



## BUILDINGS



2019

Campaign Media · Digital  
**Super Motion**

**STRÖER**  
MEDIA DATA



## BUILDINGS



### Campaign Media · Digital

## Super Motion

At the Düsseldorf central station, the strong frequented station in the Rhine metropolis and a daily frequency of 270.000\* visitors, we present you four digital Super Motion in XXL - exclusive for your brand! The four vertical fullscreen Super Motions are placed in the main entrance area of the Düsseldorf central station. Two of the vertical Super Motion surfaces are stationed above the exit area in direction of the Konrad-Adenauer-Platz / City and opposite above the train departure and arrival information board. This area offers a massive chance of contact, because the visitor is equally invited to walk around and stay for a short time. The connecting paths between east side (Bertha-von-Suttner-Platz) and town centre (Konrad-Adenauer-Platz) leads many locals and visitors of Düsseldorf through the station. Trust in the power of big pictures: moved, emotional and unmissable.

### Technical information / formats

Super Motion: 4 × 16,6 qm, 9:16 Format, 1080 × 1920 Pixel, sRGB

### Booking period

Exclusive occupancy: 1 customer, 7 days running (Monday – Sunday), full-time, 06:00 – 24:00 o'clock

\*Data of the Deutschen Bahn AG // Bahnhofs-Frequenzatlas of the Fraunhofer-Institut for intelligent analysis- and information systems IAIS.



### Booking details **Exclusive Ad**

Advertising medium: 4 Super Motions at the main entrance of the central station in Düsseldorf, each 2 opposite surfaces  
Exclusive occupancy: 1 customer, 7 day running (Monday–Sunday), full-time  
Operating time: from 06:00–24:00 o'clock daily  
Spot length: 10–30 seconds (broadcast of the current time after each commercial)  
Layout change: numerous layout changes possible per day

### Booking details **Time Sponsoring**

Advertising medium: 4 Super Motions at the main entrance of the central station in Düsseldorf, each 2 opposite surfaces  
Exclusive occupancy: 1 Sponsoring-Partner, 7 days running (Monday–Sunday), full-time  
Operating time: from 06:00–24:00 o'clock daily  
Spot length: 5 seconds (broadcast of the current time after each commercial)  
Layout change: numerous layout changes possible per day

### Prices

#### Price – **Exclusive Ad**

Q1–3: € 20.000,–

Q4: € 23.000,–

#### Price – **Time Sponsoring**

Q1–3: € 6.500,–

Q4: € 7.500,–

#### Price – **Exclusive Ad & Time Sponsoring**

Q1–3: € 23.250,–

Q4: € 26.750,–

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

#### Angebotsmodalitäten:

All information is provided without a guarantee. All prices are exclusive of motif acceptance costs and statutory value-added tax. There is a minimum order value of 500,00 € per order. The general terms and conditions of Infoscreen GmbH apply.

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