

## Price List Public Video Audience based

2024



PV INFOSCREEN



PV STATION



PV MALL



PV ROADSIDE



PV CITY



PV CITY TOWER



PV GIANT



PV FITNESS



PV CINEMA



PV SCENE



PV RETAIL



## 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.	6.40 €	4.50 €	4.20 €	4.10 €

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 | Same targeting for all media.

### Targeting surcharges Q1-Q3

+ Time	1.10 €	1.10 €	1.10 €	1.10 €
+ City	1.40 €	2.70 €	2.00 €	2.30 €
+ Location <sup>2</sup>	3.90 €	3.10 €	2.80 €	3.05 €

### Targeting surcharges Q4

+ Time	1.30 €	1.30 €	1.30 €	1.30 €
+ City	1.80 €	3.35 €	2.30 €	2.60 €
+ Location <sup>2</sup>	4.40 €	3.40 €	3.20 €	3.40 €

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

### Additional Targeting surcharges

+ Event & Trigger	1.80 €
+ Audience	Age   Gender 1.60 €
	Other Audience Segments 3.00 €
	Minimum booking volume NN 100,000 €   Lead time min. 10 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	7.50 €	7.70 €	5.60 €	5.80 €	5.30 €	5.50 €	
Mid	8.90 €	9.50 €	8.30 €	9.15 €	7.30 €	7.80 €	
High	12.80 €	13.90 €	11.40 €	12.55 €	10.10 €	11.00 €	

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

### Additional Targeting surcharges

+ Audience	Age   Gender 1.60 €	n.A.
------------	---------------------	------

## Price List | Private Auction & Open Auction

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



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 €	
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						
+ Time	1.00 €		1.00 €		1.00 €	
+ City	3.00 €		2.50 €		2.50 €	
+ Location <sup>1</sup>	7.00 €		4.50 €		5.00 €	
Targeting surcharges Q4						
+ 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.						
Additional Targeting surcharges						
+ Event & Trigger	1.80 €					
+ Audience	Age   Gender 2.00 €					
	Other Audience Segments: 3.00 € Minimum booking volume NN 100,000 €   lead time min. 10 workdays 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					



Price List   Managed Service & Programmatic Guaranteed				
	Public Video Giant		Public Video Giant <sup>2</sup>	
			Outdoor: Düsseldorf Graf-Adolf-Str. 25 / Berliner Allee Indoor: Munich Karlsplatz Stachus [main exit]	
	gross CPM		gross CPM	
			Q1-Q3	Q4
Base price 10 Sec.	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				
+ 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				
+ 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.				
Additional Targeting surcharges				
+ Event & Trigger	1.80 €			
+ Audience	Age   Gender			
	PV Giant Indoor 1.60 €   PV Giant Outdoor 2.00 €			
	Other Audience Segments: 3.00 € Minimum booking volume NN 100,000 €   lead time min. 10 workdays from booking			
Price List   Fix Price Deal				
	Public Video Giant		Public Video Giant	
	gross CPM		gross CPM	
Transparency 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 1.60 €		
Price List   Private Auction				
Private Auction	Floor price at deal level			



Price List   Managed Service & Programmatic Guaranteed					
	Public Video Fitness	Public Video Cinema	Public Video Scene	Public Video Retail	
	gross CPM	gross CPM	gross CPM	gross CPM	
Base price 10 sec.	8.00 €	8.00 €	8.00 €	5.00 €	
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.					
Targeting surcharges Q1-Q3					
+ Time <sup>1</sup>	n.A.	1.10 €	1.10 €	1.10 €	
+ City	2.10 €	2.10 €	2.00 €	1.10 €	
+ Location <sup>2</sup>	2.10 €	2.10 €	2.00 €	1.20 €	
Targeting surcharges Q4					
+ Time <sup>1</sup>	n.A.	1.30 €	1.30 €	1.30 €	
+ City	2.50 €	2.40 €	2.40 €	1.50 €	
+ Location <sup>2</sup>	2.50 €	2.40 €	2.40 €	1.40 €	
<sup>1</sup> Base for Cinema and Scene: weekly booking. Bookable daily for a time surcharge. Base for Retail: daily occupancy. Bookable on an hourly base for a time surcharge.					
<sup>2</sup> Only in combination with the city surcharge.					
Additional Targeting surcharges					
+ Event & Trigger	n.A.			1.80 €	
Price List   Fix Price Deal					
	Public Video Fitness	Public Video Cinema	Public Video Scene	Public Video Retail	
				gross CPM	
Transparency level	n.A.			Q1-Q3	Q4
Low				6.10 €	6.30 €
Mid				7.20 €	7.80 €
High				8.40 €	9.20 €
Low = Medium + Time   Mid = Medium + Time + City   High = Medium + Time + City + Location					
Price List   Private Auction					
Private Auction	n.A.			Floor price at deal level	



## Detailed explanation of the Targetings

Time	Selection of individual hours (7-8 a.m.) or Ambient individual days. Depending on the deal type also individual payout.
City	Selection of individual cities
Location	Selection of individual locations. The smallest bookable unit: <ul style="list-style-type: none"> <li>▪ Infoscreen Train Station / Station</li> <li>▪ Station Train Station / Station</li> <li>▪ Mall Shopping center</li> <li>▪ Roadside advertising medium; up to 2 screens per location possible &amp; City</li> <li>▪ City Tower advertising medium; up to 2 screens per location possible</li> <li>▪ Giant Location, up to 1-n screens per location</li> <li>▪ Fitness Studio</li> <li>▪ Cinema Movie theater</li> <li>▪ Scene Restaurant / Bar</li> <li>▪ Retail Store</li> </ul>
Event & Trigger	<ul style="list-style-type: none"> <li>▪ Event: Bundesliga, Custom</li> <li>▪ Trigger: Weather, Pollen count, UV index, Corona incidence, Traffic jam, Stock exchange, TV advertising pressure, Custom</li> </ul>
Audience	<ul style="list-style-type: none"> <li>▪ Age &amp; Gender: male/female &amp; age groups: 14-19, 20-29, 30-39, 40-49, 50-59, 60+)</li> <li>▪ Other audience segments: e.g. educational attainment, net household income, relationship status, decision maker, family, lifestyle, LOHAS, fashion, Vegetarian &amp; Vegan, Sport &amp; more</li> </ul>
Further (Custom) Targetings	Development of further audience, event & trigger targetings possible on request and with correspondingly longer lead times plus technical costs.

## General information about Audience based Public Video

Billing base	Billing base is E 14+.
Audience based	Contacts are generally not guaranteed and are played according to availability.
Programmatic	Which deal type is supported by which DSP must be checked in advance.
Minimum booking	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	300.00 € 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. On Public Video - depending on the medium and city/location - still image, cinemagram, animation, moving image can be used. Information on this can be found in the specifications. Advertising material must be delivered to: <a href="mailto:ops-ppv@stroeer.de">ops-ppv@stroeer.de</a> .
Lead times	Infoscreen, Station, Mall, Ambient: 3 workdays Roadside, City, City Tower, Giant: 5 workdays Except for Special Advertising: from 10 workdays depending on the form of advertising.
Surcharges	Surcharges are always calculated on the base price and are additive. e.g.: Infoscreen - Berlin - HBF (Q1-3): 6.40 € + 1.40 € + 3.90 € = 11.70 €
Specification	<u><a href="#">Infoscreen</a></u>   <u><a href="#">Mall</a></u>   <u><a href="#">Station</a></u>   <u><a href="#">Roadside</a></u>   <u><a href="#">City</a></u>   <u><a href="#">City Tower</a></u>   <u><a href="#">Giant Indoor</a></u>   <u><a href="#">Giant Outdoor</a></u>   <u><a href="#">Fitness</a></u>   <u><a href="#">Cinema</a></u>   <u><a href="#">Scene</a></u>   <u><a href="#">Retail</a></u>

Special Advertising Surcharges	
Form of Advertising	gross CPM
SplitScreen Ad	2.00 €
CutIn Ad	1.70 €
Advertorial / Native Story <sup>2</sup>	1.70 €
Companion Ad <sup>1</sup>	1.00 €
InAd <sup>2</sup>	On request

<sup>1</sup> Price for surcharge only valid when booking Companion Ads in conjunction with regular Public Video Content.  
<sup>2</sup> Only bookable as convergent product together with digital.

Further information
All Special Advertising formats available for Infoscreen, Station and Mall. More screens on request.
Creation costs for composing or creating special advertising formats (e.g.: advertorial, native story) on request.
Additional technical costs or creation costs on request.
Other Special Advertising formats on request.
Lead times depending on the form of advertising: InAd, SplitScreen Ad, CutIn Ad min. 15 workdays Advertorial / Native Story, Companion Ad: 10 workdays
For customized implementations, lead times on request.

Creative output / Creation of advertising material for Public Video campaigns via Ströer		
	Service scope	Costs
Adaptation	Precise adaptation of the advertising media to the respective booked Public Video media.	Price per motif 500.00 € Adaptation to multiple media & formats possible: 150.00 € each
Creation	Professional creation and production of a suitable advertising material based on supplied ideas and materials (photo, video, graphics).	Price per motif 800.00 € Adaptation to multiple media & formats possible: 240.00 € each
Concept	Complete development, creation and production of a customized and attention-grabbing Public Video campaign.	Price per motif on request. Adaptation to multiple media & formats possible.
Photos / videos by photographers		
Definition	Photo / video created by a photographer shows a clip of the customer spot / video on a screen at the train station / mall / location (e.g. PV Roadside location).	
Photos / Pictures	<ul style="list-style-type: none"> <li>Minimum order quantity 4 pictures per medium, per train station / mall / location</li> <li>Price per picture 22.00 €</li> <li>Exception: Duesseldorf Airport price per picture 40.00 €</li> <li>Additional costs for editing the photos and adding music: 150.00 €. Possible from a minimum order quantity of 4 photos.</li> </ul>	
Videos	<ul style="list-style-type: none"> <li>Price per video 150.00 € per medium, per train station / mall / location</li> <li>The booked videos edited together in one video with background music: 150.00 €.</li> </ul> Minimum order quantity 2 videos.	
Lead times	The booking of the photos/video must be combined with the order confirmation and should be booked at least 7 working days in advance - at the latest 7 working days before the end of the campaign.	
	Photos and videos are available for the following Public Video Medium in the following cities: <ul style="list-style-type: none"> <li><b>Infoscreen   Station   Mall:</b> Berlin, Duesseldorf, Frankfurt am Main, Hamburg, Cologne, Munich, Stuttgart</li> <li><b>Roadside:</b> Duesseldorf, Hamburg, Cologne, Munich, Stuttgart, Hanover</li> <li><b>City Tower:</b> Hamburg</li> <li><b>Giant Indoor:</b> Munich, Hamburg, Duesseldorf, Duesseldorf Airport, Cologne, Berlin</li> <li><b>Giant Outdoor:</b> Duesseldorf, Hamburg, Munich, Stuttgart (excl. Duesseldorf Graf Adolf /Berliner Allee)</li> </ul> For PV City and PV Ambient Screens (e.g. PV Scene) we do not offer photos / videos by photographers.	