or in front of the multi-storey car park – City-Light posters ensure direct advertising impact. Their high-quality character gives every advertisement a special quality appeal, underlines the premium character of brands and products and creates a positive image transfer. The network of posters, which can be booked by the week, guarantees a comprehensive presence in urban areas and increases awareness of the product being advertised. In situations where people are waiting for transport, City-Light posters can convey detailed information and stimulate the target group.

In big cities, combined networks of City Light posters and Digital Posters\* can be reserved to add a digital highlight in top locations to the traditional campaign and to maximise the impact. Digital Posters are firmly integrated into the advertising networks of numerous other cities. Backlighting\*\* for the glass case ensures attention-grabbing presentation for campaigns during the evening and at night.

#### Technical information/Formats

2 m<sup>2</sup>, backlit\*\* motif, glass-encased, free standing, integrated into passenger shelters (e.g. bus stops) or as wall displays, some posters not permanently fixed due to scrolling technology

#### Booking Period

Weekly, display every Tuesday

#### Booking Details

Pre-defined city networks (network booking)



City	Network	Numbers	Advertising Spaces/ Network	Digital Poster*	Price per Advertising Space/ Day	Price per Network/ Week
Augsburg	Premium	2	13	✓	13,80 €	1.255,80 €
Bad Homburg, Oberursel	Premium	3	82		11,40 €	6.543,60 €
	Essential	6	41		13,20 €	3.788,40 €
Bamberg	Premium	1	97	✓	11,90 €	8.080,10 €
	Essential	2	51	✓	13,70 €	4.890,90 €
Bautzen	Premium	1	32		11,30 €	2.531,20 €
Bergisch Gladbach	Premium	2	120		14,10 €	11.844,00 €
	Essential	4	60		16,30 €	6.846,00 €
Berlin #	S-Bahn Premium	2	300		19,60 €	41.160,00 €
	S-Bahn Essential	4	150		22,60 €	23.730,00 €
	City S-Bahn Premium	2	250		22,90 €	40.075,00 €
	City S-Bahn Essential	4	125		26,40 €	23.100,00 €
	City U29	1	300		17,90 €	37.590,00 €
	domination net main station	2	76		32,20 €	17.130,40 €
	Top Traffic Traveler	1	70		23,60 €	11.564,00 €
	S-Bahn Premium +	2	491	✓	19,60 €	67.365,20 €
	S-Bahn Essential +	4	341	✓	22,60 €	53.946,20 €
	City S-Bahn Premium +	2	441	✓	22,90 €	70.692,30 €
	City S-Bahn Essential +	4	316	✓	26,40 €	58.396,80 €
	City U29 +	1	491	✓	17,90 €	61.522,30 €
Bielefeld	Premium-City-Light-Poster (8/1)	3	30		33,00 €	6.930,00 €
	Premium	3	342	✓	16,50 €	39.501,00 €
	Medium	4	242	✓	18,20 €	30.830,80 €
	Essential	6	177	✓	19,00 €	23.541,00 €
	City	1	20		33,00 €	4.620,00 €
Bocholt	Premium	1	27		11,90 €	2.249,10 €
Bochum	Premium	2	328	✓	14,40 €	33.062,40 €
	Medium	3	232	✓	15,90 €	25.821,60 €
	Essential	4	168	✓	16,60 €	19.521,60 €
	City	1	20		28,80 €	4.032,00 €
Bochum incl. Witten	Medium <sup>1)</sup>	3	240	✓	15,80 €	26.544,00 €
	Essential <sup>1)</sup>	4	175	✓	16,50 €	20.195,00 €
Bonn, Umland	Premium (incl. airport)	2	326	✓	14,00 €	31.948,00 €
	Medium (incl. airport)	3	226	✓	15,40 €	24.362,80 €
	Essential (incl. airport)	4	166	✓	16,10 €	18.708,20 €
	City	1	20		28,00 €	3.920,00 €
	Airport Köln/ Bonn	1	37		34,50 €	8.935,50 €
Brandenburg an der Havel	Premium	2	84		11,30 €	6.644,40 €
	Essential	4	42		13,00 €	3.822,00 €
Braunschweig, Wolfenbüttel	Premium	2	228	✓	13,80 €	22.024,80 €
	Essential	4	117	✓	15,90 €	13.022,10 €
Braunschweig	City	1	20		27,60 €	3.864,00 €
Bremen	Premium-City-Light-Poster (8/1)	1	98		27,60 €	18.933,60 €
	Premium	2	400		13,80 €	38.640,00 €
	Essential	4	200		15,90 €	22.260,00 €
	Basic	3	100		17,30 €	12.110,00 €
	City	1	20		27,60 €	3.864,00 €
	S-Bahn (#)	1	16		15,20 €	1.702,40 €
	Premium +	2	412	✓	13,80 €	39.799,20 €
	Essential +	4	212	✓	15,90 €	23.595,60 €



City	Network	Numbers	Advertising Spaces/ Network	Digital Poster*	Price per Advertising Space/ Day	Price per Network/ Week
Bremerhaven	Premium	1	122	✓	13,90 €	11.870,60 €
	Essential	2	62	✓	16,00 €	6.944,00 €
Chemnitz	Premium-City-Light-Poster (8/1)	1	20		26,20 €	3.668,00 €
	Premium	3	231	✓	13,10 €	21.182,70 €
	Essential	6	118	✓	15,10 €	12.472,60 €
	City	1	20		26,20 €	3.668,00 €
Cottbus #	Station	1	7	✓	13,00 €	637,00 €
Cuxhaven	Premium	1	52		11,30 €	4.113,20 €
	Essential	2	26		13,00 €	2.366,00 €
Darmstadt, Pfungstadt	Premium	2	148	✓	13,40 €	13.882,40 €
	Essential	4	76	✓	15,50 €	8.246,00 €
	City	1	20		26,80 €	3.752,00 €
Delmenhorst	Premium	1	64		11,30 €	5.062,40 €
	Essential	2	32		13,00 €	2.912,00 €
Dessau-Roßlau	Premium	2	82	✓	11,20 €	6.428,80 €
	Essential	4	42	✓	12,90 €	3.792,60 €
Dortmund #	S-Bahn (incl. Airport)	1	30		16,20 €	3.402,00 €
	S-Bahn + (incl. Airport)	1	37	✓	16,20 €	4.195,80 €
	Airport	1	6		16,20 €	680,40 €
Dresden, Umland	Premium-City-Light-Poster (8/1)	1	45		28,60 €	9.009,00 €
	Premium	1	410		14,30 €	41.041,00 €
	Medium	2	310		15,80 €	34.286,00 €
	Essential	3	205		16,50 €	23.677,50 €
	Basic	3	103		17,90 €	12.905,90 €
	City	1	30		28,60 €	6.006,00 €
	Airport	1	13		14,30 €	1.301,30 €
	S-Bahn (incl. S-Bf. Coswig, S-Bf. Meißner-Altstadt)	1	35	✓	16,50 €	4.042,50 €
	Premium +	1	427	✓	14,30 €	42.742,70 €
	Medium +	2	327	✓	15,80 €	36.166,20 €
	Essential +	3	222	✓	16,50 €	25.641,00 €
Duisburg	Premium	2	505		18,60 €	65.751,00 €
	Medium	3	360		20,50 €	51.660,00 €
	Essential	4	253		21,40 €	37.899,40 €
	Basic	3	127		23,30 €	20.713,70 €
	City	1	30		37,20 €	7.812,00 €
	S- und U-Bahn	1	30	✓	21,40 €	4.494,00 €
	Premium +	2	519	✓	18,60 €	67.573,80 €
	Medium +	3	374	✓	20,50 €	53.669,00 €
	Essential +	4	267	✓	21,40 €	39.996,60 €
Düsseldorf #	S-Bahn Premium	2	60		16,20 €	6.804,00 €
	S-Bahn Essential	4	30		18,70 €	3.927,00 €
	S-Bahn Premium +	2	85	✓	16,20 €	9.639,00 €
	S-Bahn Essential +	4	55	✓	18,70 €	7.199,50 €
Eberswalde	Premium	1	40		11,10 €	3.108,00 €
Eberswalde	Essential	2	20		12,80 €	1.792,00 €
Eisenach	Premium	1	45		11,30 €	3.559,50 €
Ennepe-Ruhr Region	Premium (Ennepetal, Gevelsberg, Hattingen, Schwelm, Wetter (Ruhr), Witten)	1	45		13,00 €	4.095,00 €
Erlangen	Premium	2	85	✓	14,80 €	8.806,00 €
	Essential	4	44	✓	17,10 €	5.266,80 €
Eschweiler	Premium	1	45		12,10 €	3.811,50 €



City	Network	Numbers	Adver- tising Spaces/ Network	Digital Poster*	Price per Adverti- sing Space/ Day	Price per Network/ Week
Essen	Premium	3	530		19,80 €	73.458,00 €
	Medium	4	370		21,80 €	56.462,00 €
	Essential	6	265		22,80 €	42.294,00 €
	Basic	3	133		24,80 €	23.088,80 €
	City	1	30		39,60 €	8.316,00 €
	S- and U-Bahn	1	40	✓	22,80 €	6.384,00 €
	Premium +	3	546	✓	19,80 €	75.675,60 €
	Medium +	4	386	✓	21,80 €	58.903,60 €
	Essential +	6	281	✓	22,80 €	44.847,60 €
Esslingen am Neckar	Premium	2	83	✓	14,00 €	8.134,00 €
	Essential	4	43	✓	16,10 €	4.846,10 €
Frankfurt am Main	Premium-City-Light-Poster (8/1)	3	41		43,00 €	12.341,00 €
	Premium	4	680		23,90 €	113.764,00 €
	Medium	6	480		26,30 €	88.368,00 €
	Essential	8	340		27,50 €	65.450,00 €
	Basic	3	170		29,90 €	35.581,00 €
	S- and U-Bahn Premium	2	220		23,90 €	36.806,00 €
	S-Bahn Essential	2	110		27,50 €	21.175,00 €
	U-Bahn Essential	2	110		27,50 €	21.175,00 €
	Premium +	4	793	✓	23,90 €	132.668,90 €
	Medium +	6	593	✓	26,30 €	109.171,30 €
	Essential +	8	453	✓	27,50 €	87.202,50 €
Frankfurt an der Oder	Premium	1	74	✓	10,90 €	5.646,20 €
	Essential	2	39	✓	12,60 €	3.439,80 €
Frechen	Premium	1	65		11,80 €	5.369,00 €
	Essential	2	33		13,60 €	3.141,60 €
Freiberg	Premium	1	32		11,30 €	2.531,20 €
Fulda	Premium	2	82	✓	11,50 €	6.601,00 €
	Essential	4	43	✓	13,30 €	4.003,30 €
Fürstenwalde #	Station	1	2		10,70 €	149,80 €
Gelsenkirchen	Premium	2	284	✓	13,20 €	26.241,60 €
	Essential	4	146	✓	15,20 €	15.534,40 €
	City	1	20		26,40 €	3.696,00 €
Gera #	Station	1	10	✓	10,80 €	756,00 €
Gladbeck	Premium	1	74		11,90 €	6.164,20 €
	Essential	2	37		13,70 €	3.548,30 €
Gotha	Premium	1	84		11,40 €	6.703,20 €
	Essential	2	42		13,20 €	3.880,80 €
Greifswald	Premium	1	76		11,60 €	6.171,20 €
	Essential	2	38		13,40 €	3.564,40 €
Haan	Premium	1	13		11,70 €	1.064,70 €
Hagen, Umland	Premium	2	260		12,70 €	23.114,00 €
	Essential	4	130		14,70 €	13.377,00 €
Halle a. d. Saale, Merseburg	Premium	2	284	✓	13,00 €	25.844,00 €
	Medium	3	195	✓	14,30 €	19.519,50 €
	Essential	4	144	✓	15,00 €	15.120,00 €
Haltern am See	Premium	1	4		11,50 €	322,00 €





City	Network	Numbers	Advertising Spaces/ Network	Digital Poster*	Price per Advertising Space/ Day	Price per Network/ Week
Hamburg	Premium-City-Light-Poster (8/1) Premium	4	500		42,50 €	148.750,00 €
	Premium-City-Light-Poster (8/1) Medium	6	350		46,80 €	114.660,00 €
	Premium-City-Light-Poster (8/1) Essential	9	250		48,90 €	85.575,00 €
	Premium-City-Light-Poster (8/1) Basic	3	125		53,10 €	46.462,50 €
	Premium-City-Light-Poster (8/1) Deluxe	1	20		125,00 €	17.500,00 €
	Premium ²)	1	500		29,90 €	104.650,00 €
	Medium ²)	1	350		32,90 €	80.605,00 €
	Essential ²)	2	250		34,40 €	60.200,00 €
	Metropolitan ²)	1	750		27,50 €	144.375,00 €
	Booster ²)	1	1000	✓	24,64 €	172.445,00 €
	Deluxe ²)	1	20		99,00 €	13.860,00 €
	S- and U-Bahn Premium	3	420		23,90 €	70.266,00 €
	S- and U-Bahn Essential	5	210		27,50 €	40.425,00 €
	S-Bahn Essential	3	120		27,50 €	23.100,00 €
	U-Bahn Essential	3	200		27,50 €	38.500,00 €
	Umland Premium	2	158		11,90 €	13.161,40 €
	Umland Essential	4	79		13,70 €	7.576,10 €
	S- and U-Bahn Premium +	3	638	✓	23,90 €	106.737,40 €
	S- and U-Bahn Essential +	5	428	✓	27,50 €	82.390,00 €
	Hanau	Premium	3	85	✓	11,30 €
Essential		6	44	✓	13,00 €	4.004,00 €
Hannover	Premium-City-Light-Poster (8/1)	3	66		38,50 €	17.787,00 €
	Premium	3	600		21,20 €	89.040,00 €
	Medium	5	420		23,40 €	68.796,00 €
	Essential	7	300		24,40 €	51.240,00 €
	Basic	3	150		26,50 €	27.825,00 €
	Deluxe	1	20		99,00 €	13.860,00 €
	S- und U-Bahn	1	80		24,40 €	13.664,00 €
	Premium +	3	604	✓	21,20 €	89.633,60 €
	Medium +	5	424	✓	23,40 €	69.451,20 €
	Essential +	7	304	✓	24,40 €	51.923,20 €
Hattingen	Premium	1	9		11,60 €	730,80 €
Heidelberg	Premium-City-Light-Poster (8/1)	1	8		29,00 €	1.624,00 €
	Premium	1	114	✓	14,50 €	11.571,00 €
	Essential	2	59	✓	16,70 €	6.897,10 €
Helmstedt	Premium	1	12		11,00 €	924,00 €
Herford	Premium	1	70	✓	12,10 €	5.929,00 €
	Essential	2	37	✓	14,00 €	3.626,00 €
Herne	Premium	2	116	✓	13,50 €	10.962,00 €
	Essential	4	61	✓	15,60 €	6.661,20 €
Hildesheim	Premium	2	92	✓	13,50 €	8.694,00 €
	Essential	4	47	✓	15,60 €	5.132,40 €
Hürth	Premium	2	34		11,60 €	2.760,80 €
Ingolstadt	Premium	2	147	✓	11,50 €	11.833,50 €
	Essential	4	77	✓	13,30 €	7.168,70 €
Kamp-Lintfort, Neukirchen-Vluyn	Premium	1	14		13,00 €	1.274,00 €
Karlsruhe	Premium	3	310	✓	12,10 €	26.257,00 €
	Essential	6	160	✓	14,00 €	15.680,00 €
	City	1	20		24,20 €	3.388,00 €
Kassel, Baunatal, Vellmar	Premium	2	228	✓	14,30 €	22.822,80 €
	Essential	4	119	✓	16,50 €	13.744,50 €
	Airport	1	8		14,30 €	800,80 €



City	Network	Numbers	Advertising Spaces/ Network	Digital Poster*	Price per Advertising Space/ Day	Price per Network/ Week
Kerpen	Premium	2	41		11,60 €	3.329,20 €
Kiel	Premium	2	216	✓	13,80 €	20.865,60 €
	Essential	4	110	✓	15,90 €	12.243,00 €
	City	1	20		27,60 €	3.864,00 €
Kirchheim unter Teck	Premium	1	28		11,70 €	2.293,20 €
Köln	Premium-City-Light-Poster (8/1) <sup>2)</sup> Premium	3	270		43,00 €	81.270,00 €
	Premium-City-Light-Poster (8/1) <sup>2)</sup> Essential	6	135		49,50 €	46.777,50 €
	Premium-City-Light-Poster (8/1) <sup>2)</sup> Deluxe	1	20		125,00 €	17.500,00 €
	S-Bahn Premium (#)	2	70		18,60 €	9.114,00 €
	S-Bahn Essential (#)	4	35		21,40 €	5.243,00 €
	S-Bahn Premium + (#)	2	204	✓	18,60 €	26.560,80 €
	S-Bahn Essential + (#)	4	169	✓	21,40 €	25.316,20 €
	Airport Köln/ Bonn	1	37		34,50 €	8.935,50 €
Krefeld	Premium	2	214	✓	13,10 €	19.623,80 €
	Essential	4	109	✓	15,10 €	11.521,30 €
	City	1	20		26,20 €	3.668,00 €
Landshut	Premium	1	43	✓	11,90 €	3.581,90 €
Leinfelden-Echterdingen	Premium	1	80		12,00 €	6.720,00 €
	Essential	2	40		13,80 €	3.864,00 €
Leipzig #	S-Bahn	2	45		15,30 €	4.819,50 €
	S-Bahn +	2	89	✓	15,30 €	9.531,90 €
Leonberg	Premium	2	40		11,00 €	3.080,00 €
Lippstadt	Premium	1	18		11,30 €	1.423,80 €
Lübeck, Bad Schwartau	Premium	1	20		13,10 €	1.834,00 €
Ludwigshafen #	S-Bahn	1	20	✓	13,50 €	1.890,00 €
Lüneburg	Premium	1	61	✓	11,90 €	5.081,30 €
	Essential	2	32	✓	13,70 €	3.068,80 €
Magdeburg	Premium	3	253	✓	12,10 €	21.429,10 €
	Medium	4	178	✓	13,40 €	16.696,40 €
	Essential	6	128	✓	14,00 €	12.544,00 €
Main-Taunus Region	Premium	2	130		10,90 €	9.919,00 €
	Essential	4	65		12,60 €	5.733,00 €
Mainz	Premium-City-Light-Poster (8/1)	3	20		30,40 €	4.256,00 €
	Premium	2	228	✓	15,20 €	24.259,20 €
	Medium	3	163	✓	16,80 €	19.168,80 €
	Essential	4	118	✓	17,50 €	14.455,00 €
	City	1	20		30,40 €	4.256,00 €
Mannheim #	S-Bahn	1	35	✓	14,50 €	3.552,50 €
Marburg	Premium <sup>4)</sup>	1	76	✓	11,80 €	6.277,60 €
	Essential <sup>4)</sup>	2	40	✓	13,60 €	3.808,00 €
Marl	Premium	1	128		11,10 €	9.945,60 €
	Essential	2	64		12,80 €	5.734,40 €
Meißen	Premium	1	38		11,70 €	3.112,20 €
Memmingen #	Station	1	8		10,80 €	604,80 €
Mettmann	Premium	1	50		11,80 €	4.130,00 €
	Essential	2	25		13,60 €	2.380,00 €
Metzingen	Premium	1	2		11,00 €	154,00 €
Mönchengladbach	Premium	2	210		13,70 €	20.139,00 €
	Essential	4	105		15,80 €	11.613,00 €
	City	1	20		27,40 €	3.836,00 €



City	Network	Numbers	Advertis- ing Spaces/ Network	Digital Poster*	Price per Adverti- ing Space/ Day	Price per Network/ Week
München #	S- and U-Bahn (incl. airport) Premium	2	550		24,90 €	95.865,00 €
	S- and U-Bahn (incl. airport) Essential	4	350		28,70 €	70.315,00 €
	S-Bahn (incl. airport) Essential	4	310		28,70 €	62.279,00 €
	U-Bahn (incl. airport) Essential	4	240		28,70 €	48.216,00 €
	Top 100 Traffic	2	100		37,40 €	26.180,00 €
	S- and U-Bahn (incl. airport) Premium +	2	719	✓	24,90 €	125.321,70 €
	S- and U-Bahn (incl. airport) Essential +	4	519	✓	28,70 €	104.267,10 €
Neuss	Premium	2	124	✓	13,00 €	11.284,00 €
	Essential	4	64	✓	15,00 €	6.720,00 €
	City	1	20		26,00 €	3.640,00 €
Nürnberg	Premium	1	166		14,60 €	16.965,20 €
	S-Bahn	1	74		16,80 €	8.702,40 €
	Essential (city without railway station)	1	92		16,80 €	10.819,20 €
	Premium +	1	178	✓	14,60 €	18.191,60 €
Nürtingen	Premium	1	19		11,60 €	1.542,80 €
Oberhausen	Premium	2	184	✓	13,20 €	17.001,60 €
	Essential	4	94	✓	15,20 €	10.001,60 €
	City	1	20		26,40 €	3.696,00 €
Offenbach am Main	Premium	2	113	✓	13,00 €	10.283,00 €
	Essential	4	60	✓	15,00 €	6.300,00 €
Osnabrück	Premium	2	159	✓	14,20 €	15.804,60 €
	Essential	4	81	✓	16,40 €	9.298,80 €
Paderborn	Premium	1	102	✓	14,50 €	10.353,00 €
	Essential	2	52	✓	16,70 €	6.078,80 €
Passau	Premium	1	28	✓	12,40 €	2.430,40 €
Pforzheim	Premium	3	119	✓	13,00 €	10.829,00 €
	Essential	6	60	✓	15,00 €	6.300,00 €
Plettenberg	Premium	1	10		11,50 €	805,00 €
Potsdam #	S-Bahn	1	17		14,10 €	1.677,90 €
Ravensburg	Premium	1	34		12,70 €	3.022,60 €
Rheine	Premium	1	59	✓	11,20 €	4.625,60 €
	Essential	2	31	✓	12,90 €	2.799,30 €
Rosenheim	Premium	1	54	✓	12,60 €	4.762,80 €
	Essential	2	29	✓	14,50 €	2.943,50 €
Rostock #	S-Bahn	1	40	✓	12,70 €	3.556,00 €
Salzgitter	Premium	1	106		13,40 €	9.942,80 €
	Essential	2	53		15,50 €	5.750,50 €
Schwedt/Oder	Premium	1	44		11,60 €	3.572,80 €
Schwerin	Premium	2	110		13,10 €	10.087,00 €
	Essential	4	55		15,10 €	5.813,50 €
Siegburg	Premium	1	47	✓	11,70 €	3.849,30 €
Siegen	Premium	1	90		13,80 €	8.694,00 €
	Essential	2	45		15,90 €	5.008,50 €
Sindelfingen, Böblingen	Premium	1	186		12,10 €	15.754,20 €
	Essential	2	93		14,00 €	9.114,00 €
Soest	Premium	1	37		11,20 €	2.900,80 €
Solingen	Premium	1	141	✓	13,20 €	13.028,40 €
	Essential	2	71	✓	15,20 €	7.554,40 €





City	Network	Numbers	Adver- tising Spaces/ Network	Digital Poster*	Price per Adverti- sing Space/ Day	Price per Network/ Week
Stralsund	Premium	2	50		11,70 €	4.095,00 €
	Essential	4	25		13,50 €	2.362,50 €
Stuttgart	Premium <sup>5)</sup>	3	500		22,89 €	80.115,00 €
	Essential <sup>5)</sup>	6	250		24,18 €	42.315,00 €
	City	3	278		26,00 €	50.596,00 €
	Deluxe	1	20			auf Anfrage
	S- and U-Bahn Premium	3	260		19,00 €	34.580,00 €
	S- and U-Bahn Essential	6	130		21,90 €	19.929,00 €
	Top Traffic	2	70		28,50 €	13.965,00 €
	Airport/fair	1	24		26,00 €	4.368,00 €
	Premium + <sup>5)</sup>	3	634	✓	22,07 €	97.944,00 €
	Essential + <sup>5)</sup>	6	384	✓	23,38 €	62.856,50 €
	City +	3	412	✓	26,00 €	74.984,00 €
	S- and U-Bahn Premium +	3	394	✓	19,00 €	52.402,00 €
	S- and U-Bahn Essential +	6	264	✓	21,90 €	40.471,20 €
Tübingen	Premium	2	82	✓	11,90 €	6.830,60 €
	Essential	4	42	✓	13,70 €	4.027,80 €
Uelzen	Premium	1	22		11,40 €	1.755,60 €
Ulm	Premium	2	160	✓	15,30 €	17.136,00 €
	Essential	4	80	✓	17,60 €	9.856,00 €
Velbert	Premium	2	76		11,80 €	6.277,60 €
	Essential	4	38		13,60 €	3.617,60 €
Villingen-Schwenningen	Premium	1	100	✓	12,20 €	8.540,00 €
	Essential	2	50	✓	14,10 €	4.935,00 €
Weimar	Premium	1	68		11,40 €	5.426,40 €
	Essential	2	34		13,20 €	3.141,60 €
Werl	Premium	1	10		11,00 €	770,00 €
Wesel	Premium	1	50		11,50 €	4.025,00 €
	Essential	2	25		13,30 €	2.327,50 €
Wetzlar	Premium	2	60		11,30 €	4.746,00 €
	Essential	4	30		13,00 €	2.730,00 €
Wilhelmshaven	Premium	2	100		11,20 €	7.840,00 €
	Essential	4	50		12,90 €	4.515,00 €
Wismar	Premium	2	50		11,20 €	3.920,00 €
Witten	Premium	2	94		13,70 €	9.014,60 €
	Essential	4	47		15,80 €	5.198,20 €
Wittenberg	Premium	1	60		11,00 €	4.620,00 €
	Essential	2	30		12,70 €	2.667,00 €
Wolfsburg	Premium	2	134	✓	12,60 €	11.818,80 €
	Essential	4	69	✓	14,50 €	7.003,50 €
	City	1	20		25,20 €	3.528,00 €
Worms	Premium	1	102	✓	11,80 €	8.425,20 €
	Essential	2	54	✓	13,60 €	5.140,80 €



City	Network	Numbers	Advertising Spaces/ Network	Digital Poster*	Price per Advertising Space/ Day	Price per Network/ Week
Wuppertal	Premium (Wuppertal, Schwelm, Ennepetal, Gevelsberg)	3	348	✓	13,70 €	33.373,20 €
	Medium (Wuppertal, Schwelm, Ennepetal, Gevelsberg)	4	244	✓	15,10 €	25.790,80 €
	Essential (Wuppertal, Schwelm, Ennepetal, Gevelsberg)	6	176	✓	15,80 €	19.465,60 €
	City	1	20		27,40 €	3.836,00 €
	„Schwebebahn“	1	35		13,70 €	3.356,50 €
Würselen	Premium	1	22		11,50 €	1.771,00 €

National offers	Network	Numbers	Advertising spaces/ network	Digital Poster*	Price/day	Netprice/ week
65 ICE-stations	National ICE-Network #	2	340		17,00 €	40.460,00 €
15 metropolises	S- and U-Bahn Top15 cities	1	1.640	✓	17,40 €	199.752,00 €

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

**Offer conditions:**

\*Digital Posters: digital static images on video columns in public transport stations that alternate with moving images and editorial content. The number of Digital Posters can vary from day to day.  
 \*\*Backlighting: our advertising media are backlit from dusk onwards at the latest, depending on the time of year and the prevailing light conditions. Sometimes we also switch off the lighting at night.

# Offer is marketed via DERG Vertriebs GmbH.

During the IAA (in Frankfurt/Main, calendar weeks 37 and 38) we add a surcharge of 10 % and during the Oktoberfest (in Munich, calendar weeks 38 - 40) of 30 % in the current city.

1) Bochum incl. Witten: Medium incl. 30 spaces in Witten at € 15.10 each, Essential incl. 25 spaces in Witten at € 15.80 each.

2) CLP on PCLP Hamburg: 1 x 4/1 each PCLP; Deluxe-Offer in combination with essential nets, medium, premium, metropolitan and booster verifiable. No stand alone booking possible. Metropolitan incl. CLP on PCLP (500) and CLP suburban and underground train (250); Booster incl. CLP on PCLP (500), CLP suburban and underground train (250), Digital Poster (200) each 25,40 € and Hamburg surrounding area (50) each 10,10 €.

3) Köln (PCLP): In the week before Carnival up to Ash Wednesday (18 February – 6 March) and on 11 November, alcohol advertisements are restricted to beverages with 15% alcohol by volume or less.

From Weiberfastnacht (28 February 2019), advertisements for alcoholic beverages are prohibited on Neumarkt and along Schildergasse and Gürzenichstraße.

4) Marburg: Premium incl. 7 spaces and Essential incl. 6 spaces in Gießen central station, four of which will be Digital Posters.

5) Stuttgart: consists of City-Light posters (daily price € 26.00), City-Light pillars (daily price € 52.00) and Traffic City Light posters/Digital posters (daily price: Premium € 19.00, Essential € 21.90).

Subnetwork offers depend on availability. Campaign costs may vary according to network configuration.

Booking details: cancellation period 60 days prior to the start of advertising.

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

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