

12

Railway Station  
Ground Stripes®



City	Railway Station	Station Clusters	Frequency	No. of Sites
Berlin	Alexanderplatz	Metro/urban railway hotspots	120.000	2
	Charlottenburg	Metro/urban railway stations in cities > 450,000 residents	71.000	4
	Friedrichstraße	Metro/urban railway hotspots	230.000	4
	Hackescher Markt	Metro/urban railway stations in cities > 450,000 residents	43.000	2
	central station	Top stations	300.000	2
	Ostbahnhof	Long-distance stations in cities > 450,000 residents	100.000	4
	Savignyplatz	Metro/urban railway stations in cities > 450,000 residents	22.000	2
	Spandau	Long-distance stations in cities > 450,000 residents	40.000	2
	Südkreuz	Long-distance stations in cities > 450,000 residents	81.000	4
	Zoologischer Garten	Metro/urban railway hotspots	120.000	2
Bremen	central station	Top stations	120.000	2
Düsseldorf	S-Bahnhof Flughafen	Metro/urban railway stations in cities > 450,000 residents	21.000	2
Frankfurt/Main	U-Bahnhof Bockenheimer Warte	Metro/urban railway stations in cities > 450,000 residents		4
	central station	Top stations	350.000	5
	U-Bahnhof central station	Top stations		3
	Flughafen Fernbahnhof	Long-distance stations in cities > 450,000 residents	23.000	4
	Flughafen Regionalbahnhof	Long-distance stations in cities > 450,000 residents	39.000	3
	S-Bahnhof Hauptwache	Metro/urban railway hotspots	80.000	2
	U-Bahnhof Hauptwache	Metro/urban railway hotspots		4
	S-Bahnhof Konstabler Wache	Metro/urban railway hotspots	77.000	2
	U-Bahnhof Konstabler Wache	Metro/urban railway hotspots		5
	U-Bahnhof Südbahnhof	Metro/urban railway stations in cities > 450,000 residents		2
U-Bahnhof Willy-Brandt-Platz	Metro/urban railway stations in cities > 450,000 residents		4	
Hamburg	central station	Top stations	450.000	8
	Bahnhof Altona	Long-distance stations in cities > 450,000 residents	90.000	4
	Bahnhof Jungfernstieg	Metro/urban railway hotspots	42.000	2
Köln	central station	Top stations	280.000	11
Leipzig	central station	Top stations	120.000	8
Stuttgart	central station	Top stations	240.000	2
	S-Bahnhof Flughafen	Metro/urban railway stations in cities > 450,000 residents	11.000	2
	S-Bahnhof Stadtmitte	Metro/urban railway hotspots	91.000	2

## Discounts

## No. of bookings

## Discount

≥ 4

5.0 %

≥ 8

10.0 %

≥ 12

15.0 %

## Ground Stripes®

Travellers waiting on the platforms for their long-distance or local traffic trains can't miss this type of advertising. Pasted approx. one meter in front of the platform edge Ground Stripes® escort the traveller on his way to the desired entry position. Additionally they raise attention of travellers during waiting time.

### Description

Self-adhesive vinyl poster on the floor of indoor platforms along the security line of the platform edge

Poster size 120.0 m x 0.4 m (special formats on request)  
Actually available nationwide at 109 sites in 31 stations of 8 major cities

### Booking Period

Per calendar month (exposure time 28 days)

### Booking Details

Booking only as full-service execution  
Maximum booking period for one flight are 6 weeks due to durability of foils



### Price Information

Media gross per unit and month

**Performance classes** Daily contacts in thousands of people

	Pc 1: < 15	Pc 2: 15–65	Pc 3: > 65
Top stations	6,130.00	8,090.00	10,260.00
Metro/urban railway hotspots, long-distance stations in cities > 450,000 residents	5,860.00	7,100.00	9,000.00
Metro/urban railway stations and other stations in cities > 450,000 residents	4,910.00	6,270.00	7,960.00
Long-distance stations in cities > 100,000 residents		No locations	
Other stations		No locations	

Plus production costs (foils, mounting, quality control, demounting, disposal) 3,400.00 Euro per piece (standard format); special formats on request. Discounts will only be given on media prices. Each site counts per month as one booking.

Valid as of October 2011. The respective applicable prices can be viewed under [www.stroeer.de](http://www.stroeer.de) and [www.derg.de](http://www.derg.de)  
All prices are in Euro plus the applicable value-added tax.