

12

Railway Station
A1 Poster

Poster



A1 Poster

A1 Poster are the perfect media format to advertise any kind of event as well as for regional clients with small budgets. Big stations achieve exposure probabilities up to 450,000.

Description

A1 Poster in railway stations and on other station territory

Format

59.4 cm x 84.1 cm frame format

57.5 cm x 82.0 cm visible format

Booking Period

On a weekly-based timetable

Booking Details

Network booking

Long-term booking of single sites on request



Price Informations

per day/site

	Local Nets	Nets	No. of Cities	No. of Sites	Price
Nets in ICE-Stations	196	5	61	904	2.05
Nets in S-Bahn-Stations	48	6	17	1,388	1.75
Nets other stations	308	4	172	866	1.15

Discounts

No. of Posterweeks	Discount
≥ 100	2,0 %
≥ 200	4,0 %
≥ 300	6,0 %
≥ 400	8,0 %
≥ 500	10,0 %

Time discount:

For a minimum exposure time of 2 weeks for campaigns without major interruptions and without change of poster motifs = 10 % of netto

Discounts will only be given on media prices. Each site counts per week as one posterweek.

Valid as of October 2011. The respective applicable prices can be viewed under www.stroeer.de and www.derg.de

All prices are in Euro plus the applicable value-added tax.