



BUILDINGS

2019



Campaign Media · Digital
Super Motion



BUILDINGS



Campaign Media · Digital

Super Motion

At the Hamburg central station, the most frequented station in Germany with a daily frequency of 530.000* visitors, we present you digital Super Motion in XXL - exclusive for your brand!

The two impressive fullscreen Super Motions are placed at the south path of the Hamburg central station, each at the exits Mönckebergstraße / City as well as Steindamm and offer a length of passage, which corresponds to a 60-second contact with your spot. The short path to the Mönckebergstraße, the main shopping district of Hamburg, leads an affluent target group through the station.

Trust in the power of big pictures: moved, emotional and unmissable. With this dominance you leave a lasting impression on your target group!

Technical information / formats

Super Motion: 2 x 24 qm, 15:10 Format, 1.620 x 1.080 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: 2 Super Motions at the south path of Hamburg central station
Exclusive occupancy: 1 customer, 7 days 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 change possible per day

Booking details **Time Sponsoring**

Advertising medium: 2 Super Motions at the south path of Hamburg central station
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 change possible per day

Prices

Price – **Exclusive Ad**

Q1–3: € 30.000,–
Q4: € 35.000,–

Price – **Time Sponsoring**

Q1–3: € 10.000,–
Q4: € 12.000,–

Price – **Exclusive Ad & Time Sponsoring**

Q1–3: € 35.000,–
Q4: € 40.000,–

Weitere Informationen: 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.

Contact:
Infoscreen GmbH
St.-Martin-Str. 106
81669 München
Phone: +49 89. 41 41 77-100
Fax: +49 89. 41 41 77-174
info.muc@stroeer.de