

Public Video Price list 2024 is valid for:

Ströer Media Solutions GmbH I Kehrwieder 8-9 I 20457 Hamburg. The GTCs of Ströer Media Solutions GmbH apply.

Status: 08.04.2024 | Subject to changes and errors







Premium Screens

			Sarvica 8	Program	nmatic G	luarantee	. .
Pric	ce List M						
		Video creen		Video tion	Public Ma		Run of Network ¹
		CPM		CPM	gross		gross CPM
Base price 10 Sec.		.0€		50€	4.2		4.10 €
For longer or shorter s							
refer to the specification	ns of the res	pective Adv	vertising Me	edium for p	ossible spo		досу, р.сс.сс
Run of Network only		Station, Mal	I Same tai	rgeting for a	all media.		
Targeting surcharges		0.0	4.4	0.0	4.4	0.6	4.40.6
+ Time		0€		0€		0€	1.10€
+ City	1.4	.0 €		0€		0€	2.30 €
+ Location ²		0€	3.1	0€	2.8	0€	3.05€
Targeting surcharges							
+ Time	1.3	0€	1.3	0€	1.3	0€	1.30 €
+ City	1.8	0€	3.3	5€	2.3	0€	2.60 €
+ Location ²	4.4	.0€	3.4	.0 €	3.2	0€	3.40€
² Only bookable in com			arges.				
Additional Targeting	surcharges						
+ Event & Trigger				1.8	0€		
+ Event & Trigger				1.80 Age Gene			
	Minimum	booking vo	Other Dlume NN 1	Age Gend Audience § 00,000 €	der 1.60 € Segments 3 Lead time n		days from booki
		booking vo	Other olume NN 1	Age General Audience S 00,000 €	der 1.60 € Segments 3 Lead time n	nin. 10 work	
	Public	booking vo	Other blume NN 1 List Fix Public	Age Gend Audience S 00,000 € • Price D	der 1.60 € Segments 3 Lead time n eal Public	nin. 10 work Video	Run of
	Public Infos	Price Video creen	Other plume NN 1 List Fix Public Stat	Age Gend Audience S 00,000 € I	der 1.60 € Segments 3 Lead time n eal Public	video	
+ Audience	Public Infos	booking vo	Other plume NN 1 List Fix Public Stat	Age Gend Audience S 00,000 € • Price D	der 1.60 € Segments 3 Lead time n eal Public	video	Run of
+ Audience Transparency level	Public Infos gross	Price Video creen	Other plume NN 1 List Fix Public State gross	Age General Audience Soo,000 € Compared Price Device Video tion CPM	der 1.60 € Segments 3 Lead time n eal Public M gross	Video all CPM	Run of Network ¹
+ Audience Transparency level Low	Public Infos gross Q1-Q3	Price Video creen CPM Q4	Other plume NN 1 List Fix Public State gross Q1-Q3	Age Gend Audience S 00,000 € Price D Video tion CPM Q4	der 1.60 € Segments 3 Lead time n eal Public M gross Q1-Q3	Video all CPM Q4	Run of
+ Audience Transparency level Low Mid	Public Infos gross Q1-Q3 7.50 €	Price Video creen CPM Q4 7.70 €	Other clume NN 1 List Fix Public State gross Q1-Q3 5.60 €	Age Gend Audience S 00,000 € Video Video CPM Q4 5.80 €	der 1.60 € Segments 3 Lead time n eal Public M gross Q1-Q3 5.30 €	Video all CPM Q4 5.50 €	Run of Network ¹
+ Event & Trigger + Audience Transparency level Low Mid High Low = Medium + Time	Public Infose gross Q1-Q3 7.50 € 8.90 €	Price Video creen CPM Q4 7.70 € 9.50 € 13.90 €	Other plume NN 1 List Fix Public State gross Q1-Q3 5.60 € 8.30 € 11.40 €	Age General Audience S 00,000 €	der 1.60 € Segments 3 Lead time n eal Public M gross Q1-Q3 5.30 € 7.30 € 10.10 €	Video all CPM Q4 5.50 € 7.80 €	Run of Network ¹ n.A.
+ Audience Transparency level Low Mid	Public Infos gross Q1-Q3 7.50 € 8.90 € 12.80 €	Price Video creen CPM Q4 7.70 € 9.50 € 13.90 € ium + Time	Other plume NN 1 List Fix Public State gross Q1-Q3 5.60 € 8.30 € 11.40 €	Age General Audience S 00,000 €	der 1.60 € Segments 3 Lead time n eal Public M gross Q1-Q3 5.30 € 7.30 € 10.10 €	Video all CPM Q4 5.50 € 7.80 €	Run of Network ¹ n.A.
+ Audience Transparency level Low Mid High Low = Medium + Time	Public Infos gross Q1-Q3 7.50 € 8.90 € 12.80 €	Price Video creen CPM Q4 7.70 € 9.50 € 13.90 € ium + Time	Other plume NN 1 List Fix Public State gross Q1-Q3 5.60 € 8.30 € 11.40 € + City High	Age General Audience Son,000 € Video tion CPM Q4 5.80 € 9.15 € 12.55 € gh = Mediu	der 1.60 € Segments 3 Lead time n eal Public M gross Q1-Q3 5.30 € 7.30 € 10.10 € m + Time +	Video all CPM Q4 5.50 € 7.80 €	Run of Network ¹ n.A.
+ Audience Transparency level Low Mid High Low = Medium + Time Additional Targeting	Public Infos gross Q1-Q3 7.50 € 8.90 € 12.80 € Mid = Med surcharges	Price Video creen CPM Q4 7.70 € 9.50 € 13.90 € ium + Time	Other plume NN 1 List Fix Public State gross Q1-Q3 5.60 € 8.30 € 11.40 € + City High	Age General Audience S 00,000 €	der 1.60 € Segments 3 Lead time n eal Public M gross Q1-Q3 5.30 € 7.30 € 10.10 € m + Time +	Video all CPM Q4 5.50 € 7.80 € 11.00 €	Run of Network ¹ n.A.
+ Audience Transparency level Low Mid High Low = Medium + Time	Public Infos gross Q1-Q3 7.50 € 8.90 € 12.80 € Mid = Med surcharges	Price Video creen CPM Q4 7.70 € 9.50 € 13.90 € ium + Time	Other clume NN 1 List Fix Public State gross Q1-Q3 5.60 € 8.30 € 11.40 € + City High Audience Solume NN 1 Forkdays from	Age General Audience Soo,000 € Video tion CPM Q4 5.80 € 9.15 € 12.55 € gh = Mediu der 1.60 € degments 3 100,000 € om booking	der 1.60 € Segments 3 Lead time n eal Public M gross Q1-Q3 5.30 € 7.30 € 10.10 € m + Time +	Video all CPM Q4 5.50 € 7.80 € 11.00 €	Run of Network ¹ n.A.
+ Audience Transparency level Low Mid High Low = Medium + Time Additional Targeting	Public Infos gross Q1-Q3 7.50 € 8.90 € 12.80 € Mid = Med surcharges	Price Video creen CPM Q4 7.70 € 9.50 € 13.90 € ium + Time booking very	Other clume NN 1 List Fix Public State gross Q1-Q3 5.60 € 8.30 € 11.40 € + City High Audience Solume NN 1	Age General Audience Soo,000 € Video CPM Q4 5.80 € 9.15 € 12.55 € gh = Mediu der 1.60 € degments 3 100,000 € om booking tion & O	der 1.60 € Segments 3 Lead time n eal Public M gross Q1-Q3 5.30 € 7.30 € 10.10 € m + Time +	Video all CPM Q4 5.50 € 7.80 € 11.00 €	Run of Network ¹ n.A.





Premium Screens

Price List Managed Service & Programmatic Guaranteed			
	Public Video	Public Video	
	Roadside	City	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

3	,		
+ Time	1.00€	1.00€	1.00€
+ City	3.00€	2.50 €	2.50 €
+ Location ¹	7.00€	4.50 €	5.00€
Targeting surcharg	jes 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 €
	Age Gender 2.00 €
+ Audience	Other Audience Segments: 3.00 € Minimum booking volume NN 100,000 € lead time min. 10 workdays from booking

Price List Fix Price Deal						
	Roa	c Video dside s CPM	Ci	Video ity CPM	City 7	Video Γower 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

	Age Gender 2.00 €
+ Audience	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





Premium Screens

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Public Video Giant		Programmatic Guaranteed Public Video Giant ²	
			orf Graf-Adolf-Str. 25 / Berliner Alle rlsplatz Stachus [main exit]
gross (СРМ	01.03	gross CPM Q4
15.0	0.6		
spot lengths, linear tions of the respectiv	calculation using t	he 10 sec. Base pr	ce (incl. surcharges); please
) €		
		The base price in	ncludes all Targeting surcharge
		(Tim	e + City + Location).
)€		
es Q4			
4.00)€	The base with the	a ali alaa ali Tanaatina ahanaa
9.50)€		ncludes all Targeting surcharge e + City + Location).
4.50)€	(o rony reconnent.
ombination with the c	city surcharge.		
		ble on location leve	
			·
g carrottan gee		1.80 €	
		•	itdoor 2.00 €
Minimum bookinç			
P	Price List Fix	Price Deal	
Public '	Video	Public Video Giant	
gross (СРМ		gross CPM
Q1-Q3	Q4	Q1-Q3	Q4
18.00€	19.00€	-	-
26.50 €	28.50 €	-	-
			49.50 €
	Time + City High	n = Medium + Time	+ City + Location
Age Gender PV Giant Indoor 1.60 € PV Giant Outdoor 2.00 € Other Audience Segments: 3.00 €			
Minimum booking	g volume NN 100,	UUU € lead time m	n. 10 workdays from booking
Pr	rice List Priva	ate Auction	
Floor price at deal level			
	gross 15.0 I spot lengths, linear tions of the respectives Q1-Q3 3.00 8.50 3.50 es Q4 4.00 9.50 4.50 mbination with the obligations are grant locations are grant gross Q1-Q3 18.00 € 26.50 € 30.00 € ne Mid = Medium + grant	gross CPM 15.00 € spot lengths, linear calculation using to tions of the respective Advertising Medices Q1-Q3 3.00 € 8.50 € 3.50 € 4.00 € 9.50 € 4.50 € combination with the city surcharge. Giant locations are exclusively bookands gross certain gross CPM Q1-Q3 Q1-Q3 Q4 18.00 € 19.00 € 26.50 € 28.50 € 30.00 € 19.00 € 26.50 € 30.00 € The Judic Video of the companies of the c	Giant gross CPM Q1-Q3 15.00 € 45.00 € spot lengths, linear calculation using the 10 sec. Base prictions of the respective Advertising Medium for possible spices Q1-Q3 3.00 € 8.50 € 8.50 € The base price in (Times) 3.50 € The base price in (Times) 4.50 € The base price in (Times) Age Gender PV Giant Indoor 1.60 € PV Giant Outonous Other Audience Segments: 3. Minimum booking volume NN 100,000 € lead time mines Price List Fix Price Deal Public Video Giant gross CPM Q1-Q3 Q4 Q1-Q3 18.00 € 19.00 € - 26.50 € 26.50 € 28.50 € - 30.00 € 18.00 € Mid = Medium + Time + City High = Medium + Time g surcharges Age Gender PV Giant Indoor 1.60 € PV Giant Outonous Age Gender PV Giant Indoor 1.60 € PV Giant Outonous Age Gender PV Giant Indoor 1.60 € PV Giant Outonous Age Gender PV Giant Indoor 1.60 € PV Giant Outonous Age Gender PV Giant Indoor 1.60 € PV Giant Outonous Age Gender PV Giant Indoor 1.60 € PV Giant Outonous Age Gender PV Giant Indoor 1.60 € PV Giant Outonous Age Gender PV Giant Indoor 1.60 € PV Giant Outonous Age Gender PV Giant Indoor 1.60 € PV Giant Outonous Age Gender PV Giant Indoor 1.60 € PV Giant Outonous Age Gender PV Giant Indoor 1.60 € PV Giant Outonous Age Gender PV Giant Indoor 1.60 € PV Giant Outonous Age Gender PV Giant Indoor 1.60 € PV Giant Outonous Age Gender PV Giant Indoor 1.60 € PV Giant Outonous Age Gender PV Giant Indoor 1.60 € PV Giant Outonous Age Gender PV Giant Indoor 1.60 € PV Giant Outonous Age Gender PV Giant Indoor 1.60 € PV Giant Outonous Age Gender PV Giant Indoor 1.60 € PV Giant Outonous Age Gender PV Giant Indoor 1.60 € PV Giant Outonous Age Gender



Private Auction



STRŐER

	LIST Managed Service &	Programmatic Guara	anteed			
	Public Video Fitness	Public Video Cinema	Public Video Scene			
	gross CPM	gross CPM	gross CPM			
ase price 10 sec.	8.00 €	8.00€	8.00€			
	t lengths, linear calculation using of the respective Advertising Med					
argeting surcharges Q	11-Q3					
Time ¹	n.A.	1.10€	1.10€			
City	2.10 €	2.10 €	2.00 €			
Location ²	2.10 €	2.10 €	2.00€			
argeting surcharges Q	4					
Time ¹	n.A.	1.30 €	1.30 €			
City	2.50 €	2.40 €	2.40 €			
Location ²	2.50 €	2.40 €	2.40 €			
Base for Fitness: weekly ase for Cinema and Sce Only in combination with	ene: weekly booking. Bookable da	aily for a time surcharge.				
dditional Targeting su	rcharges					
Event & Trigger		n.A.				
	Price List Fix	Price Deal				
	Public Video Fitness	Public Video Cinema	Public Video Scene			
ransparency level						
OW		A				
lid		n.A.				
ligh						

Price List | Private Auction

n.A.





Ambient Screens

Price List	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
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+ 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.

Additional Targeting surcharges

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

Trice List Tix Trice Deal			
	Public Video Fitness	Public Video Retail	
		gross	СРМ
Transparency level		Q1-Q3	Q4
Low		6.10 €	6.30 €
Mid	n.A.	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	

² Only in combination with the city surcharge.



	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 playout.	
City	Selection of individual cities	
Location	Selection of individual locations. The smallest bookable unit: 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	 Event: Bundesliga, Custom Trigger: Weather, Pollen count, UV index, Corona incidence, Traffic jam, Stock exchange, TV advertising pressure, Custom 	
Audience	 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)	Development of further audience, event & trigger targetings possible on request	
Targetings	and with correspondingly longer lead times plus technical costs.	
Ger	neral 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) Motif handling costs	Infoscreen, Station, Mall Same targeting for all media. 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.

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, Cutln Ad min. 15 workdays Advertorial / Native Story, Companion Ad: 10 workdays

For customized implementations, lead times on request.

² Only bookable as convergent product together with digital.



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 photog	granhers	
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	 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	 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.		
Photos and videos are available for the following Public Video Medium in the following cities:			
 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 Add /Berliner Allee) 			
	For PV City (exception: Stuttgart) and PV Ambient Screens (e.g. PV Scene) we do not offer photos / videos by photographers.		

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