

12

Railway Station
Ground Poster®

Poster



City	Railway Station	Station Clusters	Frequency	No. of Sites
Aachen	central station	Long-distance stations in cities > 100,000 residents	36.000	4
Aschaffenburg	central station	Other stations	13.000	8
Augsburg	central station	Long-distance stations in cities > 100,000 residents	40.000	18
Bautzen	central station	Other stations	2.200	2
Berlin	Alexanderplatz	Metro/urban railway hotspots	120.000	21
	Friedrichstraße	Metro/urban railway hotspots	230.000	25
	central station	Top stations	300.000	45
	Lichtenberg	Metro/urban railway stations in cities > 450,000 residents	70.000	8
	Ostbahnhof	Long-distance stations in cities > 450,000 residents	100.000	20
	S-Bahnhof Bellevue	Metro/urban railway stations in cities > 450,000 residents	12.000	3
	Charlottenburg	Metro/urban railway stations in cities > 450,000 residents	71.000	19
	Gesundbrunnen	Long-distance stations in cities > 450,000 residents	110.000	21
	S-Bahnhof Hackescher Markt	Metro/urban railway stations in cities > 450,000 residents	43.000	10
	S-Bahnhof Herrmannstraße	Metro/urban railway stations in cities > 450,000 residents	45.000	4
	S-Bahnhof Jannowitzbrücke	Metro/urban railway stations in cities > 450,000 residents	21.000	7
	S-Bahnhof Jungfernheide	Metro/urban railway stations in cities > 450,000 residents	32.000	9
	S-Bahnhof Karlshorst	Metro/urban railway stations in cities > 450,000 residents	13.000	1
	S-Bahnhof Neukölln	Metro/urban railway stations in cities > 450,000 residents	51.000	6
	S-Bahnhof Oranienburger Straße	Metro/urban railway stations in cities > 450,000 residents	14.000	5
	Potsdamer Platz	Metro/urban railway stations in cities > 450,000 residents	57.000	22
	S-Bahnhof Rathaus Steglitz	Metro/urban railway stations in cities > 450,000 residents	28.000	7
	Schöneeweide	Metro/urban railway stations in cities > 450,000 residents	42.000	11
	Südkreuz	Long-distance stations in cities > 450,000 residents	81.000	24
	S-Bahnhof Tiergarten	Metro/urban railway stations in cities > 450,000 residents	22.000	6
	S-Bahnhof Brandenburger Tor	Metro/urban railway stations in cities > 450,000 residents	18.000	6
	S-Bahnhof Westend	Metro/urban railway stations in cities > 450,000 residents	19.000	7
	S-Bahnhof Wittenau	Metro/urban railway stations in cities > 450,000 residents	18.000	4
	S-Bahnhof Zehlendorf	Metro/urban railway stations in cities > 450,000 residents	19.000	3
	S-Bf Messe Nord/ ICC (Witzleben)	Metro/urban railway stations in cities > 450,000 residents	21.000	4
	S-Bf Messe Süd (Eichkamp)	Metro/urban railway stations in cities > 450,000 residents	6.200	5
	S-Bf Westkreuz	Metro/urban railway stations in cities > 450,000 residents	62.000	4
Spandau	Long-distance stations in cities > 450,000 residents	40.000	10	
Tempelhof	Metro/urban railway stations in cities > 450,000 residents	32.000	4	
	Zoologischer Garten	Metro/urban railway hotspots	120.000	33
Bielefeld	central station	Long-distance stations in cities > 100,000 residents	41.000	5
Bochum	central station	Long-distance stations in cities > 100,000 residents	55.000	12
Bonn	central station	Long-distance stations in cities > 100,000 residents	48.000	8
Braunschweig	central station	Long-distance stations in cities > 100,000 residents	25.000	13
Bremen	central station	Top stations	120.000	18
Bremerhaven	central station	Long-distance stations in cities > 100,000 residents	7.100	5
Celle	central station	Other stations	7.600	4
Chemnitz	central station	Long-distance stations in cities > 100,000 residents	14.000	6
Darmstadt	central station	Long-distance stations in cities > 100,000 residents	35.000	21
Delmenhorst	Bahnhof	Other stations	8.700	7
Dessau	central station	Other stations	5.500	7
Dortmund	central station	Top stations	130.000	15
	university	Metro/urban railway stations in cities > 450,000 residents	9.000	2
Dresden	central station	Top stations	60.000	20
	Neustadt	Long-distance stations in cities > 450,000 residents	24.000	6
	S-Bf Airport	Metro/urban railway stations in cities > 450,000 residents	1.500	5
Duisburg	central station	Top stations	77.000	21
Düsseldorf	S-Bahnhof Benrath	Metro/urban railway stations in cities > 450,000 residents	10.700	5
	airport Fernbahnhof	Long-distance stations in cities > 450,000 residents	6.800	25

City	Railway Station	Station Clusters	Frequency	No. of Sites
Erfurt	airport S-Bahn	Metro/urban railway stations in cities > 450,000 residents	21.000	10
	central station	Long-distance stations in cities > 100,000 residents	35.000	6
Erlangen	Bahnhof	Long-distance stations in cities > 100,000 residents	11.000	1
Essen	central station	Top stations	170.000	16
	S-Bahnhof West	Metro/urban railway stations in cities > 450,000 residents	3.000	10
	S-Bahnhof Steele	Metro/urban railway stations in cities > 450,000 residents	4.667	10
Esslingen	central station	Other stations	17.000	3
Forchheim	Bahnhof	Other stations	4.197	1
Frankfurt Main	U-Bf Bockenheimer Warte	Metro/urban railway stations in cities > 450,000 residents	52.964	104
	airport Fernbahnhof	Long-distance stations in cities > 450,000 residents	23.000	32
	airport Regiobahnhof	Metro/urban railway stations in cities > 450,000 residents	39.000	38
	central station	Top stations	350.000	105
	S-Bahnhof central station	Top stations	350.000	58
	U-Bahnhof central station	Top stations	53.217	33
	S-Bahnhof Hauptwache	Metro/urban railway hotspots	80.000	40
	U-Bahnhof Hauptwache	Metro/urban railway hotspots	107.590	149
	S-Bahnhof Konstabler Wache	Metro/urban railway hotspots	77.000	40
	U-Bahnhof Konstabler Wache	Metro/urban railway hotspots	94.955	79
	U-Bahnhof Südbahnhof	Metro/urban railway stations in cities > 450,000 residents	29.489	33
	S-Bahnhof Taunusanlage	Metro/urban railway hotspots	22.000	26
	U-Bahnhof Willy-Brandt-Platz	Metro/urban railway stations in cities > 450,000 residents	57.387	70
Freiburg	central station	Long-distance stations in cities > 100,000 residents	65.000	10
Fulda	central station	Other stations	22.000	13
Fürth	central station	Long-distance stations in cities > 100,000 residents	15.000	3
Gelsenkirchen	central station	Long-distance stations in cities > 100,000 residents	37.000	16
Gera	central station	Other stations	4.800	5
Gießen	Bahnhof	Other stations	28.000	8
Görlitz	central station	Other stations	3.500	3
Göttingen	central station	Long-distance stations in cities > 100,000 residents	30.000	12
Halle Saale	central station	Long-distance stations in cities > 100,000 residents	40.000	12
Hamburg*	Altona	Long-distance stations in cities > 450,000 residents	90.000	24
	central station	Top stations	450.000	30
	Bahnhof Dammtor	Long-distance stations in cities > 450,000 residents	40.000	18
	S-Bahnhof Harburg	Metro/urban railway stations in cities > 450,000 residents	74.000	30
	S-Bahnhof Jungfernstieg	Metro/urban railway hotspots	42.000	8
Hannover**	airport station	Metro/urban railway stations in cities > 450,000 residents	1.057	26
	central station	Top stations	250.000	19
	S-Bahnhof Laatzen	Metro/urban railway stations in cities > 450,000 residents	1.100	26
	Heidelberg	central station	Long-distance stations in cities > 100,000 residents	45.000
Ingolstadt	central station	Long-distance stations in cities > 100,000 residents	15.000	6
Jena	Paradies	Long-distance stations in cities > 100,000 residents	1.516	4
	West	Other stations	4.248	4
Kaiserslautern	central station	Long-distance stations in cities > 100,000 residents	18.000	4
Karlsruhe	central station	Long-distance stations in cities > 100,000 residents	60.000	13
Kassel	central station	Long-distance stations in cities > 100,000 residents	7.000	10
	Wilhelmshöhe	Long-distance stations in cities > 100,000 residents	53.000	10
Kiel	central station	Long-distance stations in cities > 100,000 residents	40.000	15
Koblenz	central station	Long-distance stations in cities > 100,000 residents	25.000	12
Köln	airport Köln/Bonn	Metro/urban railway stations in cities > 450,000 residents	7.800	12
	Deutz	Long-distance stations in cities > 450,000 residents	60.000	16
	central station	Top stations	280.000	33
	Mühlheim	Metro/urban railway stations in cities > 450,000 residents	6.193	5

City	Railway Station	Station Clusters	Frequency	No. of Sites
	Süd	Metro/urban railway stations in cities > 450,000 residents	9.174	5
Krefeld	central station	Other stations	25.000	8
Landshut	central station	Other stations	15.000	8
Leipzig	central station	Top stations	120.000	17
Ludwigsburg	Bahnhof	Other stations	30.100	8
Ludwigshafen	central station	Long-distance stations in cities > 100,000 residents	36.000	10
Magdeburg	central station	Long-distance stations in cities > 100,000 residents	30.000	13
Mainz	central station	Long-distance stations in cities > 100,000 residents	80.000	17
Mannheim	central station	Long-distance stations in cities > 100,000 residents	100.000	12
München	central station	Top stations	350.000	32
	S-Bahnhof airport	Metro/urban railway stations in cities > 450,000 residents	25.000	14
	S-Bahnhof Isartor	Metro/urban railway hotspots	39.000	8
	S-Bahnhof Karlsplatz	Metro/urban railway hotspots	89.000	10
	S-Bahnhof Marienplatz	Metro/urban railway hotspots	160.000	16
	S-Bahnhof München central station	Metro/urban railway stations in cities > 450,000 residents	350.000	12
	Ostbahnhof	Long-distance stations in cities > 450,000 residents	120.000	14
	S-Bahnhof Rosenheimer Platz	Metro/urban railway stations in cities > 450,000 residents	47.000	8
Münster (Westf.)	central station	Long-distance stations in cities > 100,000 residents	66.000	14
Neumünster	Bahnhof	Other stations	9.800	2
Neuss	central station	Other stations	27.000	3
Nürnberg	central station	Top stations	180.000	10
Oberhausen	central station	Long-distance stations in cities > 100,000 residents	31.000	8
Oldenburg i.O.	central station	Long-distance stations in cities > 100,000 residents	17.000	8
Osnabrück	central station	Long-distance stations in cities > 100,000 residents	22.000	12
Pforzheim	central station	Long-distance stations in cities > 100,000 residents	15.300	10
Potsdam	central station	Long-distance stations in cities > 100,000 residents	53.000	6
Reutlingen	central station	Other stations	9.800	2
Rosenheim	central station	Other stations	16.000	4
Rostock	central station	Long-distance stations in cities > 100,000 residents	45.000	5
Saarbrücken	central station	Long-distance stations in cities > 100,000 residents	25.000	10
Schweinfurt	central station	Other stations	5.600	3
Schwerin	central station	Other stations	5.900	8
Stuttgart	Bf Bad Cannstatt	Metro/urban railway stations in cities > 450,000 residents	45.000	13
	central station	Top stations	240.000	41
	S-Bahnhof Feuerbach	Metro/urban railway stations in cities > 450,000 residents	20.000	4
	S-Bahnhof Feuersee	Metro/urban railway hotspots	48.000	4
	S-Bahnhof airport	Metro/urban railway stations in cities > 450,000 residents	11.000	17
	S-Bahnhof Schwabstraße	Metro/urban railway stations in cities > 450,000 residents	57.000	5
	S-Bahnhof Stadtmitte	Metro/urban railway hotspots	91.000	8
	S-Bahnhof Universität	Metro/urban railway stations in cities > 450,000 residents	21.000	8
	S-Bahnhof Vaihingen	Metro/urban railway stations in cities > 450,000 residents	29.000	2
	S-Bahnhof Zuffenhausen	Metro/urban railway stations in cities > 450,000 residents	21.000	4
Trier	central station	Long-distance stations in cities > 100,000 residents	14.000	7
Tübingen	central station	Other stations	25.000	2
Ulm	central station	Long-distance stations in cities > 100,000 residents	35.000	11
Wiesbaden	central station	Long-distance stations in cities > 100,000 residents	49.000	20
Wolfsburg	central station	Long-distance stations in cities > 100,000 residents	12.000	2
Worms	central station	Other stations	15.000	4
Wuppertal	central station	Long-distance stations in cities > 100,000 residents	37.000	6
Würzburg	central station	Long-distance stations in cities > 100,000 residents	31.000	7
Zittau	central station	Other stations	1.300	2

Ground Poster®

Quality Control

Reservation period in weeks	Euros per location	No. of controls
2	4.50	1
3	9.00	2
4	13.50	3
5	18.00	4
6	22.50	5

Production Costs

Print run	Price/poster
1–9	175.75
10–14	149.25
15–19	145.50
20–24	141.75
25–39	139.25
40–49	115.50
50–59	106.75
60–84	99.25
85–99	91.75
100–124	89.50
125–149	87.63
150–174	86.38
175–199	85.50
200–299	85.00
≥ 300	81.88

Please allow excess production of 20%.

Production prices include: production of the films, shipping, mounting, substitute mounting if applicable, dismounting and disposal.

They apply to the standard size of 120 x 180 cm as well as to print run per poster.

Special sizes and special designs such as films cut to size or 3D prints available upon request.

Discounts

No. of bookings	Discount
≥ 50	2.5 %
≥ 100	5.0 %
≥ 250	7.5 %
≥ 500	10.0 %

Discounts only apply to media rates.

Each site counts as one reservation per week.

Ground Poster®

Ground Poster® are excellent eye-catcher along the passages of highly frequented stations for long-distance and local traffic.

Self-adhesive sturdy vinyl foils give Ground Poster® a long durability, even at heavy duty.



Description

Self-adhesive vinyl posters on floors of highly frequented stations

Format

120 cm x 180 cm poster size
(special formats and designs on request)

Number

Approx 2,350 posters in 156 stations distributed over 80 cities nationwide

Price Information

per unit and week

Performance classes: Daily contacts in thousands of people

	Pc 1: < 8	Pc 2: 8–15	Pc 3: > 15
Top stations	95.00	124.00	151.00
Metro/urban railway hotspots, long-distance stations in cities > 450,000 residents	84.00	109.00	132.00
Metro/urban railway stations and other stations in cities > 450,000 residents	75.00	96.00	117.00
Long-distance stations in cities > 100,000 residents	68.00	93.00	107.00
Other stations	62.00	84.00	97.00

Depending on the location, there may be surcharges for mounting/dismounting/control.

* Two ground poster networks are available in metro stations throughout Hamburg:

24 metro stations / 50 ground posters €7,350.00 / 14 days, 28 metro stations / 100 ground posters €14,700.00 / 14 days

The ground posters in Hamburg have a special format measuring 150 x 120 cm and can only be booked for 14-day periods.

** In Hanover, ground poster locations are available in six metro stations. Formats, prices and booking units are available upon request.

Plus production costs (foils, mounting, demounting, disposal) and quality control.

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

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

Booking period

Weekly booking, posting period starting on Tuesday

Booking Details

Maximum booking period for 1 flight are 6 weeks during to durability of foils

Booking only as full-service execution

Local, regional or national booking possible