



## PUBLIC VEHICLES



Campaign Media . Traffic . Inside  
**Swing Cards**



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### Swing Cards

Swing Cards are an unusual, eye-catching opportunity to reach out to a wide target audience in buses and trains in the city and rapid transit network – particularly for product offers or short-term promotions as part of shop openings, trade fairs and events. Commuters cannot help but notice these little cards hanging from the luggage racks and coat hooks on rapid-transit trains or on grab poles in buses and trains as they swing directly into their line of sight. They are particularly useful for campaigns that require a response, such as competitions or reply cards. They ensure a high level of interaction with the target audience.

#### Technische Informationen/Formate

Advertising swing cards with double-sided printing that hang inside public transportation on luggage racks, grab poles or coat hangers; max. 10 x 28.5 cm with rounded edges; nationally approx. 230,000 Swing Cards

#### Buchungsintervall

From commencement of advertising until stocks are exhausted, max. 14 days

#### Buchungsdetails

Reservation can be made locally, regionally or nationally



Transport label	Units	Price per unit
<b>Service price examples</b>		
Rapid-transit train (min. order 500)	500 - 999	6.50 €
	1,000 - 2,499	4.40 €
	2,500 - 4,999	3.30 €
	5,000 - 9,999	2.30 €
	ab 10,000	2.20 €
Buses/trains city transport (min. order 500)	500 - 999	2.40 €
	1,000 - 2,499	2.10 €
	2,500 - 4,999	1.80 €
	5,000 - 9,999	1.40 €
	ab 10,000	1.10 €

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.

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.

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