

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



PV RETAIL TECH



Price List | Managed Service & Programmatic Guaranteed

	Public Video Infoscreen		Public Video Station		Public Video Mall		Run of Network ¹
	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.

¹ 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 ²	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 ²	4.40 €	3.40 €	3.20 €	3.40 €

² 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 ¹
	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.
	Other Audience Segments 3.00 €	
	Minimum booking volume NN 100,000 € Lead time min. 10 workdays from booking	

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 €	

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 ¹	7.00 €	4.50 €	5.00 €

Targeting surcharges Q4

+ Time	1.20 €	1.20 €	1.20 €
+ City	3.50 €	3.20 €	3.00 €
+ Location ¹	8.00 €	5.00 €	5.50 €

¹ 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

Additional Targeting surcharges

+ 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 | Private Auction

Private Auction	Floor price at deal level
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Price List | Managed Service & Programmatic Guaranteed

	Public Video Giant	Public Video Giant ²	
		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 ¹	3.50 €	

Targeting surcharges Q4

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

¹ Only bookable in combination with the city surcharge.

² 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 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 | Private Auction

Private Auction	Floor price at deal level
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Price List | Managed Service & Programmatic Guaranteed

	Public Video Fitness	Public Video Cinema	Public Video Scene
	gross CPM	gross CPM	gross CPM
Base price 10 sec.	8.00 €	8.00 €	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	n.A.	1.10 €	1.10 €
+ City	2.10 €	2.10 €	2.00 €
+ Location ²	2.10 €	2.10 €	2.00 €

Targeting surcharges Q4

+ Time ¹	n.A.	1.30 €	1.30 €
+ City	2.50 €	2.40 €	2.40 €
+ Location ²	2.50 €	2.40 €	2.40 €

¹ Base for Fitness: weekly booking.

Base for Cinema and Scene: weekly booking. Bookable daily for a time surcharge.

² Only in combination with the city surcharge.

Additional Targeting surcharges

+ Event & Trigger	n.A.
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Price List | Fix Price Deal

	Public Video Fitness	Public Video Cinema	Public Video Scene
Transparency level			
Low		n.A.	
Mid			
High			

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

Price List | Private Auction

Private Auction	n.A.
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Price List | Managed Service & Programmatic Guaranteed

	Public Video Retail Tech	Public Video Retail
	gross CPM	gross CPM
Base price 10 sec.	5.00 €	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 ¹	n.A.	1.10 €
+ City	1.10 €	1.10 €
+ Location ²	1.20 €	1.20 €

Targeting surcharges Q4

+ Time ¹	n.A.	1.30 €
+ City	1.50 €	1.50 €
+ Location ²	1.40 €	1.40 €

¹ Base for Retail Tech: weekly booking.

Base for Retail: daily occupancy. Bookable on an hourly base for a time surcharge.

² Only in combination with the city surcharge.

Additional Targeting surcharges

+ Event & Trigger	n.A.	1.80 €
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Price List | Fix Price Deal

	Public Video Fitness	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
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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 layout.
City	Selection of individual cities
Location	Selection of individual locations. The smallest bookable unit: <ul style="list-style-type: none"> ▪ Infoscreen Train Station / Station ▪ Station Train Station / Station ▪ Mall Shopping center ▪ Roadside advertising medium; up to 2 screens per location possible & City ▪ City Tower advertising medium; up to 2 screens per location possible ▪ Giant Location, up to 1-n screens per location ▪ Fitness Studio ▪ Cinema Movie theater ▪ Scene Restaurant / Bar ▪ Retail (Tech)Store
Event & Trigger	<ul style="list-style-type: none"> ▪ Event: Bundesliga, Custom ▪ Trigger: Weather, Pollen count, UV index, Corona incidence, Traffic jam, Stock exchange, TV advertising pressure, Custom
Audience	<ul style="list-style-type: none"> ▪ Age & Gender: male/female & age groups: 14-19, 20-29, 30-39, 40-49, 50-59, 60+ ▪ Other audience segments: e.g. educational attainment, net household income, relationship status, decision maker, family, lifestyle, LOHAS, fashion, Vegetarian & Vegan, Sport & more ▪ Pre-filter: As part of a fixed price deal, only bid requests with the respective selected segment are sent
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 Media Solutions 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: ops-ppv@stroeer.de .
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	Infoscreen Mall Station Roadside City City Tower Giant Indoor Giant Outdoor Fitness Cinema Scene Retail Retail Tech

Special Advertising Surcharges

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

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

² 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"> Minimum order quantity 4 pictures per medium, per train station / mall / location Price per picture 22.00 € Exception: Duesseldorf Airport price per picture 40.00 € Additional costs for editing the photos and adding music: 150.00 €. Possible from a minimum order quantity of 4 photos.
Videos	<ul style="list-style-type: none"> Price per video 150.00 € per medium, per train station / mall / location The booked videos edited together in one video with background music: 150.00 €. 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.
	<p>Photos and videos are available for the following Public Video Medium in the following cities:</p> <ul style="list-style-type: none"> Infoscreen Station Mall: Berlin, Duesseldorf, Frankfurt am Main, Hamburg, Cologne, Munich, Stuttgart Roadside: Berlin, Duesseldorf, Hamburg, Cologne, Munich, Stuttgart, Hanover City: Stuttgart City Tower: Hamburg, Stuttgart Giant Indoor: Munich, Hamburg, Duesseldorf, Duesseldorf Airport, Cologne, Berlin Giant Outdoor: Duesseldorf, Hamburg, Munich, Stuttgart (excl. Duesseldorf Graf Adolf /Berliner Allee) <p>For PV City (exception: Stuttgart) and PV Ambient Screens (e.g. PV Scene) we do not offer photos / videos by photographers.</p>