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Railway Station

Stair Poster / Stair Branding



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City	Railway Station	Station Clusters	Frequency	Sites	
				Stair Branding	Stair Poster
Aachen	Central station	Long-distance stations in cities > 100,000 residents	36.000	7	4
Aschaffenburg	Central station	Other stations	13.000	7	7
Augsburg	Central station	Long-distance stations in cities > 100,000 residents	40.000	15	15
Bad Homburg	Central station	Other stations	18.000	5	3
Berlin	Alexanderplatz	Metro/urban railway hotspots	120.000	11	5
	Brandenburger Tor	Metro/urban railway stations in cities > 450,000 residents	18.000	1	
	Friedrichstraße	Metro/urban railway hotspots	230.000	24	8
	Gesundbrunnen	Long-distance stations in cities > 450,000 residents	110.000	8	6
	Hackescher Markt	Metro/urban railway stations in cities > 450,000 residents	43.000	4	4
	Ostbahnhof	Long-distance stations in cities > 450,000 residents	100.000	30	15
	Potsdamer Platz	Metro/urban railway hotspots	57.000	27	17
	Spandau	Long-distance stations in cities > 450,000 residents	40.000	7	7
	Südkreuz	Long-distance stations in cities > 450,000 residents	81.000	2	2
	Zoologischer Garten	Metro/urban railway hotspots	120.000	16	13
Bielefeld	Central station	Long-distance stations in cities > 100,000 residents	41.000	8	8
Bonn	Central station	Long-distance stations in cities > 100,000 residents	48.000	10	9
Bremen	Central station	Top stations	120.000	10	10
Brühl	Bahnhof	Other stations	3.900	2	2
Dortmund	Central station	Top stations	130.000	12	11
Dresden	Neustadt	Long-distance stations in cities > 450,000 residents	24.000	13	11
Duisburg	Central station	Top stations	77.000	12	12
Düsseldorf	Central station	Top stations	250.000	24	24
Essen	Central station	Top stations	170.000	2	2
Erfurt	Central station	Long-distance stations in cities > 100,000 residents	35.000	3	3
Frankfurt Main	U-Bf Bockenheimer Warte	Metro/urban railway stations in cities > 450,000 residents	52.964		16
	Flughafen Fernbahnhof	Long-distance stations in cities > 450,000 residents	23.000	8	8
	Central station	Top stations	350.000	10	8
	U-Bf Central station	Top stations	53.217		2
	S-Bf Hauptwache	Metro/urban railway hotspots	80.000	4	4
	U-Bf Hauptwache	Metro/urban railway hotspots	107.590		13
	U-Bf Konstabler Wache	Metro/urban railway hotspots	94.955		20
	U-Bf Südbahnhof	Metro/urban railway stations in cities > 450,000 residents	29.489		6
U-Bf Willy-Brandt-Platz	Metro/urban railway stations in cities > 450,000 residents	57.387		16	
Freiburg	Central station	Long-distance stations in cities > 100,000 residents	65.000	16	2
Gelsenkirchen	Central station	Long-distance stations in cities > 100,000 residents	37.000	4	4
Halle (Saale)	Central station	Long-distance stations in cities > 100,000 residents	40.000	8	8
Hamburg	Dammtor	Long-distance stations in cities > 450,000 residents	40.000	3	3
	Central station	Top stations	450.000	4	4
	Hamburg Jungfernstieg	Metro/urban railway hotspots	42.000	5	4
	S-Bf Landungsbrücken	Metro/urban railway stations in cities > 450,000 residents	15.000	9	6
Hannover	Central station	Top stations	250.000	12	12
	Messe Laatzen	Metro/urban railway stations in cities > 450,000 residents	1.100	13	10
Holzkirchen	Bahnhof	Other stations	9.900	6	4
Kaiserslautern	Central station	Long-distance stations in cities > 100,000 residents	18.000	11	10
Karlsruhe	Central station	Long-distance stations in cities > 100,000 residents	60.000	3	3
Köln	Deutz	Long-distance stations in cities > 450,000 residents	60.000	4	3
	Central station	Top stations	280.000	11	10
Magdeburg	Central station	Long-distance stations in cities > 100,000 residents	30.000	12	10
Mainz	Central station	Long-distance stations in cities > 100,000 residents	80.000	6	4
Mannheim	Central station	Long-distance stations in cities > 100,000 residents	100.000	15	15
München	Central station	Top stations	350.000	1	1
Neumünster	Central station	Other stations	11.000	2	
Neuss	Central station	Other stations	27.000	2	2
Nürnberg	Central station	Top stations	180.000	4	4
Osnabrück	Central station	Long-distance stations in cities > 100,000 residents	22.000	12	9
Recklinghausen	Central station	Long-distance stations in cities > 100,000 residents	10.000	3	3

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Regensburg	Central station	Long-distance stations in cities > 100,000 residents	15.000	5	5
Rostock	Central station	Long-distance stations in cities > 100,000 residents	45.000	13	6
Siegburg	Central station	Other stations	18.000	1	1
Stuttgart	Flughafen/Messe	Metro/urban railway stations in cities > 450,000 residents	11.000	6	3
	Central station	Top stations	240.000	4	4
	Stadtmitte	Metro/urban railway hotspots	91.000	1	1
Ulm	Central station	Long-distance stations in cities > 100,000 residents	35.000	7	5

Stair Poster / Stair Branding

Walking through a railway station always means to climb some stairs. The end panels of stairs create in combination an impressive advertising space, which opens up new possibilities for creativity.

Description

Presentation of large-size advertising motifs on staircases by use of foils on the end panels of stairs

Approx. 490 staircases in 63 stations of 39 major cities

Stair Poster standard format 150 cm x 150 cm

Stair Branding total branding of staircase (formats varying)

Booking Period

Monthly booking, minimum booking period 1 calendar month

Booking Details

Only 1 client/1 motif per staircase

Booking only as full-service execution including cleaning and quality control



Price Information Stair Poster

Media gross per month and site

Performance classes: Daily contacts in thousands of people	Pc 1: < 5	Pc 2: 5–15	Pc 3: > 15
Top stations	500.00	920.00	1,320.00
Metro/urban railway hotspots, long-distance stations in cities > 450,000 residents	410.00	810.00	1,160.00
Metro/urban railway stations and other stations in cities > 450,000 residents	350.00	710.00	1,030.00
Long-distance stations in cities > 100,000 residents	290.00	660.00	950.00
Other stations	260.00	620.00	850.00

Price Information Stair Branding

Media gross per month and site

Performance classes: Daily contacts in thousands of people	Pc 1: < 5	Pc 2: 5–15	Pc 3: > 15
Top stations	1,250.00	2,300.00	3,300.00
Metro/urban railway hotspots, long-distance stations in cities > 450,000 residents	1,030.00	2,030.00	2,900.00
Metro/urban railway stations and other stations in cities > 450,000 residents	880.00	1,780.00	2,580.00
Long-distance stations in cities > 100,000 residents	730.00	1,650.00	2,380.00
Other stations	650.00	1,550.00	2,130.00

Plus production costs (including mounting/demounting): Stair Poster 630.00 Euro per staircase and poster
Stair Branding 198.00–259.00 Euro per sqm (depending on size of motif and foil quality)

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.stroer.de and www.derg.de

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