

## Price List Public Video Audience based

2023



PV INFOSCREEN



PV STATION



PV MALL



PV CITY



PV CITY TOWER



PV ROADSIDE



PV GIANT



PV CINEMA



PV SCENE



PV RETAIL



PV ELEVATOR

Public Video Price list 2023 is valid for:  
STRÖER MEDIA SOLUTIONS | Ströer Digital Media GmbH | Kehrwieper 8-9 |  
20457 Hamburg. The GTCs of Ströer Digital Media GmbH apply.  
Status: 01.03.2023 | Valid until a new version is released | Subject to changes  
and errors



# STRÖER

Premium Screens

## Price List | Managed Service, Programmatic Guaranteed

	Public Video Infoscreen		Public Video Station		Public Video Mall		Run of Network <sup>1</sup>
	gross CPM		gross CPM		gross CPM		gross CPM
Base price 10 sec.	6.30 €		4.40 €		4.10 €		4.00 €

For longer or shorter spot lengths, linear calculation using the 10 sec. Base price (incl. surcharges); please refer to the specifications of the respective Advertising Medium for possible spot lengths.

<sup>1</sup> Run of Network only Infoscreen, Station, Mall

### Targeting surcharges Q1-Q3 2023

+ Time	1.00 €	1.00 €	1.00 €	1.00 €
+ City	1.30 €	2.60 €	2.00 €	2.20 €
+ Location <sup>2</sup>	3.90 €	3.00 €	3.00 €	3.00 €

### Targeting surcharges Q4 2023

+ Time	1.20 €	1.20 €	1.20 €	1.20 €
+ City	1.70 €	3.20 €	2.30 €	2.50 €
+ Location <sup>2</sup>	4.20 €	3.30 €	3.30 €	3.30 €

<sup>2</sup> Only bookable in combination with city surcharges

### Additional Targeting surcharges

+ Event	1.80 €			
+ Audience	Age   Gender 1.50 €			
	Additional (Socio-)Demographic and Behavioral segments 3.00 € Minimum booking volume NN 100,000 €   Lead time min. 15 workdays from booking			

## Price List | Fix Price Deal

	Public Video Infoscreen		Public Video Station		Public Video Mall		Run of Network <sup>1</sup>
	gross CPM		gross CPM		gross CPM		
Transparency Level	Q1-Q3	Q4	Q1-Q3	Q4	Q1-Q3	Q4	n.A.
Low	7.30 €	7.50 €	5.40 €	5.60 €	5.10 €	5.30 €	
Mid	8.60 €	9.20 €	8.00 €	8.80 €	7.10 €	7.60 €	
High	12.50 €	13.40 €	11.00 €	12.10 €	10.10 €	10.90 €	

Low = Medium + Time | Mid = Medium + Time + City | High = Medium + Time + City + Location

### Additional Targeting surcharges

+ Audience	Age   Gender 1.50 €				n.A.	
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## Price List | Private Auction, Open Auction

Private Auction	Floor price at deal level				n.A.	
Open Auction	Floor price at inventory level					



# STRÖER

Premium Screens

## Price List | Managed Service, Programmatic Guaranteed

	Public Video Roadside		Public Video City		Public Video City Tower	
	gross CPM		gross CPM		gross CPM	
Base price 10 Sec.	9.50 €		6.70 €		8.00 €	
Spot lengths: Roadside, City Tower (10 - 30 sec.), City (5 - 30 sec.) Linear calculation based on the 10 sec. base price (incl. surcharges)						
<b>Targeting surcharges Q1-Q3 2023</b>						
+ Time	1.00 €		1.00 €		1.00 €	
+ City	3.00 €		2.50 €		2.50 €	
+ Location <sup>1</sup>	7.00 €		4.50 €		5.00 €	
<b>Targeting surcharges Q4 2023</b>						
+ Time	1.20 €		1.20 €		1.20 €	
+ City	3.50 €		3.20 €		3.00 €	
+ Location <sup>1</sup>	8.00 €		5.00 €		5.50 €	
<sup>1</sup> Only bookable in combination with the city surcharge. Note: A Public Video Roadside or City location can contain up to 2 screens (front and back) and a Public Video City Tower location can contain up to 3 screens.						
<b>Additional Targeting surcharges</b>						
+ Event	1.80 €					
+ Audience	Age   Gender 2.00 €					
	Additional (Socio-)Demographic and Behavioral segments € 3.00 Minimum booking volume NN € 100,000   lead time min. 15 working days from booking					

## Price List | Fix Price Deal

	Public Video Roadside		Public Video City		Public Video City Tower	
	gross CPM		gross CPM		gross CPM	
Transparency Level	Q1-Q3	Q4	Q1-Q3	Q4	Q1-Q3	Q4
Low	10.50 €	10.70 €	7.70 €	7.90 €	9.00 €	9.20 €
Mid	13.50 €	14.20 €	10.20 €	11.10 €	11.50 €	12.20 €
High	20.50 €	22.20 €	14.70 €	16.10 €	16.50 €	17.70 €

Low = Medium + Time | Mid = Medium + Time + City | High = Medium + Time + City + Location

## Price List | Private Auction

Private Auction	Floor price at deal level
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# STRÖER

Premium Screens

## Preisliste | Managed Service, Programmatic Guaranteed

	Public Video Giant		Public Video Giant <sup>2</sup>	
	gross CPM		gross CPM	
	Q1-Q3	Q4	Q1-Q3	Q4
Basispreis 10 Sek.	15.00 €		45.00 €	49.50 €

For longer or shorter spot lengths, linear calculation using the 10 sec. base price (incl. surcharges); please refer to the specifications of the respective Advertising Medium for possible spot lengths.

### Targeting surcharges Q1-Q3 2023

+ Time	3.00 €	The base price includes all Targeting surcharges (Time + City + Location).
+ City	8.50 €	
+ Location <sup>1</sup>	3.50 €	

### Targeting surcharges Q4 2023

+ Time	4.00 €	The base price includes all Targeting surcharges (Time + City + Location).
+ City	9.50 €	
+ Location <sup>1</sup>	4.50 €	

<sup>1</sup> Only bookable in combination with the city surcharge.

<sup>2</sup> These Public Video Giant locations are exclusively bookable on location level.

<sup>3</sup> There are currently no contacts available for Public Video Giant Indoor Munich Karlsplatz / Stachus.

### Additional Targeting surcharges

+ Event	1.80 €
+ Audience	Age   Gender PV Giant Indoor 1.50 €   PV Giant Outdoor 2.00 €
	Additional (Socio-)Demographic and Behavioral segments € 3.00
	Minimum booking volume NN € 100,000   lead time min. 15 working days from booking

## Price List | Fix Price Deal

	Public Video Giant		Public Video Giant <sup>2</sup>	
	gross CPM		gross CPM	
Transparenz-level	Q1-Q3	Q4	Q1-Q3	Q4
Low	18.00 €	19.00 €	-	-
Mid	26.50 €	28.50 €	-	-
High	30.00 €	33.00 €	45.00 €	49.50 €

Low = Medium + Time | Mid = Medium+ Time + City | High = Medium + Time + City + Location

### Additional Targeting surcharges

+ Audience	Age   Gender only PV Giant Indoor 1,50 €
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## Price List | Private Auction

Private Auction	Floor price at deal level
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# STRÖER

Ambient Screens

## Price List | Managed Service, Programmatic Guaranteed

	Public Video Elevator [Office]	Public Video Cinema	Public Video Scene	Public Video Retail [Budnikowsky]
	gross CPM	gross CPM	gross CPM	gross CPM
Base price 10 sec.	10.00 €	8.00 €	8.00 €	6.20 €

For longer or shorter spot lengths, linear calculation using the 10 sec. Base price (incl. surcharges); please refer to the specifications of the respective Advertising Medium for possible spot lengths.

### Targeting surcharges Q1-Q3 2023

+ Time <sup>1</sup>	1.00 €	1.00 €	1.00 €	1.00 €
+ City	2.00 €	2.00 €	2.00 €	2.00 €
+ Location <sup>2</sup>	2.50 €	2.00 €	2.00 €	2.00 €

### Targeting surcharges Q4 2023

+ Time <sup>1</sup>	1.20 €	1.20 €	1.20 €	1.20 €
+ City	2.50 €	2.20 €	2.20 €	2.50 €
+ Location <sup>2</sup>	3.00 €	2.20 €	2.20 €	2.50 €

<sup>1</sup> Basis for Cinema and Scene: weekly booking. Bookable on a daily basis for a time surcharge. Elevator basis: daily occupancy. Bookable on an hourly basis for a time surcharge.

<sup>2</sup> Only in combination with the city surcharge.

### Additional Targeting surcharges

+ Event Targeting	1.80 €	n.A.		
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## Price List | Fixed Price Deal

	Public Video Elevator [Office]	Public Video Cinema	Public Video Scene	Public Video Retail [Budnikowsky]
	gross CPM			
Transparency Level	Q1-Q3	Q4	n.A.	
Low	11.00 €	11.20 €		
Mid	13.00 €	13.70 €		
High	15.50 €	16.70 €		

Low = Medium + Time | Mid = Medium + Time + City | High = Medium + Time + City + Location

## Price List | Private Auction

Private Auction	Floor price at deal level	n.A.		
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## Detailed explanation of the Targetings

Targeting	Explanation
Time	Hourly basis (resp. Ambient Screens partly daily basis)
City	Selection of individual cities
Location	Selection of individual locations (e.g., Berlin central station) Smallest bookable unit: <ul style="list-style-type: none"> <li>▪ Infoscreen: Train station</li> <li>▪ Station: Station</li> <li>▪ Mall: Mall</li> <li>▪ Roadside   City: Advertising medium; up to 2 screens possible (front and back)</li> <li>▪ City Tower: Advertising medium; up to 3 screens per location possible</li> <li>▪ Giant: Location, Location can contain 1-n screens.</li> <li>▪ Cinema: Cinema</li> <li>▪ Scene: Restaurant /Bar</li> <li>▪ Retail: Store</li> <li>▪ Elevator: Office Building</li> </ul>
Event	Weather, Stock Market, Corona Incidence, Bundesliga, Traffic Jam, Custom, Additional on request (plus technical costs)
Audience	Various segments are available: Age & gender (male, female   14-19, 20-29, 30-39, 40-49, 50-59, 60+) Further (Socio-)Demographic segments: e.g. education, net household income, relationship status, family Behavioral: e.g. Lifestyle, LOHAS, fashion, vegetarian/vegan, sport, premium buyer
Further Targeting	Possible after arrangement and appropriate lead time (price on request)

## General information on Audience based Public Video

Billing basis:	Billing basis is Adults 14+.
Audience based	Contacts are generally not guaranteed and are played out according to availability.
Programmatic	Which deal type is supported by which DSP must be checked in advance.
Booking lead time	For regular campaigns: 3 working days except Roadside, City, City Tower and Giant: 5 working days.
Minimum booking volume	Agency net 2,500.00 €
Campaign set-up costs	From 5 line items per medium, 50.00 € per additional line item will be charged.
Run of Network (RON)	Infoscreen, Station, Mall   Same targeting for all media
Motif handling costs	Premium screens: 300.00 € per medium and motif. Ambient screens: 150.00 € per medium and motif. Not applicable in case of programmatic booking via DSP.
Advertising material	Advertising material must always be approved in advance by Ströer Digital Media GmbH, Advertising material must be delivered to: <a href="mailto:ops-ppv@stroeer.de">ops-ppv@stroeer.de</a> . On public video, depending on the medium and location, still image, cinemagram, animation, moving image can be used. This varies depending on the medium and city / location. This information can be found in the specifications.
Lead Times	Lead Times for Advertising material can be found in the specifications
Surcharges	Surcharges are always calculated on top of the base price and must to be seen as additive, e.g.: Infoscreen - Berlin - central station (Q1-3): 6.30 € + 1.30 € + 3.90 € = 11.50 €

Specifications	Premium Screens: <a href="#">Infoscreen</a>   <a href="#">Mall</a>   <a href="#">Station</a>   <a href="#">City</a>   <a href="#">City Tower</a>   <a href="#">Roadside</a>   <a href="#">Giant Indoor</a>   <a href="#">Giant Outdoor</a> Ambient Screens: <a href="#">Cinema</a>   <a href="#">Scene</a>   <a href="#">Retail</a>   <a href="#">Elevator</a>
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## Special Advertising Surcharges

Form of Advertising	gross CPM
SplitScreen Ad	2.00 €
CutIn Ad	1.70 €
Advertorial	1.70 €
Sponsoring (An-/Abpresenter)	1.30 €
Companion Ad	1.00 € <sup>1</sup>
InAd	on request

<sup>1</sup> Price for surcharge only valid when booking Companion Ads in conjunction with regular Public Video Content.

## More information

All Special Advertising formats available for Infoscreen, Station and Mall.

More screens on request.

For the assembly of Special Advertising formats by Ströer, € 150.00 / motif / format will be charged as a creative service.

Additional technical costs or creation costs on request.

Other Special Advertising formats on request.

Lead times: Special Advertising forms Dependence of the Advertising form

InAd, SplitScreen Ad, CutIn Ad min. 15 working days

Advertorial, Sponsoring, Companion Ad: 10 working days

For customized implementations, lead times on request.

## Creation of Advertising Material for Public Video campaigns via Ströer

Adaption	Precise adaptation of the Advertising Media to the respective booked Public Video Media.	Price per motif 500.00 € Adaption to multiple media & formats possible: 150.00 € each
Creation	Professional creation and production of a suitable Advertising Material based on provided ideas and materials (photo, video, graphics).	Price per motif 800.00 € Adaption to multiple media & formats possible: 240.00 € each
Concept	Full-scale development, creation and production of a customized and eye-catching Public Video campaign.	Price per motif on request. Adaption to multiple media & formats possible.
Document images	Costs on request.	

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