



## PUBLIC BUILDINGS

2020



Campaign media · Station

**Ground Poster**



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### Campaign media · Station

## Ground Poster

Ground posters are real eye-catchers at high-traffic train stations. They reach a target group in local and long-distance transport that is largely young, mobile, and active. Through their placement along the train station's main walkways, ground posters guarantee a high-impact campaign and long-lasting advertising recall. In the train station's public walk-through and waiting areas, ground posters can act as signposts to stores, draw attention to specific offers and sales, and increase the total number of shoppers through close proximity to the point-of-sale.

### Technical information/formats

Self-adhesive film (120 x 180 cm) for use on the floors of high-traffic train stations; XXL ground posters up to 19 m<sup>2</sup> in size (special formats and production available on request); currently there are approximately 2,500 available spots at 175 train stations in 90 cities across the country.

### Booking period

Weekly, display every tuesday

### Booking details

The film is durable enough to be used for a maximum of six weeks  
Full-service orders only (production, installation/removal), including quality control  
Reservation can be made locally, regionally or nationally



### Price information

GROSS MEDIA\*/  
WEEK AND LOCATION

Daily contacts in thousands  
Performance categories

<8  
PC 1

8-15  
PC 2

>15  
PC 3

	<8 PC 1	8-15 PC 2	>15 PC 3
top train stations	115,00 €	151,00 €	185,00 €
subway/rapid-transit hotspots and intercity railways in cities >450,000 inhabitants	100,00 €	128,50 €	155,50 €
subway/rapid-transit and other railway stations in cities >450,000 inhabitants	89,00 €	112,50 €	138,00 €
intercity railways in cities >100,000 inhabitants	80,00 €	109,00 €	126,50 €
other railway stations	73,50 €	99,50 €	114,00 €

City	Train station	Locations	Price media/ week*	Production/ poster**
Aachen	central station	10	80,00 € - 126,50 €	180,00 €
Ahrensburg	station	1	73,50 €	180,00 €
Aschaffenburg	central station	8	73,50 €	180,00 €
Augsburg	central station	9	80,00 €	180,00 €
Bautzen	central station	2	73,50 €	180,00 €
Berlin	central station	45	115,00 € - 185,00 €	180,00 €
	Alexanderplatz	25	100,00 € - 155,50 €	180,00 €
	Friedrichstraße	25	100,00 € - 155,50 €	180,00 €
	Lichtenberg	8	89,00 € - 138,00 €	180,00 €
	Ostbahnhof	20	100,00 € - 128,50 €	180,00 €
	Spandau	10	100,00 €	180,00 €
	Tempelhof	4	89,00 € - 112,50 €	180,00 €
	Zoologischer Garten	18	100,00 € - 155,50 €	180,00 €
	S-Bahnhof Bellevue	3	89,00 €	180,00 €
	S-Bahnhof Brandenburger Tor	6	89,00 €	180,00 €
	S-Bahnhof Charlottenburg	19	112,50 € - 138,00 €	180,00 €
	S-Bahnhof Gesundbrunnen	24	155,50 €	180,00 €
	S-Bahnhof Hermannstraße	4	89,00 € - 112,50 €	180,00 €
	S-Bahnhof Jannowitzbrücke	7	89,00 €	180,00 €
	S-Bahnhof Jungfernheide	9	89,00 €	180,00 €
	S-Bahnhof Karlshorst	1	89,00 €	180,00 €
	S-Bahnhof Köpenick	3	89,00 €	180,00 €
	S-Bf Messe Nord/ ICC (Witzleben)	4	89,00 €	180,00 €
	S-Bf Messe Süd (Eichkamp)	5	89,00 €	180,00 €
	S-Bahnhof Neukölln	6	112,50 €	180,00 €
	S-Bahnhof Oranienburger Straße	5	89,00 €	180,00 €
	S-Bahnhof Pankow	3	89,00 €	180,00 €
	S-Bahnhof Potsdamer Platz	25	89,00 €	180,00 €
	S-Bahnhof Rathaus Steglitz	7	89,00 €	180,00 €
	S-Bahnhof Storkower Straße	2	112,50 €	180,00 €
	S-Bahnhof Schöneberg	2	89,00 €	180,00 €
	S-Bahnhof Südkreuz	24	100,00 € - 155,50 €	180,00 €
	S-Bahnhof Tiergarten	6	89,00 €	180,00 €
	S-Bahnhof Westend	7	89,00 €	180,00 €
	S-Bf Westkreuz	4	89,00 €	180,00 €
	S-Bahnhof Wittenau	4	89,00 €	180,00 €
	S-Bahnhof Zehlendorf	3	89,00 €	180,00 €
Bielefeld	central station	5	80,00 € - 109,00 €	180,00 €



City	Train station	Locations	Price media/ week*	Production/ poster**
Bochum	central station	12	80,00 € - 109,00 €	180,00 €
Bonn	central station	8	80,00 € - 109,00 €	180,00 €
Braunschweig	central station	8	80,00 €	180,00 €
Bremen	central station	18	115,00 € - 185,00 €	180,00 €
Bremerhaven	central station	5	73,50 €	180,00 €
Celle	central station	4	73,50 €	180,00 €
Chemnitz	central station	6	73,50 €	180,00 €
Darmstadt	central station	10	80,00 € - 109,00 €	180,00 €
Delmenhorst	central station	7	73,50 €	180,00 €
Dessau-Roßlau	central station	7	73,50 €	180,00 €
Dortmund	central station	15	115,00 € - 185,00 €	180,00 €
	Universität	2	89,00 €	180,00 €
Dresden	central station	23	115,00 € - 151,00 €	180,00 €
	Neustadt	6	100,00 €	180,00 €
	S-Bf Flughafen	5	89,00 €	180,00 €
Duisburg	central station	21	151,00 € - 185,00 €	180,00 €
Düsseldorf	central station	31	115,00 € - 185,00 €	180,00 €
	S-Bf Benrath	5	89,00 €	180,00 €
	Flughafen Fernbf	25	100,00 €	180,00 €
	Flughafen S-Bahn	10	100,00 €	180,00 €
Erfurt	central station	8	80,00 €	180,00 €
Erlangen	station	1	80,00 €	180,00 €
Essen	central station	16	115,00 € - 185,00 €	180,00 €
	West	10	89,00 €	180,00 €
Forchheim	station	1	73,50 €	180,00 €
Frankfurt am Main	central station	105	115,00 € - 185,00 €	180,00 €
	Flughafen Fernbahnhof	69	100,00 € - 128,50 €	180,00 €
	U-Bahnhof Alte Oper	37	89,00 €	180,00 €
	U-Bahnhof Bockenheimer Warte	104	138,00 €	180,00 €
	U-Bahnhof Bornheim Mitte	28	89,00 €	180,00 €
	U-Bahnhof Festhalle/Messe	40	89,00 €	180,00 €
	S-Bahnhof Frankfurt central station	58	115,00 €	180,00 €
	U-Bahnhof Frankfurt central station	33	185,00 €	180,00 €
	U-Bahnhof Hauptwache	149	100,00 €	180,00 €
	U-Bahnhof Holzhausenstraße	22	89,00 €	180,00 €
	S-Bahnhof Konstabler Wache	40	100,00 € - 128,50 €	180,00 €
	U-Bahnhof Konstabler Wache	79	100,00 € - 128,50 €	180,00 €
	U-Bahnhof Südbahnhof	33	89,00 €	180,00 €
	U-Bahnhof Willy-Brandt-Platz	70	89,00 €	180,00 €
Frankfurt (Oder)	Hauptbahnhof	6	73,50 €	180,00 €
Freiburg im Breisgau	central station	10	80,00 € - 109,00 €	180,00 €
Fulda	station	13	73,50 € - 99,50 €	180,00 €
Fürth	central station	3	73,50 €	180,00 €
Gelsenkirchen	central station	16	80,00 € - 109,00 €	180,00 €
Gera	central station	5	73,50 €	180,00 €
Gießen	central station	8	73,50 €	180,00 €
Göppingen	station	2	73,50 €	180,00 €
Görlitz	central station	3	73,50 €	180,00 €
Göttingen	central station	12	80,00 € - 109,00 €	180,00 €
Greifswald	station	1	73,50 €	180,00 €



City	Train station	Locations	Price media/ week*	Production/ poster**
Güstrow	station	2	73,50 €	180,00 €
Halle (Saale)	central station	12	80,00 €	180,00 €
Hamburg	central station	30	115,00 € - 185,00 €	180,00 €
	Altona	41	100,00 € - 155,50 €	180,00 €
	S-Bahnhof Airport	2	89,00 €	180,00 €
	S-Bahnhof Bergedorf	6	100,00 € - 128,50 €	180,00 €
	S-Bahnhof Dammtor	18	100,00 €	180,00 €
	S-Bahnhof Harburg	30	100,00 € - 155,50 €	180,00 €
	S-Bahnhof Jungfernstieg	22	100,00 €	180,00 €
	S-Bahnhof Reeperbahn	41	89,00 €	180,00 €
	S-Bahnhof Stadthausbrücke	1	89,00 €	180,00 €
	S-Bahnhof Wandbeker Chaussee	1	89,00 €	180,00 €
	Hanau	central station	6	73,50 €
Hannover	central station	19	115,00 € - 185,00 €	180,00 €
	Flughafenbahnhof	26	89,00 €	180,00 €
	S-Bahnhof Laatzen	26	89,00 €	180,00 €
Heidelberg	central station	7	80,00 € - 109,00 €	180,00 €
Heilbronn	central station	4	73,50 €	180,00 €
Hildesheim	central station	10	80,00 €	180,00 €
Hof	central station	4	73,50 €	180,00 €
Ingolstadt	central station	6	80,00 €	180,00 €
Jena	Paradies	4	80,00 €	180,00 €
	West	4	73,50 €	180,00 €
Kaiserslautern	central station	4	73,50 €	180,00 €
Karlsruhe	central station	13	80,00 € - 109,00 €	180,00 €
Kassel	central station	10	73,50 €	180,00 €
	Wilhelmshöhe	10	80,00 €	180,00 €
Kiel	central station	15	80,00 €	180,00 €
Koblenz	central station	12	80,00 €	180,00 €
Köln	central station	19	115,00 € - 185,00 €	180,00 €
	Deutz	16	100,00 € - 128,50 €	180,00 €
	Flughafenbahnhof Köln/Bonn	12	100,00 €	180,00 €
	S-Bahnhof Mülheim	5	89,00 €	180,00 €
	Süd	5	89,00 €	180,00 €
Krefeld	central station	8	73,50 €	180,00 €
Landshut	central station	8	73,50 €	180,00 €
Leipzig	central station	23	115,00 € - 151,00 €	180,00 €
	S-Bahnhof Leipzig Markt	4	89,00 €	180,00 €
Limburg/Lahn	station	4	73,50 €	180,00 €
Ludwigshafen am Rhein	central station	10	80,00 €	180,00 €
Magdeburg	central station	9	80,00 €	180,00 €
Mainz	central station	17	80,00 € - 126,50 €	180,00 €
	Römisches Theater Bf.	3	73,50 €	180,00 €
Mannheim	central station	42	80,00 € - 126,50 €	180,00 €
Marburg	station	4	73,50 €	180,00 €
Maschen (Seevetal)	station	1	73,50 €	180,00 €
Montabaur	central station	8	73,50 €	180,00 €
München	S-Bahnhof Flughafen	14	89,00 €	180,00 €
	S-Bahnhof Isartor	8	138,00 €	180,00 €
	S-Bahnhof Karlsplatz	10	100,00 € - 155,50 €	180,00 €
	S-Bahnhof Marienplatz	16	100,00 € - 128,50 €	180,00 €
	S-Bahnhof Ostbahnhof	14	100,00 € - 155,50 €	180,00 €
	S-Bahnhof Rosenheimer Platz	8	138,00 €	180,00 €





City	Train station	Locations	Price media/ week*	Production/ poster**
Münster	central station	9	80,00 € - 109,00 €	180,00 €
Neumünster***	station	2	73,50 €	180,00 €
Neuss	central station	3	73,50 €	180,00 €
Nürnberg	central station	10	115,00 € - 151,00 €	180,00 €
Oberhausen	central station	8	80,00 €	180,00 €
Oldenburg (Oldenburg)	central station	8	80,00 €	180,00 €
Osnabrück	central station	12	80,00 €	180,00 €
Paderborn	central station	1	80,00 €	180,00 €
Pforzheim	central station	10	80,00 €	180,00 €
Potsdam	central station	6	80,00 € - 109,00 €	180,00 €
Reutlingen	central station	2	73,50 €	180,00 €
Rosenheim	central station	4	73,50 € - 99,50 €	180,00 €
Rostock	central station	5	80,00 €	180,00 €
Saarbrücken	central station	10	80,00 €	180,00 €
Schweinfurt	central station	3	73,50 €	180,00 €
Schwerin	central station	8	73,50 €	180,00 €
Stuttgart	central station	18	115,00 € - 185,00 €	180,00 €
	Bad Cannstatt station	13	89,00 € - 112,50 €	180,00 €
	S-Bahnhof Feuersee	4	100,00 €	180,00 €
	S-Bahnhof Flughafen	17	89,00 €	180,00 €
	S-Bahnhof Schwabstraße	5	138,00 €	180,00 €
	S-Bahnhof Stadtmitte	12	155,50 €	180,00 €
	S-Bahnhof Universität	8	89,00 €	180,00 €
	S-Bahnhof Vaihingen	2	89,00 €	180,00 €
	S-Bahnhof Zuffenhausen	4	89,00 €	180,00 €
Trier	central station	7	80,00 €	180,00 €
Tübingen	central station	2	73,50 €	180,00 €
Ulm	central station	9	80,00 € - 109,00 €	180,00 €
Weimar	central station	4	73,50 €	180,00 €
Wetzlar	station	3	73,50 €	180,00 €
Wiesbaden	central station	30	80,00 € - 126,50 €	180,00 €
Wolfsburg	central station	2	80,00 €	180,00 €
Worms	central station	4	73,50 €	180,00 €
Würzburg	central station	7	109,00 € - 126,50 €	180,00 €
Zittau	central station	2	73,50 €	180,00 €

Offer conditions:

\* Gross per unit and week, plus production costs (incl. assembly, quality checks, disassembly and disposal).

\*\* Production prices include: Manufacture of sheets, shipping, assembly, possible assembly of replacement, quality checks, disassembly and disposal. They are valid for the standard size of 120 x 180 cm. Special formats and finishes: sheets cut along the contours € 205, transparent sheets € 258 or transparent sheets cut along the contours € 270 per Ground Poster.

\*\*\* Special size: 110 x 165 cm

In the underground train stations in Hamburg, two ground poster networks are available. 24 underground stations/50 ground posters for € 4,450 per week (media); 28 underground stations/100 Ground Posters for € 8,900 per week, plus production price.

In the underground stations in Hannover, there are ground poster locations in six underground stations. Formats, prices and booking units are available on request.

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 € 500 net per order.

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