

MEDIA DATA 2023

Public Video Special



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Add colour to your target audiences' daily life!

Reach everyone with our bright and beautiful range of products. With us, your message becomes a companion for life.

- At the right time, in the right place.
- Around the clock.
- Unmissable.
- Powerful.
- Wherever people are on the move.
- As colourful as life itself.

That's (D)OOH!



The Unique Storyteller

Undoubtedly a striking presentation: these uniquely arranged screens inspire new **360 degree presentations and story narratives** that make them eye-catching advertisements for your brand or product message.

Campaign extensions onto Mall Video, the combination with promotional exhibition spaces or the further conceptual expansion of the campaign marketing all provide **additional sales boosts.**

Attract attention and make people remember you!





Four Strong Arguments for Public Video Special

- **Unique** digital platform for brand presentations and corporate identity campaigns.
- **360° surround installation** with high resolution videos.
- Creative realisation options with **digital moving images**.
- **Responsibility for the entire production** permits the creation or adaptation of a layout and the animation of individual spots.

Public Video Special at a Glance

- Special form of digital advertising in Westfield Centro Oberhausen
- Four 1,200 x 672px big screens (curved) and one surround element (12,000 x 240px)
- Booking interval: Seven days
- Operating hours: Mon – Sat, 9 a.m. - 9 p.m.
- Advertising spaces: Up to four customers
- Programme loop: Ten minute mix of editorial and advertising contents
- Spot length: 60 seconds



**Key facts for
Public Video Special**



Public Video Special Prices

City	Centre	Time	Price/week/ 60 sec. in EUR
Oberhausen	CentrO Oberhausen	Q1-3	20,000.00
Oberhausen	CentrO Oberhausen	Q4	26,000.00

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Important Information Public Video Special

GENERAL INFORMATION

Availability subject to prior sale.

All prices stated are net of the value added tax legally applicable at the date of performance.

A minimum order value of €500.00 net per order applies.

All of the information stated applies subject to installation and removal of spaces, price changes and errors and omissions.

The campaign advertising agreement general terms and conditions apply to short-term advertising campaigns (minimum term less than six months); the long-term advertising agreement general terms and conditions apply to long-term advertising agreements: [AGB | STRÖER \(stroeer.de\)](#)

PRODUCT-SPECIFIC INFORMATION

Transmission on a weekly basis only, Monday to Sunday. Invoice period Monday to Saturday only.

TECHNICAL PRODUCT INFORMATION

Motif handling costs of € 1,000 per motif/medium apply when booking.

Delivery deadline for finished images is ten working days before start of transmission.

See the respective product information sheet for more details regarding the technical specifications as well as technical cost and image creation prices. You can find it in the lower download section under: [Produktdatenblatt Public Video | STRÖER \(stroeer.de\)](#)

How to make your outdoor advertising sustainable

With us, your advertising is always climate-neutral - with no additional costs or effort

Being sustainable is a tradition at Ströer. With the Sustainability Strategy 2030, we have developed a comprehensive roadmap for the upcoming years. Our route to a sustainable future is guided by the three guiding principles: efficiency, innovation and responsibility.

Going climate-neutral

- Automatic offsetting of campaign-related CO₂ emissions¹, in collaboration with ClimatePartner, through a certified climate protection project

Electricity

- Average 90% green electricity
- All digital advertising media are powered by 100% green electricity

Reduced energy need

- Energy-saving, state-of-the-art LED technology
- Dimming of screens depending on area and light density
- Advertising media switched off at night
- Switch to dark mode (90% less energy consumption)

Sustainable supply chain and human rights

- Supplier code of conduct regarding basic and human rights
- Compliance with human rights and clear qualitative and ethical standards
- 80% of goods and services are purchased in Germany

Print

- Offset payment via Ströer for the CO₂ produced when printing posters
- Sustainable printing processes in Germany, e.g. using water-based finishes
- Where possible, materials for disposal are taken to a recycling centre or a household waste recycling facility that uses the materials to generate heat or energy

Advertising media and innovations

- Further development of the infrastructure for the sustainable development of urban systems ('Smart City')
- Support to increase the quality of life in cities through innovative solution: greenification of city furniture and advertising media, air filters, warning systems, insect hotels



Greenified departure lounge

Further information on the topic of sustainability can be found at: <https://www.stroer.de/nachhaltigkeit/>

¹ The emissions of individual advertising media that are not yet included in the offsetting will be recorded and offset in the near future.

Publisher

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