



## PUBLIC VEHICLES



Permanent Advertising · Traffic · Outside

**Full-surface ads**

2019



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### Full-surface ads

Full-surface ads for city and regional buses and trains are the highlight of transit advertising. High-impact advertisements travel to all corners of the city and make a memorable impression on passers-by. In addition, regional transit buses reach urban outskirts and the catchment areas of agglomerations. Whether for the short or the long term, trains and buses make your advertisement message mobile and help it to stand out. A long-term image advertising campaign will ensure long-lasting contact that generates interest in and increases awareness of products. A campaign of this kind reaches a broad audience, including drivers, pedestrians and bicyclists. This is a creative advertising option ideal for introducing products and achieving other communication goals.

#### Technical Information/Formats

Full-surface ads on exterior surface of a bus or train; Partial use of windows possible with window graphics on request

#### Booking Period

Minimum booking 1 month  
1 year is recommended

#### Booking Details

Reservation can be made locally, regionally or nationally

# Full-surface ads



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City	City or Regional Transport	Vehicle designation	12 month	24 month	36 month
<b>Price Example Service-price</b>					
Frankfurt (Main)	City Transport	Regular bus	1,770.00 €	1,536.00 €	1,458.00 €
	City Transport	Articulated bus	2,317.00 €	1,985.00 €	1,875.00 €
	City Transport	Tram 8A	3,858.00 €	3,262.00 €	3,063.00 €
	City Transport	Midi-bus	1,282.00 €	1,048.00 €	970.00 €
	City Transport	Mini-bus	613.00 €	526.00 €	497.00 €
	City Transport	City railway 6A (former underground train)	2,372.00 €	1,776.00 €	1,577.00 €
Nürnberg	Regional Transport	Regular bus	1,266.00 €	1,032.00 €	954.00 €
	Regional Transport	Articulated bus	1,482.00 €	1,150.00 €	1,040.00 €

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

**Offer conditions:**

All information provided is without guarantee. The minimum order value amounts is EUR 500 net per order. The service prices include the media value, one-off expenses for production (reserving a single theme), application and the removal of media and generate print data.

Prices are per unit and month.

Prices vary depending on the city/region and the population. The current valid prices are available in the travel media planner, which can be found at [www.stroeer.de](http://www.stroeer.de). All prices stated are exclusive of sales tax.