

MEDIA GUIDE PRICES 2017

WallDecaux
Premium Outdoor Sales



CLP ADVERTISING IN 2017 GERMANY'S MARKET LEADER IN CITY LIGHT POSTER ADVERTISING

- > 1 provider
- > 30 cities
- > 47,651 advertising spaces
































Munich: Advertising locations offered on behalf of DSMDecaux GmbH
Nuremberg: Stadtreklame Nürnberg GmbH is responsible for advertising locations

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OVERVIEW OF THE CITIES

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CITY	CLP	CITY LIGHT PILLARS	CLB	DIGITAL	BILL- BOARDS	FULL POSTING LOCATIONS	GENERAL POSTING LOCATIONS
Aachen							
Baden-Baden/Rastatt							
Berlin				 			
Bremen							
Dortmund/Unna							
Dresden							
Düsseldorf ¹				 			
Freiburg im Breisgau ¹							
Gera							



































OVERVIEW OF THE CITIES

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CITY	CLP	CITY LIGHT PILLARS	CLB	DIGITAL	BILL- BOARDS	FULL POSTING LOCATIONS	GENERAL POSTING LOCATIONS
Göttingen							
Hamburg				 			
Kaiserslautern							
Karlsruhe							
Cologne							
Leipzig				 			
Ludwigshafen ¹							
Lübeck ¹							
Mannheim							




















OVERVIEW OF THE CITIES

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CITY	CLP	CITY LIGHT PILLARS	CLB	DIGITAL	BILL- BOARDS	FULL POSTING LOCATIONS	GENERAL POSTING LOCATIONS
Munich ²							
Münster ¹							
Nuremberg ³							
Potsdam							
Ratingen ¹							
Remscheid ¹							
Reutlingen ¹							
Rostock							
Rüsselsheim							

OVERVIEW OF THE CITIES

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CITY	CLP	CITY LIGHT PILLARS	CLB	DIGITAL	BILL- BOARDS	FULL POSTING LOCATIONS	GENERAL POSTING LOCATIONS
Saarbrücken							
Stuttgart							
Ulm/Neu-Ulm ¹							
Wiesbaden ¹							
Würzburg ³							

¹ Plakatunion Aussenwerbe-Marketing GmbH & CO. KG is responsible for billboard advertising locations

² Advertising locations offered on behalf of DSMDecaux GmbH

³ Stadtreklame Nürnberg GmbH is responsible for advertising locations

MARKETING RESEARCH

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PRICES FOR MARKETING RESEARCH

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TARGET AUDIENCE ANALYSIS

PIA (Personal Insight Assistant)	Survey app for rapid insights into target audience	Short version: up to 10 questions, 300 cases	€ 1,500-2,000 ¹
		Long version: up to 20 questions, 400 cases	

CREATIVE EVALUATION

Créaction	Urban simulation tool for interactive optimization of advertising images	Workshop	€ 5,000
		Light Package (2 videos, 10 images)	€ 500
OCOptimizer	Pilot test with eye tracking and heat maps	Standard (3 ad image variations)	€ 4,500-5,900
		Expanded detailed analysis	
Dialogue Structure Measurement (DSM)	Algorithmic image assessment plus expert recommendations for image optimization	Per image	€ 850

AD IMPACT

Post test Poster check	Ad impact of poster in comparison to another current OOH campaign in a test city		€ 6,000-9,000
Campaign test	Impact contributed by OOH within the scope of mixed media campaign; one or several waves		€ 10,000-15,000
Summer campaign	Discounted offer, including market research services	Regional case	€ 5,000
		National case	€ 10,000

List prices do not include applicable VAT

¹ When adding image/sound, plus € 1,000.



CITY LIGHTS

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SmartNet is a City Light Poster network that is individually optimized for each customer. The SmartNet option is available for all of the following CLP networks. Networks are optimized based on target customers or POI/POS*. A supplementary handling fee equal to 15% of the weekly network price** is charged for optimization.

	ADVERTISING SPACES	NETWORK PRICE PER WEEK IN EUROS ¹
All City Light Poster Cities	Network Size, Based on Availability	Network Price (not incl. 15% handling fee)



For booking or more information about SmartNet, please don't hesitate to contact us.

CITY LIGHT POSTER

CITY POPULATION	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ²	NETWORK PRICE PER WEEK IN EUROS ¹
Berlin 3,469,849	1,500	24.70	259,350.00
	1,000	28.70	200,900.00
	750	30.70	161,175.00
	Underground 250	22.00	38,500.00
	Underground 125	23.00	20,125.00

* POI: Point of Interest/POS: Point of Sale.

** Gross Net Price

NEW
2017

CITY LIGHT POSTER

CITY POPULATION	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ²	NETWORK PRICE PER WEEK IN EUROS ¹
Hamburg 1,762,791	840 ³	26.00	150,045.00
	600 ⁴	29.00	119,490.00
	500 ⁴	30.00	102,550.00
Munich ⁵ 1,429,584	820	33.00	189,420.00
	500	35.00	122,500.00
	250	40.00	70,000.00
	WallDeluxeNet ⁶ 30	99.00	20,790.00
Cologne 1,046,680	740	21.50	111,370.00
	400	23.50	65,800.00
Dortmund 639,235	484 ⁷	19.00	62,825.00
	300	22.50	47,250.00
Stuttgart 623,738	430	20.30	61,103.00
	215	22.30	33,561.50
Düsseldorf 604,527	510	20.70	73,899.00
	300	23.30	48,930.00

CITY LIGHT POSTER

CITY POPULATION	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ²	NETWORK PRICE PER WEEK IN EUROS ¹
Leipzig 560,472	450 ⁸	15.00	47,250.00
	235 ⁹	16.50	27,142.50
Bremen 551,767	450	13.50	42,525.00
	225	15.00	23,625.00
Dresden 543,825	410	14.50	41,615.00
	205	16.00	22,960.00
Nuremberg ¹⁰ 501,072	400	15.50	43,400.00
	200	17.00	23,800.00
Karlsruhe 307,755	50	15.50	5,425.00
Mannheim 305,780	370	12.60	32,634.00
	185	13.80	17,871.00
Münster 302,178	250	15.80	27,650.00
	125	16.50	14,437.50
Wiesbaden 275,116	230	17.30	27,853.00
	115	18.50	14,892.50

CITY LIGHT POSTER

CITY POPULATION	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ²	NETWORK PRICE PER WEEK IN EUROS ¹
Freiburg 226,393	140	17.00	16,660.00
	90	19.00	11,970.00
Lübeck 214,420	200	14.50	20,300.00
	100	15.50	10,850.00
Rostock 204,167	240	10.70	17,976.00
	120	11.50	9,660.00
Ulm/Neu-Ulm 178,325	170	15.20	18,088.00
	90	16.70	10,521.00
Saarbrücken 178,151	200	11.00	15,400.00
	100	12.00	8,400.00
Ludwigshafen 164,718	170	10.70	12,733.00
	115	11.80	9,499.00
Potsdam 164,042	170	12.80	15,232.00
	100	13.50	9,450.00

CITY LIGHT POSTER

CITY POPULATION	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ²	NETWORK PRICE PER WEEK IN EUROS ¹
Reutlingen 114,310	110	13.00	10,010.00
	65	14.30	6,506.50
Baden-Baden/Rastatt 102,211	100 ¹¹	12.50	8,750.00
	60 ¹²	13.00	5,460.00
Kaiserslautern 98,520	100	11.30	7,910.00
	50	12.30	4,305.00
Gera 96,011	100	10.50	7,350.00
	50	11.00	3,850.00
Rüsselsheim 61,967	20	11.30	1,582.00

Note: A 10% surcharge is applicable for Carnival in Cologne and Düsseldorf in calendar week 8 (20.02.-26.02.2017), as well as for Oktoberfest in Munich during calendar weeks 37 to 39. Changes may result due to assembly and disassembly work.
Please note the specifications for City Light Posters on [page 28](#).

1 Not including VAT

2 Price per advertising space, not including VAT

3 Incl. 30 advertising spaces in the surrounding region at € 12.00 each

4 Incl. 20 advertising spaces in the surrounding region at € 12.00 each

5 Advertising locations offered on behalf of DSMDecaux GmbH

6 Incl. 2 DCLPs (€ 99.00 each), digital still image

7 Incl. 34 advertising spaces in Unna at € 12.50 each

8 Incl. 10 ad locations in the ECE Shopping Center (Leipzig Train Station)

9 Incl. 15 ad locations in the ECE Shopping Center (Leipzig Train Station)

10 Stadtreklame Nürnberg GmbH is responsible for advertising locations

11 Incl. 48 advertising spaces in Rastatt at € 12.50 each

12 Incl. 25 advertising spaces in Rastatt at € 13.00 each

CITY LIGHT PILLARS

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CITY POPULATION	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ¹	NETWORK PRICE PER WEEK IN EUROS ²
Berlin 3,469,849	270	49.40	93,366.00
Düsseldorf 604,527	91	41.40	26,371.80
Nuremberg ³ 501,072	36	36.00	9,072.00
Münster 302,178	25	31.60	5,530.00
Karlsruhe 307,755	130	25.50	23,205.00
Wiesbaden 275,116	41	34.60	9,930.20
Potsdam 164,042	12	25.60	2,150.40
Göttingen 117,665	14	21.00	2,058.00
Remscheid 109,009	22	21.00	3,234.00

Note: Subject to change due to assembly and disassembly work.

Please note the specifications for City Light Pillars on [page 28](#).

¹ Price per advertising space, not including VAT

² Not including VAT

³ Stadtreklame Nürnberg GmbH is responsible for advertising locations

FLEX CITY LIGHT PILLARS – INDIVIDUAL POSTING LOCATIONS

CITY POPULATION	PPS-CLASS 1 UP TO 20,000	PPS-CLASS 2 20,001–30,000	PPS-CLASS 3 30,001–40,000	PPS-CLASS 4 40,001–50,000	PPS-CLASS 5 50,001–60,000
Berlin 3,469,849	42.60	54.70	66.60	78.40	90.50
Leipzig 560,472	20.40	26.10	31.60	37.30	42.90
Dresden 543,825	20.00	25.60	31.00	36.60	42.10
Münster 302,178	21.60	27.60	33.50	39.60	45.40
Wiesbaden 275,116	24.10	30.80	37.20	43.90	50.50
Lübeck 214,420	19.70	25.20	30.50	36.00	41.40
Göttingen 117,665	13.50	17.10	20.80	24.60	28.20
Remscheid 109,009	13.50	17.10	20.80	24.60	28.20

FLEX CITY LIGHT PILLARS – INDIVIDUAL POSTING LOCATIONS

CITY POPULATION	PPS-CLASS 6 60,001–70,000	PPS-CLASS 7 70,001–80,000	PPS-CLASS 8 80,001–90,000	PPS-CLASS 9 90,001–100,000	PPS-CLASS 10 100,001 +
Berlin 3.469.849	102.50	114.40	126.40	138.40	150.30
Leipzig 560.472	48.60	54.40	62.50	75.00	87.40
Dresden 543.825	47.60	53.30	61.40	73.60	85.50
Münster 302.178	51.30	57.50	66.10	79.30	92.70
Wiesbaden 275.116	57.00	63.90	73.40	88.10	103.00
Lübeck 214.420	46.80	52.40	60.40	72.40	84.30
Göttingen 117.665	31.80	35.70	41.00	49.20	57.40
Remscheid 109.009	31.80	35.70	41.00	49.20	57.40

Price per advertising space and day, in EUR, not including VAT

Note: Please note the specifications for City Light Pillars on [page 28](#).

Explanation: The performance value “Poster viewers per site” (PPS) from MA Plakat is defined as the gross rating point of an advertising medium in the booking period.

CITY LIGHT BOARDS



CITY POPULATION		ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ¹	NETWORK PRICE PER WEEK IN EUROS ²
Berlin 3,469,849		183	87.60	112,215.60
	KombiNet analog-digital I	183 CLB 37 DCLB		131,040.00
	KombiNet analog-digital II	103 CLB 37 DCLB		95,235.00
Hamburg 1,762,791	KombiNet analog-digital I	80 CLB ³ 10 DCLB		75,446.00
	KombiNet analog-digital II	40 CLB ⁴ 10 DCLB		45,374.00
Leipzig 560,472	KombiNet analog-digital I	46 CLB 3 DCLB		23,266.60
Dresden 543,825		15	62.80	6,594.00

CITY LIGHT BOARDS



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CITY POPULATION	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ¹	NETWORK PRICE PER WEEK IN EUROS ²
Nuremberg ⁵ 501,072	103	53.00	38,213.00
Karlsruhe 307,755	39	56.70	15,479.10
Mannheim 305,780	20	56.70	7,938.00
Münster 302,178	8	56.70	3,175.20
Wiesbaden 275,116	48	56.70	19,051.20
Aachen 243,336	17	50.50	6,009.50
Freiburg 226,393	30	50.50	10,605.00

CITY LIGHT BOARDS



CITY POPULATION	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ¹	NETWORK PRICE PER WEEK IN EUROS ²
Lübeck 214,420	40	56.70	15,876.00
Rostock 204,167	18	45.30	5,707.80
Ulm/Neu-Ulm 178,325	16	50.50	5,656.00
Saarbrücken 178,151	15	45.30	4,756.50
Ludwigshafen 164,718	30	45.30	9,513.00
Potsdam 164,042	15	45.30	4,756.50
Göttingen 117,665	10	40.20	2,814.00

CITY LIGHT BOARDS



21

CITY POPULATION	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ¹	NETWORK PRICE PER WEEK IN EUROS ²
Reutlingen 114,310	16	45.30	5,073.60
Remscheid 109,009	9	42.20	2,658.60
Kaiserslautern 98,520	15	44.30	4,651.50

Note: Subject to change due to the assembly and disassembly work.
Please note the specifications for City Light Boards on [page 29](#).

¹ Price per advertising space, not including VAT

² Not including VAT

³ Incl. 6 advertising spaces in the surrounding region at € 57.00 each

⁴ Incl. 4 advertising spaces in the surrounding region at € 57.00 each

⁵ Stadtreklame Nürnberg GmbH is responsible for advertising locations

FLEX CITY LIGHT BOARDS – INDIVIDUAL POSTING LOCATIONS



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CITY POPULATION	PPS-CLASS 1 10,000–39,999	PPS-CLASS 2 40,000–49,999	PPS-CLASS 3 50,000–59,999	PPS-CLASS 4 60,000–69,999
Berlin 3,469,849	56.00	68.90	76.70	79.00
Hamburg 1,762,791	74.30	91.40	97.30	103.90
Leipzig 560,472	46.60	54.40	57.20	62.50
Dresden 543,825	45.30	50.10	57.60	65.10
Karlsruhe 307,755	44.10	51.70	63.60	66.80
Mannheim 305,780	36.40	44.80	47.60	49.20
Münster 302,178	37.10	54.90	64.10	73.20
Wiesbaden 275,116	47.00	56.90	63.20	69.50
Aachen 243,336	32.90	40.50	46.50	52.80
Freiburg 226,393	48.40	53.30	65.90	77.60
Lübeck 214,420	41.00	47.90	55.30	61.10
Rostock 204,167	29.50	36.20	38.40	39.90

FLEX CITY LIGHT BOARDS – INDIVIDUAL POSTING LOCATIONS



23

CITY POPULATION	PPS-CLASS5 70,000–79,999	PPS-CLASS6 80,000–99,999	PPS-CLASS7 100,000–129,999	PPS-CLASS8 130,000+
Berlin 3,469,849	89.90	106.20	137.40	172.30
Hamburg 1,762,791	117.80	145.30	181.00	229.10
Leipzig 560,472	71.40	83.00	108.50	124.90
Dresden 543,825	76.00	87.40	110.40	139.40
Karlsruhe 307,755	77.60	88.40	99.10	114.20
Mannheim 305,780	56.20	65.90	80.80	112.00
Münster 302,178	86.10	99.10	113.90	131.00
Wiesbaden 275,116	71.00	82.10	109.90	131.40
Aachen 243,336	63.70	71.80	80.90	91.20
Freiburg 226,393	86.30	95.20	104.90	115.70
Lübeck 214,420	67.20	80.30	97.30	117.70
Rostock 204,167	48.90	56.40	71.20	90.40

FLEX CITY LIGHT BOARDS – INDIVIDUAL POSTING LOCATIONS



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CITY POPULATION	PPS-CLASS 1 10,000–39,999	PPS-CLASS 2 40,000–49,999	PPS-CLASS 3 50,000–59,999	PPS-CLASS 4 60,000–69,999
Saarbrücken 178,151	29.50	36.20	38.40	39.90
Potsdam 164,042	30.90	36.20	42.40	45.90
Ulm 122,636	37.20	45.90	57.20	67.00
Göttingen 117,665	26.60	32.80	41.80	48.60
Reutlingen 114,310	31.60	38.50	41.20	52.90
Remscheid 109,009	27.30	38.60	42.40	48.00
Kaiserslautern 98,520	37.10	43.60	47.40	57.30
Neu-Ulm 55,689	42.00	55.20	59.50	64.00

FLEX CITY LIGHT BOARDS – INDIVIDUAL POSTING LOCATIONS



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CITY POPULATION	PPS-CLASS5 70,000–79,999	PPS-CLASS6 80,000–99,999	PPS-CLASS7 100,000–129,999	PPS-CLASS8 130,000+
Saarbrücken 178,151	48.90	56.40	71.20	90.40
Potsdam 164,042	51.50	58.90	74.00	93.00
Ulm 122,636	74.30	78.10	81.90	101.20
Göttingen 117,665	51.60	59.90	69.70	81.20
Reutlingen 114,310	62.00	72.20	83.80	97.60
Remscheid 109,009	53.10	58.30	73.40	92.70
Kaiserslautern 98,520	65.80	75.60	86.90	99.90
Neu-Ulm 55,689	71.40	84.30	99.50	117.50

Price per advertising space and day, in EUR; not including VAT

Note: Please note the specifications for City Light Boards on [page 29](#).

Explanation: The performance value “Poster viewers per site” (PPS) from MA Plakat is defined as the gross rating point of an advertising medium in the booking period.

BOOKING SCHEDULE 2017

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	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
January			1							2						3							4								5
February							6							7						8								9			
March							10							11						12								13			
April				14							15						16							17							
May		18							19						20							21								22	
June						23						24								25							26				
July				27							28						29								30						
August	31							32							33							34							35		
September					36							37							38							39					
October			40							41						42							43								44
November							45						46							47							48				
December					49							50							51							52					

The weekly booking of City Light Media starts between Monday and Wednesday depending on the media type and the city.
The main posting day is Tuesday.

NOTES

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BOOKING

City Light Media are generally only bookable on a network basis. Flex City Light Boards and Flex City Light Pillars are exceptions, and can also be booked on an individual basis.

City Light Boards are generally available as scrolling poster displays. A certain number of City Light Poster cases are also available as scrolling displays. A complete booking of all cities takes precedence over individual bookings.

SCHEDULING

City Light Media can be booked on a weekly basis in accordance with WallDecaux's booking schedule as shown on [page 26](#).

POSTER DELIVERY

All City Light Media must be delivered postage paid at least 14 days before the posting date.

Posters are stored on the pallets used for shipping until further processing/posting. For this reason, we reserve the right to refuse acceptance of posters delivered on defective pallets.

IDENTIFICATION OF THE POSTER DELIVERY

The delivery note for poster deliveries to WallDecaux must contain the following details:

- Address, telephone and fax number of the printer
- Advertiser and agency
- Poster image (brand, product and description)
- Order confirmation number(s) from WallDecaux
- Posting date (week)
- Format
- Number of posters

Including the WallDecaux order confirmation number(s) on the delivery note simplifies the posting process. When sending multiple deliveries, a picture of the poster image should be included on the outside of each package. When sending multiple poster images, a separate description of the number of posters, poster image and posting location must be included for each poster image and the images must be clearly separated from each other.



Please observe our Special Terms and Conditions for City Light Media on [page 108f](#).



The current delivery addresses for WallDecaux can be found at www.walldecaux.de

SPECIFICATIONS

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	CITY LIGHT POSTER 	CITY LIGHT PILLAR 
Paper format	4/1 format, 118.5 x 175 cm (w x h), Visible area: 115 x 170 cm (w x h), Size varies for Ulm / Neu-Ulm, Augsburg, Hamburg. For further Information see: www.walldercaux.de	8/1 format, 118.5 x 350 cm (w x h), Visible area: 113 x 337 cm (w x h)
Material	135 – 150 g/m ² matt-white coated; specially produced art paper for backlighting	135 – 150 g/m ² matt-white coated; specially produced art paper for backlighting
Printing	Offset or digital printing Recommendation: double-sided offset color print over complete surface	Offset or digital printing Recommendation: double-sided offset color print over complete surface, uniform grain direction on all sheets
Image overlap		The poster sheets must have a border of at least 8 mm wide on the areas in which they overlap.
Backup posters	10% per poster image and city; between 1 and 30 posters: 20% per image and city	10% per poster image and city; between 1 and 30 posters: 20% per image and city
Delivery	Posters should be delivered as one piece in 4/1 format, laid flat on a palette with the front side down, cut to proper dimensions, separated by poster image, on separate palettes for each customer and in the case of more than 100 sheets per medium on different palettes; max. of 1,500 sheets per palette. Sender must bear postage costs and the posters must be received at the proper delivery address(es) at the latest 14 days prior to the posting start date.	Posters should be delivered as 2-piece in 4/1 for- mat, laid flat on a palette with the front side down, cut to proper dimensions, separated by poster image, on separate palettes for each customer and in the case of more than 100 sheets per medium on different palettes; max. of 1,500 sheets per palette. Sender must bear postage costs and the posters must be received at the proper delivery address(es) at the latest 14 days prior to the posting start date.

Please note the notes on [page 27](#).

SPECIFICATIONS

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CITY LIGHT BOARD



Paper format	18/1 format, 356 x 252 cm (w x h), visible area: 340 x 240 cm (w x h)
Material	170 g/m ² matt-white coated, specially produced art paper for backlighting
Printing	Offset (4-piece) or digital printing (1- and 2-piece), recommendation: double-sided offset color print over complete surface, uniform grain direction on all sheets
Image overlap	The poster sheets must have a border of at least 3 mm wide on the areas in which they overlap
Backup posters	10% per poster image, up to 20 posters: 20% per image
Delivery	<p>Posters should be delivered as 1- ,2- or 4-piece. Sender must bear postage costs and the posters must be received at the proper delivery address(es) at the latest 14 days prior to the posting start date.</p> <p>4-piece: Poster sheets should be dimensioned for paper format above and include additionally a 15–20 mm border on all sheet edges for cutting; posters should be separated by image; please send one set of poster sheets per image lying face up and flat on a palette. Poster sheets should be on separate palettes for each customer and in the case of more than 100 sheets per medium on different palettes; max. of 1,500 sheets per palette.</p> <p>2-piece: Poster sheets should be dimensioned for paper format above and include additionally a 15–20 mm border on all sheet edges for cutting; ship up to 15 pieces separated by image in heavy duty cardboard.</p> <p>1-piece: Poster sheet should be cut to the paper format listed above; ship up to 15 pieces separated by image in heavy duty cardboard.</p>
Notes	Laminating, cutting and labelling of the CLB posters must take place at a print shop that has been certified by WallDecaux. Recommended lamination thickness: 12 µm on the back side. Please observe clause 3 of our Special Terms and Conditions for City Light Media.

Please note the notes on [page 27](#).



CITY LIGHTS SPECIALS

ENGAGEMENTNET	32
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GRPNET 1200	34
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AIRPORTNET	38
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SHOPPINGNET	40
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RETAILNET	45
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ENGAGEMENTNET

The Engagement Network is a special network for interactive campaigns. It consists of posting locations inside bus and tram shelters. Approx. 30% of the locations are pre-equipped with interaction tools (beacons, NFC technology, QR codes).

	ADVERTISING SPACES	NETWORK PRICE PER WEEK IN EUROS¹
All Cities in the EngagementNet	3,520	625,439.50

PRICE OVERVIEW FOR BOOKING INDIVIDUAL CITIES

CITY POPULATION	ADVERTISING SPACES PER NETWORK	NETWORK PRICE PER WEEK IN EUROS¹
Berlin 3,469,849	600	129,780.00
Hamburg 1,762,791	400	90,720.00
Munich²·³ 1,429,584	250	73,150.00
Cologne³ 1,046,680	400	71,400.00
Stuttgart 623,738	200	36,120.00
Düsseldorf 604,527	300	52,710.00

PRICE OVERVIEW FOR BOOKING INDIVIDUAL CITIES

CITY POPULATION	ADVERTISING SPACES PER NETWORK	NETWORK PRICE PER WEEK IN EUROS ¹
Leipzig 560,472	200	26,320.00
Bremen 551,767	225	26,617.50
Dresden 543,825	200	25,620.00
Nuremberg⁴ 501,072	200	27,580.00
Mannheim 305,780	185	20,331.50
Münster 302,178	125	17,500.00
Wiesbaden 275,116	50	7,787.50
Lübeck 214,420	65	8,463.00
Rostock 204,167	120	11,340.00

Note: A 10% surcharge is applicable for Carnival in Cologne and Düsseldorf in calendar week 8 (20.02.-26.02.2017), as well as for Oktoberfest in Munich during calendar weeks 37 to 39. Changes may result due to assembly and disassembly work.

¹ Not including VAT

² Advertising locations offered on behalf of DSMDecaux GmbH

³ Interactive features upon request

⁴ Stadtreklame Nürnberg GmbH is responsible for advertising locations

GRPNET 1200

GRPNet 1200 is a CLP network designed to ensure high impact campaigns, offering an average GRP of 1200. The GRP level is based on the size of the city.

	ADVERTISING SPACES	NETWORK PRICE PER WEEK IN EUROS ¹
All cities in GRPNet 1200	5,890	828,841.51

PRICE OVERVIEW FOR BOOKING INDIVIDUAL CITIES

CITY POPULATION	ADVERTISING SPACES PER NETWORK	NETWORK PRICE PER WEEK IN EUROS ¹
Berlin 3,469,849	1,281	221,484.90
Hamburg 1,762,791	612	128,520.00
Munich² 1,429,584	500	122,500.00
Cologne 1,046,680	448	73,696.00
Stuttgart 623,738	510	72,471.00
Düsseldorf 604,527	278	45,341.80

GRPNET 1200

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CITY POPULATION	ADVERTISING SPACES PER NETWORK	NETWORK PRICE PER WEEK IN EUROS ¹
Dortmund 580,511	156	25,662.00
Leipzig 560,472	194	22,407.00
Bremen 551,767	252	26,460.00
Dresden 543,825	196	21,952.00
Nuremberg ³ 501,072	407	44,159.50
Karlsruhe 307,755	50	5,425.00
Mannheim 305,780	123	11,623.50
Münster 302,178	122	14,091.00
Wiesbaden 275,116	92	11,914.00
Freiburg 226,393	57	8,179.50
Lübeck 214,420	66	7,161.00
Rostock 204,167	71	5,715.50
Saarbrücken 178,151	72	6,048.00
Ludwigshafen 164,718	74	6,112.40

GRPNET 1200

CITY POPULATION	ADVERTISING SPACES PER NETWORK	NETWORK PRICE PER WEEK IN EUROS ¹
Potsdam 164,042	74	6,993.00
Ulm 122,636	68	7,949.20
Göttingen 117,665	12	1,764.00
Reutlingen 114,310	70	6,370.00
Remscheid 109,009	8	1,176.00
Kaiserslautern 98,520	54	4,649.40
Gera 96,011	43	3,311.00

Note: A 10% surcharge is applicable for Carnival in Cologne and Düsseldorf in calendar week 8 (20.02.-26.02.2017), as well as for Oktoberfest in Munich during calendar weeks 37 to 39. Changes may result due to assembly and disassembly work.

GRPNET 1200⁺

The + in GRPNet 1200⁺ means you get additional CLPs in shopping centers.





	ADVERTISING SPACES	NETWORK PRICE PER WEEK IN EUROS ¹
GRP-Net 1200 incl. ShoppingNet in GRP cities	6,260	884,526.51

1 Not including VAT
2 Advertising locations offered on behalf of DSMDecaux GmbH
3 Stadtreklame Nürnberg GmbH is responsible for advertising locations

AIRPORTNET



38

AirportNet offers exclusive advertising locations at airports. This network primarily reaches high-income business travelers and other frequent flyers.

CITY	FORMAT	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ¹	NETWORK PRICE PER WEEK IN EUROS ²
Düsseldorf (DUS) 22,459,480 passengers ³				
AirportNet CLP ⁴		39 CLP	33.50	9,145.50
AirportNet DCLB/CLB ⁴		3 DCLB 10 CLB		9,310.00
AirportNet Digital ⁵		3 Outdoor DCLB 2 Indoor AD Boards (Gates A + B)		7,770.70
Düsseldorf (DUS)/Frankfurt (FRA) ⁶ 22,459,480 passengers ³ /60,906,628 passengers ³				
Airport KombiNet Digital DUS/FRA		3 DCLB DUS 5 LED Motion Drive FRA		41,740.00

AIRPORTNET

39

CITY	FORMAT	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ¹	NETWORK PRICE PER WEEK IN EUROS ²
Hamburg (HAM) 15,586,301 passengers ³				
AirportNet CLP		30 CLP	38.00	7,980.00
AirportNet CLB		10 CLB	130.00	9,100.00

Note: Please note the specifications on [page 28f](#) and [68f](#).

¹ Price per advertising space, not including VAT

² Not including VAT

³ Source: Arbeitsgemeinschaft Deutscher Verkehrsflughäfen (ADV)

⁴ 10% Carnival surcharge for Düsseldorf in CW 08 (20.02.–26.02.2017)

⁵ Cost for data acceptance and review: € 300.00 plus VAT

⁶ Media Frankfurt GmbH is responsible for ad locations; 14-day booking period, plus, if applicable, production costs of € 1,200.00 for up to 5 images, not incl. VAT.

SHOPPINGNET

ShoppingNet is a CLP network with ad locations in and around Germany's most well-visited shopping centers, allowing you to reach potential customers where your products are being sold.

	ADVERTISING SPACES	NETWORK PRICE PER WEEK IN EUROS ¹
All ShoppingNet Cities	605	91,052.50

PRICE OVERVIEW FOR BOOKING INDIVIDUAL CITIES

CITY	SHOPPING CENTER	VISITOR STATISTICS ²	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ³	NETWORK PRICE PER WEEK IN EUROS ¹
Augsburg	City-Galerie	153,708	11	21.50	1,655.50
Bad Oeynhausen	Werre-Park	84,594	13	21.50	1,956.50
Berlin	Märkische Zeile und Märkisches Zentrum	310,914	3 13	21.50	451.50 1,956.50
	Linden-Center	115,170	8	21.50	1,204.00

SHOPPINGNET

CITY	SHOPPING CENTER	VISITOR STATISTICS ²	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ³	NETWORK PRICE PER WEEK IN EUROS ¹
Berlin	Eastgate	142,398	10	21.50	1,505.00
	Ring-Center	226,950	12	21.50	1,806.00
	Gesundbrunnen-Center	188,766	12	21.50	1,806.00
Bochum	CBO Drehscheibe/Citypoint	131,358	5	21.50	752,50
Braunschweig	Schloss-Arkaden	250,626	15	21.50	2,257.50
Bremen	Roland-Center	84,678	12	21.50	1,806.00
	Waterfront	144,234	19	21.50	2,859.50
Dessau	Rathaus Center	111,528	5	21.50	752.50
Dortmund	Thier-Galerie	202,968	12	21.50	1,806.00
Dresden	Altmarkt-Galerie	316,728	17	21.50	2,558.50
Essen	Allee Center	121,500	6	21.50	903.00
	Limbecker Platz	297,174	17	21.50	2,558.50

SHOPPINGNET

CITY	SHOPPING CENTER	VISITOR STATISTICS ²	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ³	NETWORK PRICE PER WEEK IN EUROS ¹
Frankfurt a. M.	Hessen Center	93,474	10	21.50	1,505.00
	Skyline Plaza	138,960	10	21.50	1,505.00
– Neu-Isenburg	Isenburg Zentrum	115,272	10	21.50	1,505.00
– Sulzbach	Main-Taunus-Zentrum	161,238	13	21.50	1,956.50
Hamburg	Alstertal-Einkaufszentrum	224,370	22	21.50	3,311.00
	Billstedt Center	206,916	9	21.50	1,354.50
	Elbe Einkaufszentrum	139,134	17	21.50	2,558.50
	Herold-Center	207,360	6	21.50	903.00
	Hamburger Meile	143,106	7	21.50	1,053.50
Hamm	Allee-Center	136,512	10	21.50	1,505.00
Hannover	Ernst-August-Galerie	182,700	12	21.50	1,806.00
	Leine-Center Laatzen	129,558	8	21.50	1,204.00

SHOPPINGNET

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CITY	SHOPPING CENTER	VISITOR STATISTICS ²	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ³	NETWORK PRICE PER WEEK IN EUROS ¹
Karlsruhe	Ettlinger Tor	161,718	9	21.50	1,354.50
Kassel	dez	93,684	5	21.50	752.50
Cologne	City-Center Köln Chorweiler	167,484	7	21.50	1,053.50
	Rhein-Center	151,368	10	21.50	1,505.00
Leipzig	Allee-Center	116,622	9	21.50	1,354.50
	Promenaden im Haupt-Bhf.	413,766	60	21.50	9,030.00
Lüdenscheid	Stern Center	154,086	11	21.50	1,655.50
Ludwigshafen	Rhein-Galerie	84,912	14	21.50	2,107.00
Magdeburg	Allee Center	188,628	14	21.50	2,107.00
Munich	Olympia Einkaufszentrum	197,862	14	21.50	2,107.00
	Einkaufs-Center Neuperlach	252,006	15	21.50	2,257.50
Neunkirchen	Saarpark-Center	142,842	7	21.50	1,053.50

SHOPPINGNET

CITY	SHOPPING CENTER	VISITOR STATISTICS ²	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ³	NETWORK PRICE PER WEEK IN EUROS ¹
Nuremberg	Franken-Center	185,154	7	21.50	1,053.50
Oberhausen	CentrO	420,000	35	21.50	5,267.50
Potsdam	Stern-Center	135,240	10	21.50	1,505.00
Remscheid	Allee-Center	187,644	5	21.50	752.50
Schwedt/Oder	Oder-Center	105,414	7	21.50	1,053.50
Stuttgart	Milaneo	176,652	11	21.50	1,655.50
	Leo-Center	83,610	9	21.50	1,354.50
Viernheim	Rhein-Neckar-Zentrum	155,910	10	21.50	1,505.00
Wildau	A10 Center	134,034	12	21.50	1,806.00

¹ Not including VAT² Source: ECE Projektmanagement GmbH & Co. KG, 2015³ Price per advertising space, not including VAT

RETAILNET

RetailNet is a network of analog and digital advertising locations focused on shopping streets and malls. It is the perfect tool for reaching target customers at the POS.

CITY POPULATION	ADVERTISING SPACES PER NETWORK	NETWORK PRICE PER WEEK IN EUROS ¹
Berlin 3,469,849	402 CLP 58 ShoppingNet Berlin 40 DCLP	132,370.00

¹ Not including VAT



DIGITAL

DIGITALDELUXENET (DDN)	48
DIGITAL UNDERGROUND BERLIN (DUB)	60
DIGITALE CITY LIGHT BOARDS	64
SPECIFICATIONS	68

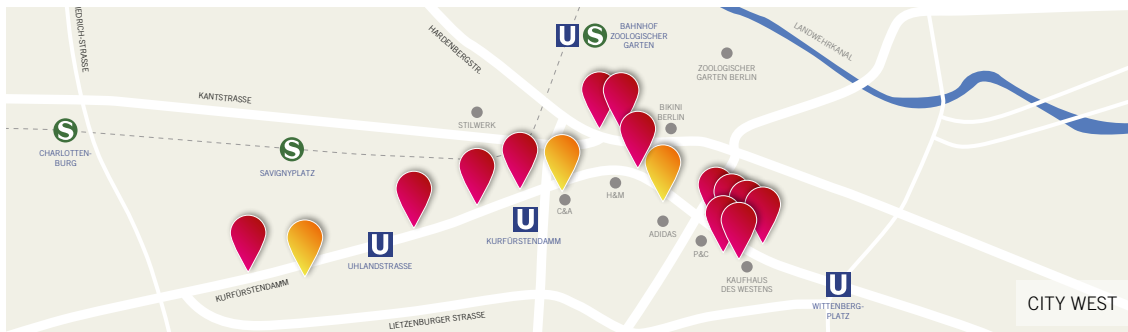
DIGITALDELUXENET (DDN)

 48

Digital City Light Posters in the city's most exclusive locations.

CITY	NETWORK	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ¹	NETWORK PRICE PER WEEK IN EUROS ²
Berlin	DDN ³	40 DCLP	125.00	35,000.00
	City Kombi I	40 DCLP 210 CLP		82,775.00
	RetailNet	40 DCLP 58 ShoppingNet ⁴ 402 CLP		132,370.00

Note: Changes may result due to assembly and disassembly work.

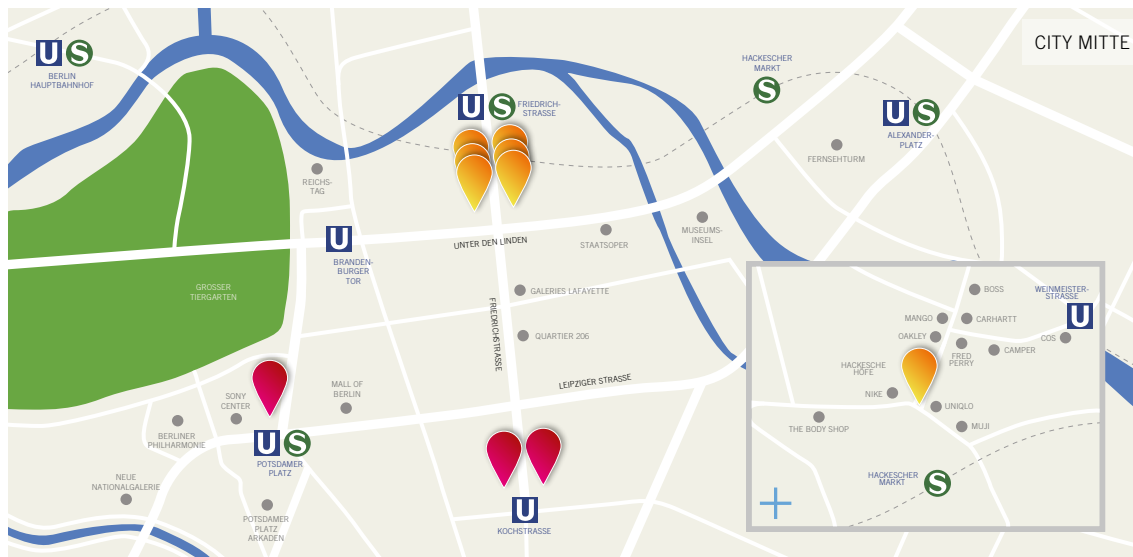




CITY WEST

**NEW
2017**

DIGITALDELUXENET (DDN)

NEW
2017



-  Free-standing DCLP
-  Tram/bus shelter DCLP

- 1 Price per advertising space, not including VAT
- 2 Not including VAT
- 3 For DCLP DDN, daily posting for € 150.00/day/display is possible in the network
- 4 Subject to approval by shopping center management

DIGITALDELUXENET (DDN)



CITY	NETWORK	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ¹	NETWORK PRICE PER WEEK IN EUROS ²
Hamburg	DDN ^{3,4}	26 DCLP	125.00	22,750.00
	City Kombi I ⁵	26 DCLP 224 CLP		79,982.00
	City Kombi II ⁶	26 DCLP 74 CLP		47,096.00

Note: Changes may result due to assembly and disassembly work.

¹ Price per advertising space, not including VAT

² Not including VAT

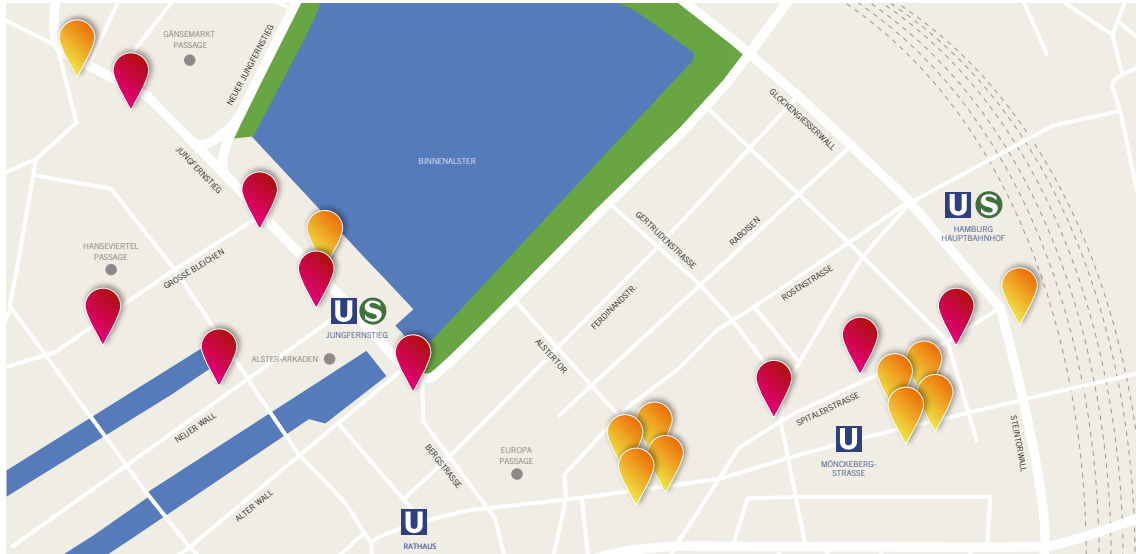
³ For DCLP DDN, daily posting for € 150.00/day/display is possible in the network



⁴ Prospectively until Q2 2017: 19 DCLPs, network price: € 16,625.00/week plus VAT

⁵ Prospectively until Q2 2017: 19 DCLPs and 231 CLPs, network price: € 75,645.00/week plus VAT

⁶ Prospectively until Q2 2017: 19 DCLPs and 81 CLPs, network price: € 43,274.00/week plus VAT

DIGITALDELUXENET (DDN)



-  Free-standing DCLP
-  Tram/bus shelter DCLP

DIGITALDELUXENET (DDN)

CITY	NETWORK	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ¹	NETWORK PRICE PER WEEK IN EUROS ²
Cologne	DDN ^{3,4}	23 DCLP	125.00	20,125.00
	City Kombi I ⁵	23 DCLP 127 CLP		47,684.00
	City Kombi II ⁶	23 DCLP 77 CLP		37,912.00

Note: Changes may result due to assembly and disassembly work.

¹ Price per advertising space, not including VAT

² Not including VAT

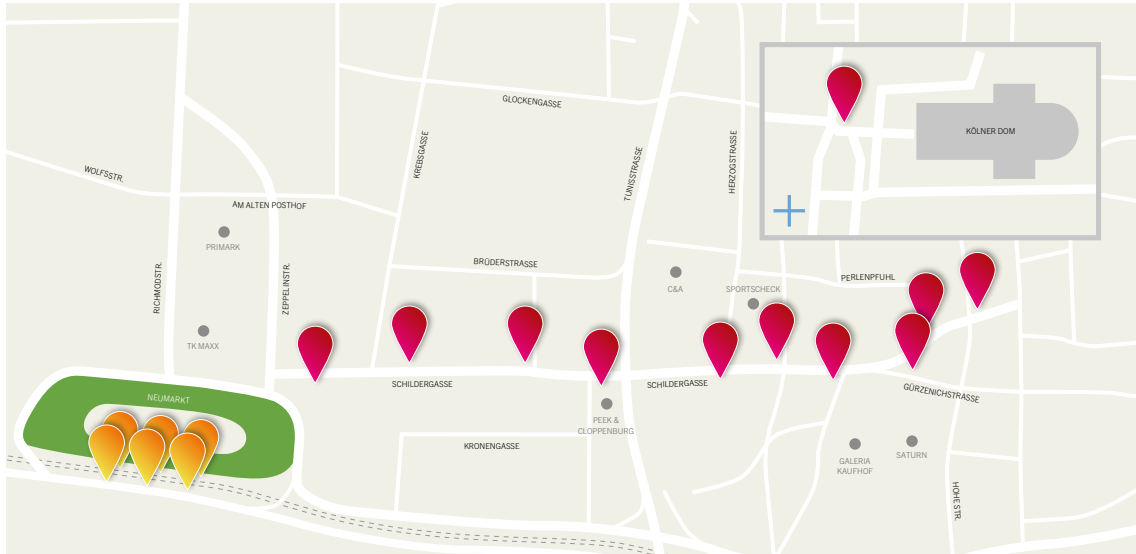
³ For DCLP DDN, daily posting for € 150.00/day/display is possible in the network



⁴ Prospectively until Q3 2017: 17 DCLPs, network price: € 14,875.00/week plus VAT

⁵ Prospectively until Q3 2017: 17 DCLPs and 133 CLPs, network price: € 43,736.00/week plus VAT

⁶ Prospectively until Q3 2017: 17 DCLPs and 83 CLPs, network price: € 34,048.00/week plus VAT

DIGITALDELUXENET (DDN)



-  Free-standing DCLP
-  Tram/bus shelter DCLP

DIGITALDELUXENET (DDN)



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CITY	NETWORK	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ¹	NETWORK PRICE PER WEEK IN EUROS ²
Dortmund	DDN ³	10 DCLP	125.00	8,750.00
	City Kombi I	10 DCLP 40 CLP		21,350.00

Note: Changes may result due to assembly and disassembly work.

¹ Price per advertising space, not including VAT

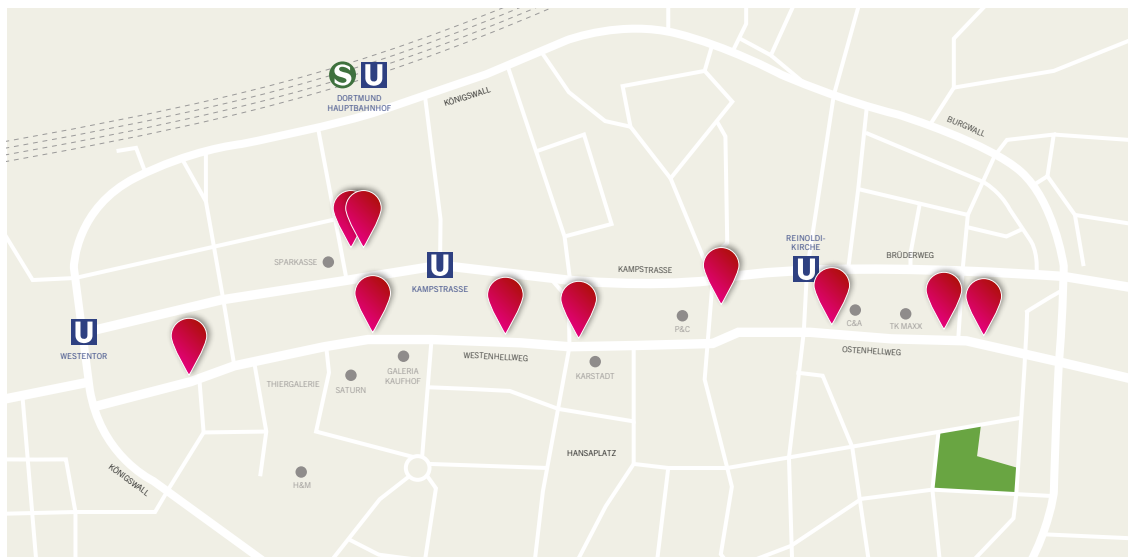
² Not including VAT


³ For DCLP DDN, daily posting for € 150.00/day/display is possible in the network

DIGITALDELUXENET (DDN)

 55

NEW
2017



 Free-standing DCLP

DIGITALDELUXENET (DDN)

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CITY	NETWORK	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ¹	NETWORK PRICE PER WEEK IN EUROS ²
Düsseldorf	DDN ³	30 DCLP	125.00	26,250.00
	City Kombi I	30 DCLP 60 CLP		36,120.00

Note: Changes may result due to assembly and disassembly work.

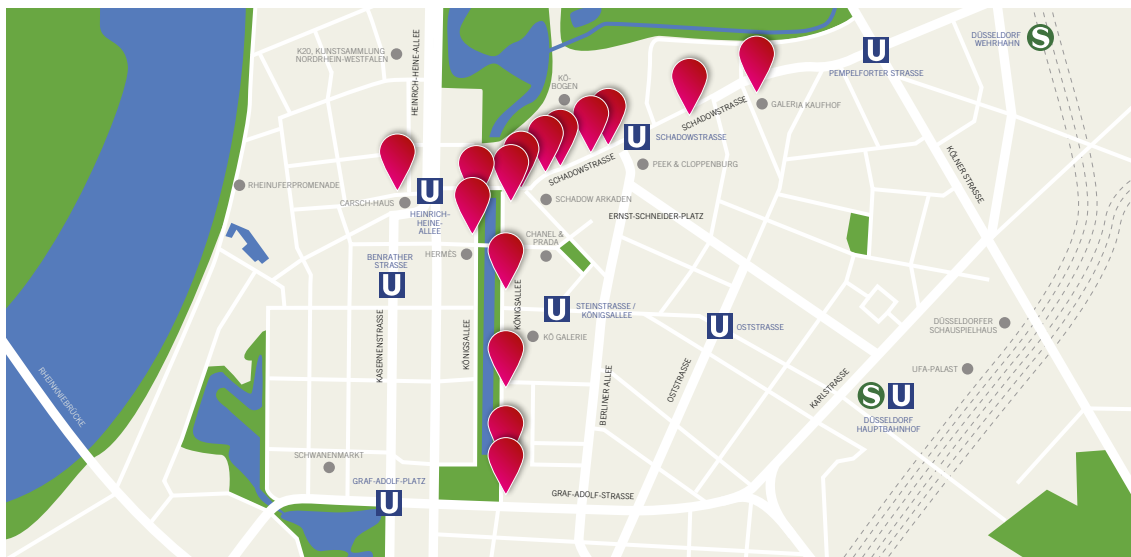
¹ Price per advertising space, not including VAT


² Not including VAT

³ For DCLP DDN, daily posting for € 150.00/day/display is possible in the network

DIGITALDELUXENET (DDN)

NEW
2017



 Free-standing DCLP

DIGITALDELUXENET (DDN)

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CITY	NETWORK	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ¹	NETWORK PRICE PER WEEK IN EUROS ²
Leipzig	DDN ³	13 DCLP	125.00	11,375.00
	City Kombi	13 DCLP 37 CLP		17,037.00

Note: Changes may result due to assembly and disassembly work.

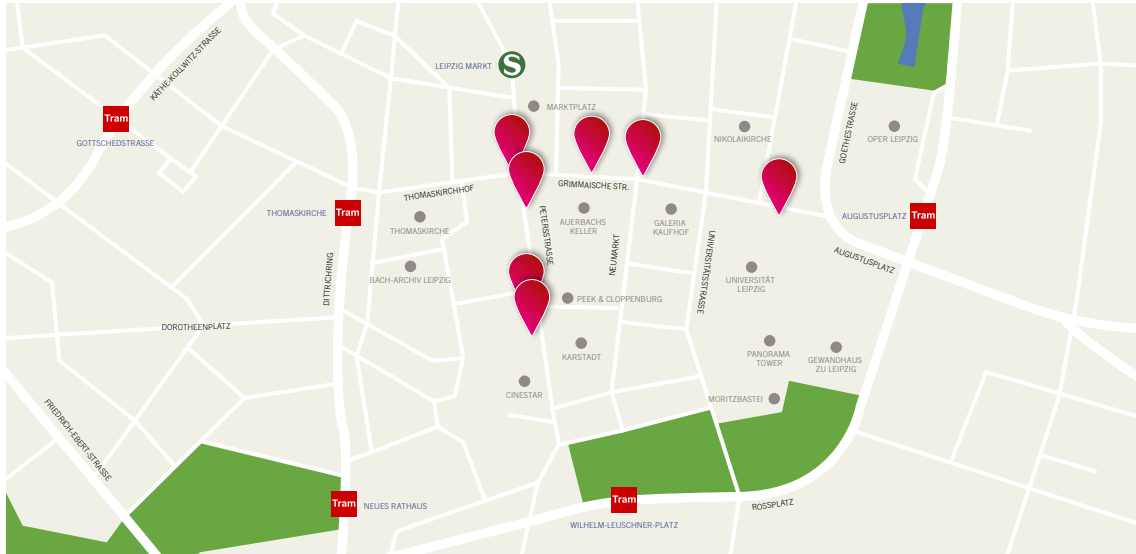
¹ Price per advertising space, not including VAT


² Not including VAT

³ For DCLP DDN, daily posting for € 150.00/day/display is possible in the network

DIGITALDELUXENET (DDN)

NEW
2017



 Free-standing DCLP

DIGITAL UNDERGROUND BERLIN (DUB)



Digital City Light Posters in Berlin's busiest subway stations.

CITY	NETWORK	ADVERTISING SPACES PER NETWORK	NETWORK PRICE PER WEEK IN EUROS ¹
Berlin	DUB (weekly) ²	74 DCLP	33,670.00
	DUB (weekend package) ³	74 DCLP	22,200.00
	KombiNet analog-digital I	74 DCLP 200 Underground CLP	56,700.00
	KombiNet analog-digital II	74 DCLP 100 Underground CLP	42,000.00
	KombiNet analog-digital III (City)	74 DCLP 176 CLP City Net	73,710.00

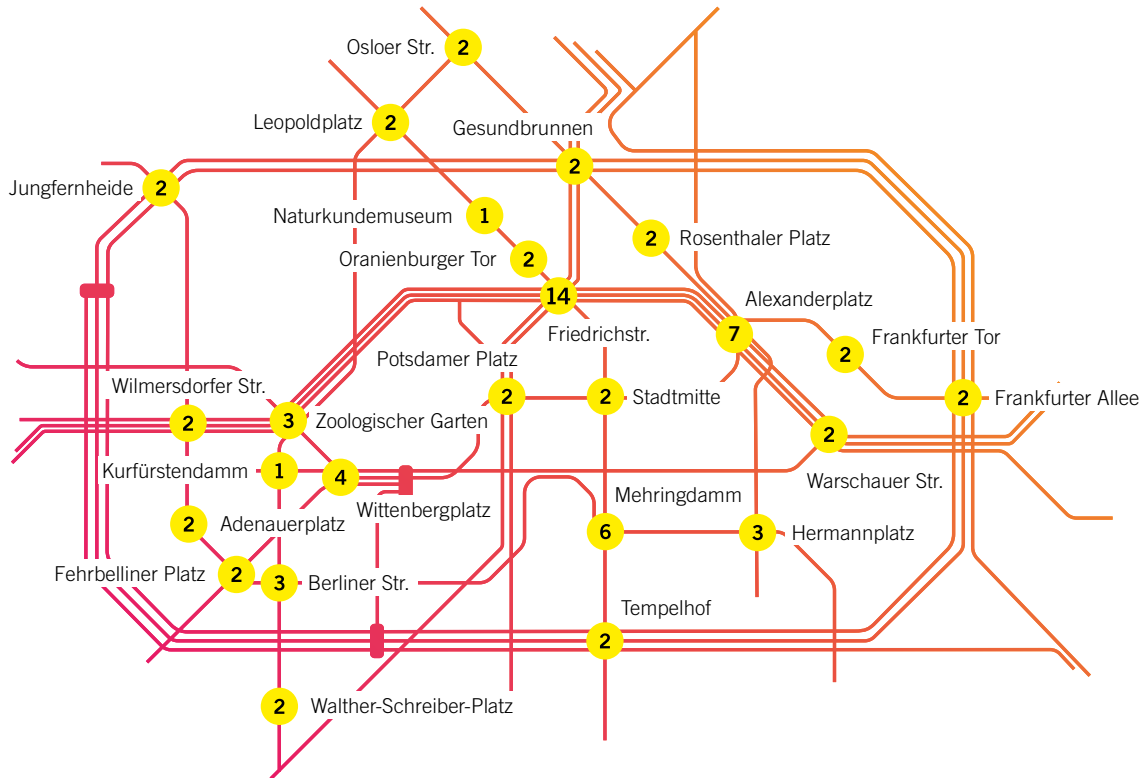
Note: Changes may result due to assembly and disassembly work.

¹ Not including VAT

² For DCLP DUB, daily posting for € 85.00/day/display is possible in the network

³ Four day booking interval, from Thursday to Sunday

DIGITAL UNDERGROUND BERLIN (DUB)

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MOTION DESIGN

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Our Motion Designers are ready to help you turn your still advertising image or TV commercial into an outdoor advertising video spot.



FROM PAPER



TO PIXELS



SIMPLE ANIMATION

Scaling, rotation, and transitions for up to 5 graphic elements

Starting at € 400

Includes 2 feedback loops for changes/optimization

EXPANDED ANIMATION BASED ON A COMPLEX STORYBOARD

The customer supplies graphic elements and storyboard

Starting at € 800

Includes 2 feedback loops for changes/optimization

EXPANDED ANIMATION INCLUDING STORYBOARD CREATION

The customer supplies primary graphic elements

The storyboard is developed by WallDecaux and presented to the customer

Starting at € 1,500

Includes 2 feedback loops for changes/optimization

VISUAL-DYNAMIC IMAGES – DESIGN NOTES

We only permit visual-dynamic images of up to 10 seconds in our DigitalDeluxeNet (DDN). For now, all visual-dynamic images must be submitted to WallDecaux for review and approval. Thank you for understanding.



- > Only part of the image should be animated, and the movement should be slow. Zoom effects should be used conservatively.



- > Transitions should be smooth; please avoid flashing, blinking, or otherwise jolting animations or eye-catching elements.



- > The playback of films or film sequences is not permitted, even in slow motion.

DIGITAL CITY LIGHT BOARDS



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CITY	NETWORK	ADVERTISING SPACES PER NETWORK	NETWORK PRICE PER WEEK IN EUROS ¹
Berlin	DCLB (weekly) ²	37	42,735.00
	Digitale Poster Gallery DCLB Friedrichstraße Subway Station	12 (1 of 6 slots)	7,434.00
	KombiNet digital I	37 DCLB 12 DCLB Friedrichstraße Subway Station	50,169.00
	KombiNet digital II	18 DCLB 12 DCLB Friedrichstraße Subway Station	28,224.00
	KombiNet analog-digital I	37 DCLB 183 CLB	131,040.00
	KombiNet analog-digital II	37 DCLB 103 CLB	95,235.00
Hamburg	DCLB (weekly) ³	10	16,100.00
	KombiNet analog-digital I	10 DCLB 80 CLB ⁴	75,446.00

DIGITAL CITY LIGHT BOARDS



CITY	NETWORK	ADVERTISING SPACES PER NETWORK	NETWORK PRICE PER WEEK IN EUROS ¹
Leipzig	DCLB (weekly) ⁵	3	3,045.00
	KombiNet analog-digital I	3 DCLB 46 CLB	23,266.00

Note: Changes may result due to assembly and disassembly work.

¹ Not including VAT

² For DCLPs in Berlin, daily posting for € 200.00/day/display is possible in the network

³ For DCLPs in Hamburg, daily posting for € 250.00/day/display is possible in the network

⁴ Incl. 6 advertising spaces in the surrounding region at € 57.00 each

⁵ Daily booking of DCLBs in the Leipzig network is possible for € 175.00 per ad location and day




FLEX DIGITAL CITY LIGHT BOARDS – INDIVIDUAL POSTING LOCATIONS

CITY POPULATION	CLASS 1	CLASS 2	CLASS 3	CLASS 4	CLASS 5
Berlin 3,469,849	173.00	182.00	190.00	198.00	215.00
Hamburg 1,762,791	242.00	253.00	265.00	276.00	299.00
Leipzig 560,472	152.00	160.00	167.00	174.00	189.00

Price in euros per advertising surface and day; not including VAT; minimum booking of 1 calendar week.

DIGITAL CITY LIGHT BOARDS – AIRPORT

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CITY	FORMAT	ADVERTISING SPACES PER NETWORK	NETWORK PRICE PER WEEK IN EUROS ¹
Düsseldorf (DUS) 22,459,480 passengers ²			
AirportNet DCLB/CLB ³		3 DCLB 10 CLB	9.310,00
AirportNet Digital ⁴		3 Outdoor DCLB 2 Indoor AD Boards (Gates A + B)	7.770,70
Düsseldorf (DUS)/Frankfurt (FRA) 22,459,480 passengers ² /60,906,628 passengers ²			
Airport KombiNet Digital DUS/FRA ⁵		3 DCLB DUS 5 LED Motion Drive FRA	41.740,00

Note: Please note the specifications on [page 68f.](#)

¹ Not including VAT

² Source: Arbeitsgemeinschaft Deutscher Verkehrsflughäfen (ADV)



³ 10% Carnival surcharge for Düsseldorf in CW 08 (20.02.–26.02.2017)

⁴ Cost for data acceptance and review: € 300.00 plus VAT

⁵ Media Frankfurt GmbH is responsible for ad locations; 14-day booking period, plus, if applicable, production costs of € 1,200.00 for up to 5 images, not incl. VAT.





SPECIFICATIONS

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	DCLP 	DCLB 
Resolution	1,080 × 1,920 px	440 × 300 px
Display ratio	9:16	approx. 4:2,7
Standard format	MOV, MP4, JPG	JPG
Spot length	DDN: max. spot length of 10 seconds DUB: 5–30 seconds (10 seconds recommended), 7 different images per booked slot are possible	
Delivery deadline	Ready for broadcast at least 5 working days prior to campaign start	Ready for broadcast at least 5 working days prior to campaign start
Notes	Animated images of up to 10 seconds are permitted in our DigitalDeluxeNetz (DDN). For now, all animated images must be submitted to WallDecaux for approval. Thank you for understanding. Design instructions and specifications can be found in the Technical Specifications Sheet for DCLP, available at www.walldecaux.de	
Contact	WallDecaux digital@walldecaux.de	WallDecaux digital@walldecaux.de

SPECIFICATIONS

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	DCLB DIGITALE POSTER GALLERY FRIEDRICHSTRASSE SUBWAY STATION 	AD BOARD GATES A + B DÜSSELDORF AIRPORT (DUS) 
Resolution	1,024 × 768 px	3,890 × 2,170 px, Displayed as 3,850 × 2,170 px
Display ratio	4:3	16:9
Standard format	WMV, MOV, JPG	JPG (RGB), low compression
Spot length	10–30 Sekunden	
Distance between displays	approx. 9.6 m  approx. 12 m 	
Frontal distance to viewer	approx. 4 m	
Delivery deadline	Ready for broadcast at least 5 working days prior to campaign start	Please deliver your data to your service representative at the very latest 7 working days prior to the start of your campaign.
Notes	Design instructions and format specifications can be found in the Technical Specifications Sheet for DCLB (Projector) Friedrichstrasse Subway Station, available at www.walldecaux.de	
Contact	WallDecaux digital@walldecaux.de	Düsseldorf Airport Advertising Juliane Handschug T +49 211 421-20334 juliane.handschug@dus.com



POSTER

BILLBOARDS	72
FULL POSTING LOCATIONS	74
GENERAL POSTING LOCATIONS	78
BOOKING SCHEDULE (DECADE)	80
SPECIFICATIONS	83

BILLBOARDS

CITY POPULATION	PPS-CLASS 1 UP TO 7,999	PPS-CLASS 2 8,000–15,999	PPS-CLASS 3 16,000–23,999	PPS-CLASS 4 24,000–31,999	PPS-CLASS 5 32,000–39,999	PPS-CLASS 6 40,000–47,999
Berlin 3,469,849 Metroboards, Underground	17.40	19.80	21.80	22.90	25.10	26.80
	Olympiastadion	Güntzelstr. Oranienburger Tor	Alt-Mariendorf Alt-Tempelhof Altstadt Spandau Blissestr. Eisenacher Str. Jakob-Kaiser-Platz Jannowitzbrücke Kaiserdamm Kleistpark Naturkundemuseum Pankow Rosenthaler Platz Schloßstr. Strausberger Platz Uhlandstr. Weinmeisterstr.	Adenauerplatz Alt-Tegel Bayerischer Platz Frankfurter Tor Gleisdreieck Gneisenaustr. Karl-Marx-Str. Kochstr. Lichtenberg Richard-Wagner-Platz	Französische Str. Rudow Seestr. Tempelhof Walther-Schreiber-Platz Yorckstr.	Bundesplatz Fehrbelliner Platz Hermannstr. Kurfürstendamm Möckernbrücke Samariterstr. Turmstr.

Note: The performance value “Poster viewers per site” (PPS) from MA Plakat is defined as the gross rating point of an advertising medium in the booking period.

BILLBOARDS



CITY POPULATION	PPS-CLASS 7 48,000–63,999	PPS-CLASS 8 64,000–71,999	PPS-CLASS 9 72,000–79,999	PPS-CLASS 10 80,000–87,999	PPS-CLASS 11 88,000 AND UP
Berlin 3,469,849					
Metroboards, Underground	28.40	31.60	33.40	35.00	38.20
	Hallesches Tor Neukölln Rathaus Steglitz Spichernstr. Stadtmitte Tierpark Warschauer Str. Wedding Wilmerdorfer Str. Wittenau	Berliner Str. Hauptbahnhof Nollendorfplatz Wittenbergplatz	Kottbusser Tor	Bismarckstr. Jungfernhede Mehringdamm	Alexanderplatz Frankfurter Allee Gesundbrunnen Hermannplatz Johannisthaler Chaussee Leopoldplatz Osloer Str. Rathaus Neukölln Zoologischer Garten

Price per advertising location and day in EUR; not including VAT; all ad surfaces in a subway station have the same daily price; minimum booking of one 10-day booking period.

Note: Billboards in Düsseldorf, Erkrath, Freiburg, Korschenbroich, Ludwigshafen, Lübeck, Meerbusch, Münster, Neu-Ulm, Ratingen, Remscheid, Reutlingen, Wiesbaden: Plakatunion Aussenwerbe-Marketing GmbH & Co. KG is responsible for advertising locations; Würzburg and Nuremberg: Stadtreklame Nürnberg GmbH is responsible for advertising locations.

FULL POSTING LOCATIONS

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CITY POPULATION		CLASS 1	CLASS 2	CLASS 3	CLASS 4	CLASS 5	CLASS 6
Berlin 3,469,849	Illuminated	18.60	21.70	25.00	27.20	30.40	32.80
	Non-illuminated	14.10	16.20	18.60	20.70	22.80	25.00
Düsseldorf 604,527	Illuminated	21.70	22.80	23.80	26.20	27.20	28.30
	Non-illuminated	16.20	17.30	18.60	19.70	20.70	21.70
Karlsruhe 307,755	Illuminated	19.70	20.70	21.20	21.70	22.30	22.80
	Non-illuminated	14.10	14.70	15.20	15.70	16.20	16.70
Münster 302,178	Illuminated	22.80	23.80	25.00	27.20	28.30	29.30
	Non-illuminated	16.70	18.00	19.10	20.20	21.20	22.30
Wiesbaden 275,116	Illuminated	27.20	28.30	30.40	31.40	32.80	33.80
	Non-illuminated	20.70	21.70	22.80	23.80	25.00	26.20
Freiburg 226,393	Illuminated	20.90	21.90	24.10	25.30	26.40	27.60
	Non-illuminated	15.40	16.40	17.50	18.70	19.90	20.90
Lübeck 214,420	Illuminated	22.80	23.80	25.00	27.20	28.30	29.30
	Non-illuminated	16.70	18.00	19.10	20.20	21.20	22.30

FULL POSTING LOCATIONS

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CITY POPULATION		CLASS 7	CLASS 8	CLASS 9	CLASS 10	CLASS 11	CLASS 12
Berlin 3,469,849	Illuminated	35.90	38.00	41.40	43.50	46.80	50.00
	Non-illuminated	27.20	29.30	31.40	33.80	35.90	38.00
Düsseldorf 604,527	Illuminated	30.40	31.40	32.80	33.80	35.90	36.90
	Non-illuminated	22.80	23.80	25.00	26.20	27.20	28.30
Karlsruhe 307,755	Illuminated	23.30	23.80	24.30	25.00	25.70	26.20
	Non-illuminated	17.30	18.00	18.60	19.10	19.70	20.20
Münster 302,178	Illuminated	30.40	32.80	33.80	34.80	36.40	37.40
	Non-illuminated	23.30	24.30	25.70	26.70	27.80	28.80
Wiesbaden 275,116	Illuminated	35.40	36.90	38.00	40.40	41.40	42.40
	Non-illuminated	27.20	28.30	29.30	30.40	31.40	32.80
Freiburg 226,393	Illuminated	29.60	30.70	31.90	33.10	35.20	36.30
	Non-illuminated	21.90	23.10	24.10	25.30	26.40	27.60
Lübeck 214,420	Illuminated	30.40	32.80	33.80	34.80	36.40	37.40
	Non-illuminated	23.30	24.30	25.70	26.70	27.80	28.80

FULL POSTING LOCATIONS

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CITY POPULATION		CLASS 1	CLASS 2	CLASS 3	CLASS 4	CLASS 5	CLASS 6
Ludwigshafen 164,718	Non-illuminated	14.70	15.20	15.70	16.20	16.70	17.30
Ulm 122,636	Illuminated	18.60	19.70	20.70	21.20	21.70	22.30
	Non-illuminated	13.60	14.10	14.70	15.20	15.70	16.20
Reutlingen 114,310	Illuminated	16.70	18.00	18.60	19.10	19.70	20.20
	Non-illuminated	12.10	12.60	13.10	13.60	14.10	14.70
Remscheid 109,009	Illuminated	19.70	20.70	21.20	21.70	22.30	22.80
	Non-illuminated	14.10	14.70	15.20	15.70	16.20	16.70
Ratingen 86,636	Illuminated	19.70	20.70	21.20	21.70	22.30	22.80
	Non-illuminated	14.10	14.70	15.20	15.70	16.20	16.70
Neu-Ulm 55,689	Illuminated	18.60	19.70	20.70	21.20	21.70	22.30
	Non-illuminated	13.60	14.10	14.70	15.20	15.70	16.20

FULL POSTING LOCATIONS

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CITY POPULATION		CLASS 7	CLASS 8	CLASS 9	CLASS 10	CLASS 11	CLASS 12
Ludwigshafen 164,718	Non-illuminated	18.00	18.60	19.10	19.70	20.20	20.70
Ulm 122,636	Illuminated	22.80	23.30	23.80	24.30	25.00	25.70
	Non-illuminated	16.70	17.30	18.00	18.60	19.10	19.70
Reutlingen 114,310	Illuminated	20.70	21.20	21.70	22.30	22.80	23.30
	Non-illuminated	15.20	15.70	16.20	16.70	17.30	18.00
Remscheid 109,009	Illuminated	23.30	23.80	24.30	25.00	25.70	26.20
	Non-illuminated	17.30	18.00	18.60	19.10	19.70	20.20
Ratingen 86,636	Illuminated	23.30	23.80	24.30	25.00	25.70	26.20
	Non-illuminated	17.30	18.00	18.60	19.10	19.70	20.20
Neu-Ulm 55,689	Illuminated	22.80	23.30	23.80	24.30	25.00	25.70
	Non-illuminated	16.70	17.30	18.00	18.60	19.10	19.70

Price per advertising location and day in EUR; not including VAT; minimum booking of one 10-day booking period.

GENERAL POSTING LOCATIONS

CITY POPULATION	BOOKING	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ¹
Berlin ² 3,469,849	Calendar week		from 0.90
Düsseldorf 604,527	Block B/C	200	1.00
Karlsruhe 307,755	Block C	200	1.00
Münster 302,178	Block C	220	0.95
	Block C	110	1.00
Wiesbaden 275,116	Block C	200	0.95
	Block C	100	0.95
Freiburg 226,393	Block C	180	1.00
Lübeck 214,420	Block C	100	0.95
	Block C	50	0.95

GENERAL POSTING LOCATIONS

CITY POPULATION	BOOKING	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ¹
Ludwigshafen 164,718	Block A	86	0.90
Ulm 122,636	Block C	38	0.80
Reutlingen 114,310	Block C	39	0.80
Remscheid 109,009	Block B	28	1.00
Neu-Ulm 55,689	Block C	15	0.80

¹ Price per advertising space and 1/1 sheet, not including VAT

² DIE DRAUSSENWERBER GmbH is responsible for advertising locations

BOOKING SCHEDULE (DECADE)

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MONTH	BOOKING PERIOD (in ten-day slots)	BLOCK A				DAYS	BLOCK B				DAYS	BLOCK C				DAYS	CW
January	01	Tue	27.12.16	Mon	09.01.17	14	Fri	30.12.16	Thur	12.01.17	14	Tue	03.01.17	Mon	16.01.17	14	1
	02	Tue	10.01.17	Thur	19.01.17	10	Fri	13.01.17	Mon	23.01.17	11	Tue	17.01.17	Thur	26.01.17	10	2/3
February	03	Fri	20.01.17	Mon	30.01.17	11	Tue	24.01.17	Thur	02.02.17	10	Fri	27.01.17	Mon	06.02.17	11	4
	04	Tue	31.01.17	Thur	09.02.17	10	Fri	03.02.17	Mon	13.02.17	11	Tue	07.02.17	Thur	16.02.17	10	5/6
	05	Fri	10.02.17	Mon	20.02.17	11	Tue	14.02.17	Thur	23.02.17	10	Fri	17.02.17	Mon	27.02.17	11	6/7
March	06	Tue	21.02.17	Thur	02.03.17	10	Fri	24.02.17	Mon	06.03.17	11	Tue	28.02.17	Thur	09.03.17	10	8/9
	07	Fri	03.03.17	Mon	13.03.17	11	Tue	07.03.17	Thur	16.03.17	10	Fri	10.03.17	Mon	20.03.17	11	9/10
	08	Tue	14.03.17	Thur	23.03.17	10	Fri	17.03.17	Mon	27.03.17	11	Tue	21.03.17	Thur	30.03.17	10	11/12
April	09	Fri	24.03.17	Mon	03.04.17	11	Tue	28.03.17	Thur	06.04.17	10	Fri	31.03.17	Mon	10.04.17	11	12/13
	10	Tue	04.04.17	Thur	13.04.17	10	Fri	07.04.17	Mon	17.04.17	11	Tue	11.04.17	Thur	20.04.17	10	14/15
	11	Fri	14.04.17	Mon	24.04.17	11	Tue	18.04.17	Thur	27.04.17	10	Fri	21.04.17	Mon	01.05.17	11	15/16
May	12	Tue	25.04.17	Thur	04.05.17	10	Fri	28.04.17	Mon	08.05.17	11	Tue	02.05.17	Thur	11.05.17	10	17/18
	13	Fri	05.05.17	Mon	15.05.17	11	Tue	09.05.17	Thur	18.05.17	10	Fri	12.05.17	Mon	22.05.17	11	19/20
	14	Tue	16.05.17	Thur	25.05.17	10	Fri	19.05.17	Mon	29.05.17	11	Tue	23.05.17	Thur	01.06.17	10	20/21
June	15	Fri	26.05.17	Mon	05.06.17	11	Tue	30.05.17	Thur	08.06.17	10	Fri	02.06.17	Mon	12.06.17	11	21/22
	16	Tue	06.06.17	Thur	15.06.17	10	Fri	09.06.17	Mon	19.06.17	11	Tue	13.06.17	Thur	22.06.17	10	23/24
	17	Fri	16.06.17	Mon	26.06.17	11	Tue	20.06.17	Thur	29.06.17	10	Fri	23.06.17	Mon	03.07.17	11	24/25

The above dates are subject to minor changes – for technical reasons the posting may start or end one day earlier or later.
Fourteen-day booking blocks are billed as 11 days.

BOOKING SCHEDULE (DECADE)

81

MONTH	BOOKING PERIOD (in ten-day slots)	BLOCK A				DAYS	BLOCK B				DAYS	BLOCK C				DAYS	CW
July	18	Tue	27.06.17	Thur	06.07.17	10	Fri	30.06.17	Mon	10.07.17	11	Tue	04.07.17	Thur	13.07.17	10	26/27
	19	Fri	07.07.17	Mon	17.07.17	11	Tue	11.07.17	Thur	20.07.17	10	Fri	14.07.17	Mon	24.07.17	11	27/28
	20	Tue	18.07.17	Thur	27.07.17	10	Fri	21.07.17	Mon	31.07.17	11	Tue	25.07.17	Thur	03.08.17	10	29/30
August	21	Fri	28.07.17	Mon	07.08.17	11	Tue	01.08.17	Thur	10.08.17	10	Fri	04.08.17	Mon	14.08.17	11	30/31
	22	Tue	08.08.17	Thur	17.08.17	10	Fri	11.08.17	Mon	21.08.17	11	Tue	15.08.17	Thur	24.08.17	10	32/33
	23	Fri	18.08.17	Mon	28.08.17	11	Tue	22.08.17	Thur	31.08.17	10	Fri	25.08.17	Mon	04.09.17	11	33/34
September	24	Tue	29.08.17	Thur	07.09.17	10	Fri	01.09.17	Mon	11.09.17	11	Tue	05.09.17	Thur	14.09.17	10	35/36
	25	Fri	08.09.17	Mon	18.09.17	11	Tue	12.09.17	Thur	21.09.17	10	Fri	15.09.17	Mon	25.09.17	11	36/37
	26	Tue	19.09.17	Thur	28.09.17	10	Fri	22.09.17	Mon	02.10.17	11	Tue	26.09.17	Thur	05.10.17	10	38/39
October	27	Fri	29.09.17	Mon	09.10.17	11	Tue	03.10.17	Thur	12.10.17	10	Fri	06.10.17	Mon	16.10.17	11	39/40
	28	Tue	10.10.17	Thur	19.10.17	10	Fri	13.10.17	Mon	23.10.17	11	Tue	17.10.17	Thur	26.10.17	10	41/42
	29	Fri	20.10.17	Mon	30.10.17	11	Tue	24.10.17	Thur	02.11.17	10	Fri	27.10.17	Mon	06.11.17	11	42/43
November	30	Tue	31.10.17	Thur	09.11.17	10	Fri	03.11.17	Mon	13.11.17	11	Tue	07.11.17	Thur	16.11.17	10	44/45
	31	Fri	10.11.17	Mon	20.11.17	11	Tue	14.11.17	Thur	23.11.17	10	Fri	17.11.17	Mon	27.11.17	11	45/46
	32	Tue	21.11.17	Thur	30.11.17	10	Fri	24.11.17	Mon	04.12.17	11	Tue	28.11.17	Thur	07.12.17	10	47/48
December	33	Fri	01.12.17	Thur	14.12.17	14	Tue	05.12.17	Mon	18.12.17	14	Fri	08.12.17	Thur	21.12.17	14	48/49
	34	Fri	15.12.17	Thur	28.12.17	14	Tue	19.12.17	Mon	01.01.18	14	Fri	22.12.17	Thur	04.01.18	14	50–52

The booking blocks are subdivided into posting blocks A, B, and C for logistic reasons. The information regarding calendar weeks is based on Block A. This calendar may only be republished with attribution of the

NOTES

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BOOKING

Physical posting of advertisements usually takes place within the scope of 10-day booking periods.

The sole exception is Berlin, where posting at general posting locations (pillars, tram and bus shelters, underground stations) occurs using calendar weeks instead.

General posting locations can only be booked on a network basis.

See the weekly and 10-day booking schedules for information on posting periods ([pages 26](#) and [80f](#)).

BACKUP POSTERS

10% for general posting locations, full posting pillars and billboards. When the number of posters is between 1 and 30, a backup poster quantity of 20% is required for each image and city.

POSTER DELIVERY

All poster media must be delivered postage paid at least 14 days before the posting date.

IDENTIFICATION OF THE POSTER DELIVERY

The delivery note for poster deliveries to WallDecaux must contain the following details:

- Address, telephone and fax number of the printer
- Advertiser and agency
- Poster image (brand, product and description)
- Order confirmation number(s) from WallDecaux
- Posting date (week)
- Format
- Number of posters

Including the WallDecaux order confirmation number(s) on the delivery note simplifies the posting process.

When sending multiple deliveries, a picture of the poster image should be included on the outside of each package. When sending multiple poster images, a separate description of the poster count, poster image and posting location should be included for each poster image.

Please observe our special terms and conditions for poster media on [page 113f](#).



The current delivery addresses for WallDecaux can be found at www.walldecaux.de

SPECIFICATIONS

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BILLBOARDS



Paper format	18/1 format: 356 × 252 cm (w×h)	6/1 format: 119 × 252 cm (w×h) 8/1 format: 119 × 336 cm (w×h)
Material	115g/m² opaque, wet-strength affiche paper	115g/m² opaque, wet-strength affiche paper
Printing	Offset printing, depending on number of posters	Offset printing, depending on number of posters
Delivery	4 or 6 sheets with 1 cm overlap; each sheet must be numbered and the spots for gluing must be noted; folded and mapped.	6/1 format: In 3 parts 8/1 format: In 4 parts In the event you want something other than the white cover, please provide it to us in a folded state with your poster material.

GENERAL POSTING LOCATION



Paper format	DIN A1 (1/1-sheet): DIN A0: 4/1 format:	Portrait format: 59.4 × 84.1 cm (w×h) Portrait format: 84.1 × 118.9 cm (w×h) 119 × 168 cm (w×h)	Landscape format: 84.1 × 59.4 cm (w×h) Landscape format: 118.9 × 84.1 cm (w×h)
Material	At least 115g/m² opaque, wet-strength affiche paper		
Printing	Offset printing, depending on number of posters		
Delivery	DIN A1 and DIN A0: In 1 part. For 500 posters and up, the posters should be delivered flat on a palette. In 4/1 format should be delivered as two separate pieces with a 1 cm overlap; folded and mapped.		



TRANSPORT

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PERMANENT OUTDOOR MEDIA – GENERAL OVERVIEW

86

CITY			MINIMUM BOOKING	PRICE PER MONTH IN EUROS ¹	
Berlin	Double-decker bus (DD)			1 month	3,000.00
	Articulated bus (AB)			1 month	1,550.00
	Single-decker bus (SD)			1 month	1,100.00
	Tram			1 month	2,050.00
	Underground (1 train unit = 2 cars)			1 month	1,950.00
	Change for specific lines	Lines 100/200	DD	1 month	7,400.00
		City Lines	DD	1 month	6,200.00
		Other Lines	DD	1 month	4,900.00
		City Lines	AB	1 month	3,750.00
		Other Lines	AB	1 month	2,950.00
City Lines		SD	1 month	3,000.00	
Other Lines		SD	1 month	2,800.00	

PERMANENT OUTDOOR MEDIA – GENERAL OVERVIEW

87

CITY			MINIMUM BOOKING	PRICE PER MONTH IN EUROS ¹
Münster ²	Articulated bus		1 month	750.00
	Normal bus		1 month	650.00

CITY		BOOKING	PRICE PER MONTH IN EUROS ¹
Berlin	Surcharge for charter booking periods	1 month	+ 100%
		2–3 months	+ 75%
		4–6 months	+ 50%
		7–11 months	+ 25%

¹ Price per vehicle for yearly bookings; not including production, posting and removal; incl 25% window surface except underground; not including VAT

² Incl. posting on the rear window




PERMANENT OUTDOOR MEDIA – DETAILED OVERVIEW

88

CITY			BOOKING	PRICE PER MONTH IN EUROS ¹
Berlin	Double-decker bus: Side		1 month	780.00
	Articulated bus: Side and roof edge		1 month	650.00
	Articulated bus: Side		1 month	500.00
	Single-decker bus: Side and roof edge		1 month	355.00
	Single-decker bus: Side		1 month	290.00
	Tram: Side		1 month	780.00
	Underground train: Side (1 train unit = 2 cars)		1 month	350.00

PERMANENT OUTDOOR MEDIA – DETAILED OVERVIEW

89

CITY			BOOKING	PRICE PER MONTH IN EUROS ¹
Münster ²	Articulated bus: Side		1 month	420.00
	Normal bus: Side		1 month	320.00
	Rear surface		1 month	180.00




CITY			BOOKING	PRICE PER MONTH IN EUROS ¹
Berlin	Surcharge for charter booking periods		1 month	+ 100%
			2–3 months	+ 75%
			4–6 months	+ 50%
			7–11 months	+ 25%

¹ Price per vehicle for yearly bookings; not including production, posting and removal; incl 25% window surface except underground; not including VAT

² Incl. posting on the rear window




CAMPAIGN MEDIA OUTDOOR

90

CITY			QUANTITY	MINIMUM BOOKING	PRICE PER MONTH IN EUROS ¹
Berlin	Berlin Board (Double-decker bus)		1–9	1 month	3,650.00
			10–24	1 month	3,550.00
			25 or more	1 month	3,400.00
	18/1 Traffic Board (Bus, tram)		1–29	1 month	1,900.00
			30–49	1 month	1,800.00
			50 or more	1 month	1,600.00
	Super Rear (Bus)		1–19	1 month	1,450.00
			20–49	1 month	1,400.00
			50 or more	1 month	1,300.00

CAMPAIGN MEDIA OUTDOOR






91

CITY			QUANTITY	MINIMUM BOOKING	PRICE PER MONTH IN EUROS ²
Berlin	Bouncer / door (Underground train)		1–10	1 month	950.00
			11–25	1 month	930.00
			26–100	1 month	900.00
Münster	4/1-Traffic Board (Bus)			1 month	810.00
	Super Rear (Bus)			1 month	1,180.00

1 Price per surface, incl. production, posting and removal; prices for the following month available upon request; not including VAT
2 Price per vehicle, incl. production, posting and removal; not including VAT




CAMPAIGN MEDIA INDOOR

92

CITY			QUANTITY	MINIMUM BOOKING	PRICE PER MONTH IN EUROS ¹
Berlin	Side window (Underground train, tram, bus)		250–499 surfaces	1 month	29.00
			500–1,499 surfaces	1 month	27.00
			1,500 surfaces or more	1 month	24.00
	Side surface (Underground train)		250–499 surfaces	1 month	23.00
			500–1,499 surfaces	1 month	21.00
			1,500 surfaces or more	1 month	19.00
	Side surface (Underground train, tram)		100–299 surfaces	1 month	28.00
			300–599 surfaces	1 month	26.00
			600 surfaces or more	1 month	24.00
	Front surface (Underground train, bus)	 	100–299 surfaces	1 month	35.00
			300–599 surfaces	1 month	32.00
			600 surfaces or more	1 month	27.00

CAMPAIGN MEDIA INDOOR

93

CITY			QUANTITY	MINIMUM BOOKING	PRICE PER MONTH IN EUROS ¹
Berlin	Floor Graphic		1 surface or more	1 month	190.00
	Side window (Bus)		20 surfaces or more	1 month	28.00
	Front surface (Bus)		20 surfaces or more	1 month	34.00



¹ Price per surface, incl. production, posting and removal; not including VAT


SPECIFICATIONS


	SIDE SURFACE (Underground train) 	SIDE WINDOW (Underground train, tram, bus) 
Format	Berlin Underground: U1, U2, U3, U4 53 × 9.5cm (w×h) U5, U6, U7, U8, U9, U55 69 × 13cm (w×h)	Berlin, Münster 50 × 15cm (B×H)

	SIDE SURFACE (Underground train, tram) 
Format	Berlin Underground: 28.5 × 40.5cm (w×h) Tram: 40.5 × 28.5cm (w×h)

SPECIFICATIONS

	FRONT SURFACE (Underground train, bus)		FRONT SURFACE (Bus)	
Format	40.8 × 58 cm (w × h)	Berlin	42 × 59.4 cm (DIN A2)	Münster

	FLOOR GRAPHIC (Underground, tram)	
Format	1 m²	Berlin

	FLOOR GRAPHIC (Underground, tram)	
Format	1 m²	Berlin

Note: Size-specification schematics for permanent and campaign media are available on request.

DIGITAL UNDERGROUND BERLIN (DUB)



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Digital City Light Posters in Berlin's busiest subway stations.

CITY	NETWORK	ADVERTISING SPACES PER NETWORK	NETWORK PRICE PER WEEK IN EUROS ¹
Berlin	DUB (weekly) ²	74 DCLP	33,670.00
	DUB (weekend package) ³	74 DCLP	22,200.00
	KombiNet analog-digital I	74 DCLP 200 Underground CLP	56,700.00
	KombiNet analog-digital II	74 DCLP 100 Underground CLP	42,000.00
	KombiNet analog-digital III (City)	74 DCLP 176 CLP City Net	73,710.00

Note: Changes may result due to assembly and disassembly work.

¹ Not including VAT

² For DCLP DUB, daily posting for € 85.00/day/display is possible in the network

³ Four day booking interval, from Thursday to Sunday

STATION BRANDING

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Station Branding offers the individual booking of the entire Mehringdamm subway station for the creation of a unique and immersive advertising environment.

CITY	UNDERGROUND STATION	PRICE PER MONTH IN EUROS ¹
Berlin	Mehringdamm	100,000.00

POSTER GALLERY

Poster Galleries are long chains of digital or analog metroboards. Located at busy subway platforms, they are impossible to overlook and generate considerable publicity.

CITY	UNDERGROUND STATION	ADVERTISING SPACES	FORMAT (w×h)	PRICE PER MONTH IN EUROS ¹
Berlin	Alexanderplatz	32	3,76 × 1,86m	26,000.00
	Hermannplatz	25	3,94 × 2,32m	26,000.00
	Potsdamer Platz	33	3,64 × 1,87 m	26,000.00
– Digital Poster Gallery	Friedrichstraße	12	exclusive	29,736.00

¹ Not including production, posting and removal costs; not including VAT

LEIPZIG CENTRAL STATION

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	FORMAT (w × h)	PRICE PER MONTH IN EUROS ¹
Shopping-Banner	5 × 8 m (double-sided)	4,350.00
Travel-Banner	Set of 3, each 3 x 12 m (double-sided)	4,350.00
Front Wall Banner	4 × 10 m	3,300.00
Platform Banner	4 × 7 m	1,750.00
Dominance Banner	Set of 2, each 2 × 10 m	6,450.00
Exit Banner	1.8 × 7.6 m	1,150.00
Illuminated AD² Train Platform	Two-sided, each 3 × 6 m	1,150.00
Illuminated AD² Travel Centre	4 m radius	1,150.00
Display Cases²	2.2 × 2.15 m	325.00

Note: Subject to official approval

¹ Not including VAT

² Not including electricity costs



GTC

GENERAL TERMS AND CONDITIONS OF BUSINESS OF WALLDECAUX – A DIVISION OF WALL GMBH

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GENERAL TERMS AND CONDITIONS

1 SCOPE

1.1 These General Terms and Conditions apply to all offers, contracts, and performances rendered by Wall GmbH for clients who are served by its WallDecaux division – hereinafter referred to as “WallDecaux”. In addition, Special Terms and Conditions, which contain additions to and deviations from these General Terms and Conditions, apply to individual advertising media; these are, specifically:

- (a) City Light Media,
- (b) Digital media,
- (c) Poster media, and
- (d) Transport media (public transportation and rail station media).

The following order of precedence applies to individual contractual elements: Individual agreements take precedence over the General and Special Terms and Conditions (jointly “General Terms and Conditions of Business”); furthermore, provisions in the Special Terms and Conditions take precedence over provisions in the General Terms and Conditions. If multiple advertising media are booked in a single order, then the respective Special Conditions for each advertising medium shall apply.

1.2 Solely the General Terms and Conditions of Business of WallDecaux shall apply. Divergent or supplementary terms and conditions of business maintained by the client shall be valid only if and insofar as WallDecaux has agreed to them expressly in writing.

The General Terms and Conditions of Business of WallDecaux shall also apply for future offers, contracts, and performances, even if these General Terms and Conditions are not agreed to separately again.

Note: City Light Posters on public streets in Munich are governed by the General Terms and Conditions of Business of DSMDecaux GmbH. These Terms and Conditions will be provided upon request.

2 PLACEMENT OF ORDER / CONCLUSION OF CONTRACT

2.1 WallDecaux's offers are subject to change and are not binding. By placing an order, the client submits a binding offer to enter into a contract within the meaning of Art. 145 of the BGB (German Civil Code). A contract does not arise until WallDecaux provides written order confirmation.

2.2 When an order is placed, the client must identify the advertiser and the product type that is to be advertised. Orders placed by advertising agencies and other intermediaries will only be accepted if documentation is provided that their client has officially retained them by contract. Furthermore, the advertisers and product types must be identified by name in orders placed with WallDecaux. Subsequent changes in the advertising campaign by the client require the express written approval of WallDecaux.

2.3 WallDecaux is entitled to require submission of the advertising content (e.g. images, advertising media) seven calendar days before the agreed advertising start date. WallDecaux is entitled to reject orders – including individual orders within the scope of a larger

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order – on the basis of content, origin, or technical format, provided WallDecaux cites uniform, objectively justified principles for this rejection. On these same grounds WallDecaux may also temporarily or permanently halt advertising campaigns that have already begun. In particular, grounds for rejection or cancellation are given if the advertising content violates laws, regulations, or orders by judicial or regulatory authorities, or if WallDecaux cannot reasonably be expected to publish them. Publication may be viewed as unreasonable particularly if the advertising content is xenophobic, glorifying of violence, dehumanizing, extremist, or likely to endanger the morals or welfare of children or young people. WallDecaux is entitled, but not obligated, to review advertising content for compliance with the preceding provisions before publication.

2.4 WallDecaux's confirmation that it will use the advertising content provided by the client does not constitute a confirmation that said advertising content are legally permissible.

2.5 WallDecaux is entitled to reject or terminate an advertising campaign if WallDecaux cannot reasonably be expected to post or place the advertising media for structural or operational reasons.

2.6 In the aforementioned cases (Sections 2.3 and 2.5), WallDecaux shall be entitled to withdraw from existing contracts or advertising campaigns that are already underway.

2.7 WallDecaux is entitled to use third-parties (e.g. partner companies, subcontractors, and freelancers) to fulfill its contractual performance obligations. WallDecaux shall select and supervise

these third-parties with the diligence customary in the industry with a view to proper and expert fulfillment of the contract.

2.8 The approval of the other party to the contract is required to assign to third-parties rights and obligations arising from or contained within the contract. However, WallDecaux is entitled without the approval of the client to assign to an affiliated company within the meaning of Art. 15 ff. of the German Companies Act (AktG) rights and obligations arising from or contained within the contract.

3 TERM

The length of the advertising period shall be determined according to WallDecaux's booking schedule, which the client will be informed of and can be viewed at www.walldcaux.de.

4 LOCATION PREFERENCES / EXCLUSION OF COMPETITION

4.1 In the case of network bookings, the client has no right to select specific advertising locations.

4.2 WallDecaux undertakes no warranty that competitors will be excluded from using its advertising services.

5 WITHDRAWAL BY THE CLIENT

The client may withdraw from the contract in writing up to 60 calendar days prior to the agreed first posting date. The client must bear all costs that have accrued up to the point of withdrawal (e.g. production costs).

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6 PRICES / TERMS OF PAYMENT

6.1 The stated prices do not include any applicable value added tax. Prices published in WallDecaux's media portfolio are subject to change and are not binding.

6.2 If a client places an order for the first time or for the first time in three years (and is thus a new customer), the client is obligated to make advance payment. WallDecaux must receive advertising fees in full prior to the start of the advertising campaign. If advance payment has not been agreed to, then invoiced amounts shall be due at the latest eight calendar days after the agreed upon advertising start date.

6.3 If WallDecaux grants a discount for early invoice payment ("Skonto"/cashback), then this discount does not apply to additional costs that result within the course of the advertising campaign (e.g. technical costs, production costs, or posting costs), but rather to media services. These additional costs are due without any discounts for early payment.

6.4 If the client owes additional costs or interest payments, the client's payments shall be credited to the additional costs first, then to the interest payments owed, and finally to the principal amount due.

6.5 A payment shall be deemed to have been made only once WallDecaux has the funds at its disposal. Checks shall be accepted only for the purpose of payment, without an obligation arising in this regard. Payment by check is not deemed to have been made until the cashed check is actually credited to WallDecaux's account. All fees or expenses incurred during collection shall be borne by the client.

6.6 Statutory default interest shall be charged in the event of non-payment or deferment of payment.

6.7 If the client is in default of payment or WallDecaux becomes aware, after conclusion of contract, of circumstances that justify objective and substantial doubts about the client's creditworthiness and jeopardize WallDecaux's collection of payment, WallDecaux can make the realization or continuation of the advertising campaign contingent on an advance payment or provision of a security. If WallDecaux's demand for advance payment or provision of a security is not fulfilled within a reasonable period to be set by WallDecaux, WallDecaux shall be entitled to cancel the contract and/or demand compensation for damages.

6.8 The client is entitled to setoff payments it owes with receivables owed to it by WallDecaux, but only if receivables owed to the client are uncontested or have been confirmed by a court of law.

6.9 The client shall only be entitled to setoff or retain payments if the receivables owed to the client are based on the same contractual relationship and have been confirmed by a court of law or are uncontested.

7 GROUP ACCOUNTING CLAUSE

WallDecaux is entitled to offset receivables owed by the client to it or affiliated companies with payables owed to the client by it or affiliated companies. If requested, WallDecaux will provide information to the client about the companies with which it is affiliated. The client hereby agrees that all securities it provides

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shall also serve to indemnify debts owed by the client to companies with which WallDecaux is affiliated. Furthermore, all securities provided by the client to companies with which WallDecaux is affiliated shall also serve to indemnify monies owed to WallDecaux by the client – regardless of the legal basis for these monies being owed.

8 MATERIAL DELIVERY

8.1 The client shall bear costs and risk for the delivery and production of the advertising material and content. The technical requirements placed on the advertising material and content to be delivered and the deadlines for delivery are specified in the Special Terms and Conditions valid for each advertising media.

8.2 If WallDecaux cannot carry out the order or cannot carry it out on time because the advertising materials were not delivered, were delivered late, or were not delivered in the correct number or format, this shall not release the client from his payment obligations. Nevertheless, WallDecaux shall credit the client for avoided expenses. If the client is late in providing the advertising materials but does provide them before expiration of the contracted advertising campaign, WallDecaux shall use its best efforts to post said advertising materials, potentially for a shortened advertising period, although there is no obligation in this regard. In the event of successful late posting, the client shall be obligated to pay WallDecaux the special expenses resulting from late delivery or delivery in an inappropriate format. If the client rejects late posting

because of the special expenses, the client nevertheless remains obligated to pay the contracted fees for normal posting.

9 RESPONSIBILITY FOR ADVERTISING CONTENT / GRANT OF RIGHTS

9.1 Responsibility for advertising content and third-party content to which reference is made in the advertising posted by WallDecaux shall be borne exclusively by the client. Furthermore, the client is solely responsible for the design, recognizability, and suitability of advertising content. In particular, the client is responsible for ensuring that said content does not violate legal, regulatory, or contractual regulations, court orders, third-party copyrights or other third-party property rights. By placing an order, the client transfers to WallDecaux all rights that are necessary for the realization of the advertising campaign.

In particular, this includes all usage rights, ancillary copyrights, and other rights that are necessary for the publication of the content in analog and digital advertising media as part of the client's order. The client guarantees that he has the aforementioned rights at his disposal and is entitled to transfer them. The foregoing provisions also apply to advertising content that is drafted or designed by WallDecaux at the request of the client, insofar as WallDecaux acted in accordance with the client's specifications.

9.2 The client indemnifies and holds harmless WallDecaux from all third-party claims in this regard. In the event of a third-party claim, the client shall immediately, truthfully, and completely provide Wall-

GENERAL TERMS AND CONDITIONS

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Decaux with all information necessary to review the claims and mount a defense. Without prejudice to any further claims for the recovery of damages on the part of WallDecaux, the client shall reimburse WallDecaux for reasonable expenditures and expenses arising from claims lodged by third-parties. The foregoing shall apply in particular to costs that arise for mounting a necessary legal defense.

10 PRECEDENCE FOR STATION BRANDING AND POSTER GALLERIES

10.1 For City Light Media and poster media in subway stations, WallDecaux reserves the right to post City Light Posters and posters at its own expense for a limited period in advertising locations in other subway stations if the original advertising locations are required within the scope of Station Branding (i.e. when all advertising surfaces in a subway station available to WallDecaux and affiliated companies are provided for a limited time to a single client) or within the scope of a Poster Gallery (i.e. when all posting location behind the track in a subway station available to WallDecaux and affiliated companies are provided for a limited time to a single client).

10.2 In such cases, WallDecaux shall notify the client immediately and designate other advertising locations that shall be provided to the client as replacements. If the client is not interested in the designated replacement advertising locations, the client shall be entitled to cancellation of the order only with regard to the affected advertising locations. If the client does not object in writing within

14 calendar days after notification about relocation for Station Branding or a Poster Gallery, WallDecaux shall assume that the client consents to the posting of the client's advertising media in the designated substitute locations.

11 DEFAULT IN PERFORMANCE / GUARANTEES

11.1 WallDecaux shall not be liable for non-execution, interruption, premature termination, delay, defective performance, or other disruption of the advertising in cases in which WallDecaux is not responsible or when the causes are beyond the control of WallDecaux, in particular due to force majeure (e.g. insurrection, regulatory interventions, construction and demolition measures carried out or commissioned by public institutions, power outages, IT breakdowns, strikes, operational disturbances, weather conditions, damage, or other impairments to the advertising surfaces caused by third-parties).

11.2 WallDecaux shall check on the posted advertising material periodically at reasonable intervals. In the event of non-execution, interruption, premature termination, delay, defective performance, or other disruption of the advertising in cases in which WallDecaux is not responsible, WallDecaux shall, at WallDecaux's discretion, provide substitute advertising in place of the affected advertising location or surface by (i) posting at another advertising location or surface or (ii) extending the advertising period of the remaining advertising surfaces or media, or by (iii) crediting the customer. The measure to be implemented will be selected based how long the

GENERAL TERMS AND CONDITIONS

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advertisement was impaired in relation to the booking period. If a substitute posting is undertaken and this substitute posting fails to adhere to contract, the client may demand a proportional decrease in advertising fees or withdraw from the contract in this regard. If it is objectively no longer possible to achieve the intended purpose of the advertising through a substitute posting, WallDecaux shall refund to the client the advertising fees already paid for the individual advertising media or surfaces that have actually been lost or otherwise affected.

11.3 The client shall not be entitled to any further claims of recompense.

11.4 Minor deviations or departures from the terms agreed to for the posting of the advertising shall not constitute a defect or default in performance, provided this deviation is of a nature customary in the industry. A one-day deviation from the planned start or end date for the advertising campaign shall be considered a minor deviation. Minor interruptions to the display of the advertising that are caused by maintenance or cleaning shall not constitute a defect or default in performance.

11.5 The client shall give notice in writing of obvious defects immediately after they come to the client's attention – at the latest, however, within 30 calendar days after the end of the advertising period. The client must state in detail the reason for the complaint and submit image material.

12 OTHER LIABILITY

12.1 WallDecaux shall bear liability for damages arising from willful intent and gross negligence, including that of its agents, in accordance with statutory provisions. The foregoing shall also apply to wrongful death, injury, or impairment of health that occurs from negligence. In the case of damage to property and pecuniary loss caused by negligence, WallDecaux and its agents shall only bear liability when core contractual obligations have been breached; furthermore, the amount of liability will be limited to damages that are typical for the type of contract and were foreseeable at the time of the conclusion of contract; core contractual obligations are defined as key elements of the contract, the fulfillment of which the client can depend on.

12.2 To the extent that WallDecaux provides technical information or acts in an advisory capacity and said information or advice is not part of the contractual scope of performance, this is done free of charge and to the exclusion of any liability.

13 ASSIGNMENT OF RECEIVABLES AS SECURITY BY ADVERTISING SERVICE PROVIDERS

If the client is an advertising agency and/or intermediary, the client shall assign to WallDecaux as a security the receivables to which the client is entitled in in the scope to which the advertising campaign is carried out by WallDecaux. WallDecaux shall accept the assignment. The client shall remain entitled to collect the receivables provided that the client ensures that WallDecaux's

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share of the fee or compensation is paid properly to WallDecaux. If the client is unable to fulfill this condition, WallDecaux shall be notified in writing so that WallDecaux can disclose the assignment and demand payment on the basis of the assignment.

14 SEVERABILITY CLAUSE

If the provisions of these General Terms and Conditions or the Special Terms and Conditions or other agreements between WallDecaux and the client should be or become invalid or impracticable in whole or in part, this shall not affect the remaining valid provisions herein. Valid provisions that most closely approximate the economic purpose of the invalid provision will be adopted and shall apply. If reinterpretation is impossible for legal reasons, the contractual partners undertake to stipulate supplementary provisions in accordance with the preceding clause. The preceding provision shall apply analogously if a gap requiring supplementation becomes apparent during the interpretation or performance of the order underlying the General Terms and Conditions of Business or other agreements.

15 LEGAL VENUE / APPLICABLE LAW

15.1 If the client is a businessperson, a legal entity in public law or a special fund regulated by public law, the sole legal venue shall be Berlin. The same shall apply in the event that the client's residence or habitual abode is unknown at the time when legal action is instituted. Nevertheless, WallDecaux shall be entitled to

file suit against the client at the court of jurisdiction that presides over the client's business or residential address.

15.2 WallDecaux's legal relations with the client, including these General Terms and Conditions as well as the Special Terms and Conditions, shall be subject to the laws of the Federal Republic of Germany, excluding the United Nations Convention on Contracts for the International Sale of Goods (CISG).

SPECIAL TERMS AND CONDITIONS FOR CITY LIGHT MEDIA

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1 SCOPE

1.1 These Special Terms and Conditions are valid for WallDecaux's offers, contracts, and performances in the area of City Light Media, including specifically:

- (a) City Light Posters (CLPs), including Subway City Light Posters (Subway CLPs) and Airport City Light Posters (Airport CLPs), and ShoppingNet CLPs,
- (b) City Light Pillars (CLs), and
- (c) City Light Boards (CLBs), including Airport City Light Boards (Airport CLBs).

1.2 If the client books a multimedia advertising package in which City Light Media are combined with others forms of advertising, the Special Terms and Conditions for each respective advertising media shall apply.

2 ADVERTISING SURFACES

City Light Media are glass-clad advertising displays that provide a surface for the posting of advertisements. There are many forms of City Light Media, including tram and bus shelters, advertising pillars, advertising notice boards, display cabinets, scrolling poster displays for the rotating display of up to three posters, as well as other street furniture, all of which are generally backlit. Lighting is activated based on the operational hours of the local public lighting system.

3 DELIVERY OF THE ADVERTISING MEDIA / BACKUP POSTERS

3.1 The poster material required for the realization of the advertising campaign, including backup posters pursuant to Section 3.4 of these Special Terms and Conditions, shall be delivered at the client's risk and expense no later than 14 calendar days before the agreed initial posting date to the respective address designated for the network booked. The client will be informed of the delivery addresses; the current address list can be viewed at www.walldecaux.de.

3.2 The advertising material must be delivered in the format, quality, folding, etc. specified by WallDecaux. The client will be notified of the delivery requirements; the current technical specifications can be viewed at www.walldecaux.de.

3.3 Laminating, cutting and labeling must take place at a print shop that has been certified by WallDecaux. If City Light Board posters are delivered that have not been laminated, WallDecaux shall be entitled to have the posters laminated at the client's expense.

3.4 For an order volume of 1 to 30 posters, the client is obligated to deliver 20% backup posters per image and city; for more than 30 posters, the client is obligated to deliver 10% backup posters per image and city.

3.5 If the client fails to deliver the advertising material, or fails to deliver said material on time and according to the preceding requirements, Section 8.2 of the General Terms and Conditions shall apply. If WallDecaux is nevertheless able to carry out the

SPECIAL TERMS AND CONDITIONS FOR CITY LIGHT MEDIA

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campaign, the client shall bear the special expenses caused by late delivery or necessary adaptation of the print data. In the event of late delivery, this shall amount to:

- (a) 15 euros per CLP (all formats pursuant to Section 1.1 (a) of these Special Terms and Conditions; this also applies to ShoppingNet CLPs),
- (b) 30 euros per City Light Pillar, and
- (c) 50 euros per City Light Board (all formats pursuant to Section 1.1 (c) of these Special Terms and Conditions).

In the event of necessary adaptation, the special expenses may be higher. Approval from the client for these expenses shall be obtained in advance.

4 DEFAULT IN PERFORMANCE / GUARANTEES

The General Terms and Conditions apply in this regard, particularly Sections 11 and 12. Within the scope of network bookings for CLP, CLS and CLB, if there is a shortfall in the number of advertisements that are to be posted, but this shortfall does not exceed 3%, then the contract will still be considered to have been fulfilled by WallDecaux.

5 SPECIAL CONDITIONS FOR CITY LIGHT PILLARS AND CITY LIGHT BOARDS

When the client books individual City Light Pillars or City Light Boards within the scope of the “FlexCLS” or “FlexCLB” service

offer (for individual display bookings), WallDecaux reserves the right to modify the position of the poster when scrolling poster displays are being used.

6 WITHDRAWAL BY THE CLIENT

Section 5 of the General Terms and Conditions apply.

7 RETURN OF POSTER MATERIAL / DISPOSAL

WallDecaux shall return unused poster material to the client only at the client's request and expense, provided that the client requests this in writing within seven calendar days after the end of the posting period. Otherwise the poster material shall become property of WallDecaux – without right to compensation arising for the client – and WallDecaux may dispose of it.

SPECIAL TERMS AND CONDITIONS FOR DIGITAL MEDIA

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1 SCOPE

1.1 These Special Terms and Conditions are valid for WallDecaux's offers, contracts, and performances in the area of digital media, including specifically:

- (a) Digital City Light Boards (DCLBs) on public streets,
- (b) Digital City Light Boards (DCLBs) in subway stations,
- (c) Digital City Light Posters (DCLPs) on public streets, and
- (d) Digital City Light Posters (DCLPs) in subway stations.

1.2 If the client books a multimedia advertising package in which digital media advertising is combined with other forms of advertising, the Special Terms and Conditions for each respective advertising media shall apply.

2 ADVERTISING MATERIALS / DELIVERY

2.1 The client shall bear the risk and expense for the production and delivery of the advertising materials no later than 5 working days before the agreed upon start of the advertising period.

2.2 The advertising materials must be delivered in the format, quality, folding, etc. specified by WallDecaux. The client will be notified of format requirements; the current technical specifications can be viewed at www.walldecaux.de.

2.3 If the client fails to deliver the advertising materials, or fails to deliver said materials on time and according to the preceding requirements, Section 8.2 of the General Terms and Conditions shall apply.

2.4 If WallDecaux is nevertheless able to carry out the campaign, the client shall bear the special expenses caused by late delivery or necessary adaptation of the advertising materials. To cover special expenses in this regard, WallDecaux will charge a lump-sum fee equal to 5% of the gross order value. The gross order value in this case is defined as the value of the order prior to any discounts. For the necessary adaptation of the advertising materials, WallDecaux will charge additional costs equal to 150 euros plus VAT per hour. WallDecaux will communicate to the client for its approval the amount of special expenses incurred.

2.5 WallDecaux can undertake minor postproduction services to adapt unsuitable advertising materials, but only at the client's expense and if timely arrangements are made.

3 DISPLAY OF ADVERTISING MEDIA

3.1 The advertising materials will be displayed without sound.

3.2 The advertising displays used by WallDecaux are maintained periodically and properly.

4 DEFAULT IN PERFORMANCE / GUARANTEES

4.1 The General Terms and Conditions, particularly Sections 11 and 12, apply in this regard. The client acknowledges that digital displays are susceptible to minor deviations in chromatic appearance, due, for example, to short-term changes in environmental factors (e.g. changes in the weather). Such deviations do not constitute

SPECIAL TERMS AND CONDITIONS FOR DIGITAL MEDIA

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defects. Furthermore, minor display flaws that neither negatively impact the recognizability of the advertising content nor comprise more than 3% of the surface of the display affected in each case may not be construed as a defect.

4.2 If there is a shortfall in the number of times the advertisement is shown, but this shortfall does not exceed 3%, then the contract will still be considered to have been fulfilled by WallDecaux.

4.3 WallDecaux is not be liable for third-parties contracted by the client, particularly providers of text or image content, as well as for their performances. If WallDecaux uses third-parties (e.g. partner companies, subcontractors, and freelancers) to deliver text or image content, the General Terms and Conditions shall apply.

5 LOCATION PREFERENCES / EXCLUSION OF COMPETITION

Section 4 of the General Terms and Conditions shall apply in this regard. The client has no right to insist on the display of advertising content in a specific order. Furthermore, the client has no right to insist on the display or non-display of its advertising content next to or in connection with specific editorial or informational content.

6 WITHDRAWAL BY THE CLIENT

Section 5 of the General Terms and Conditions apply in this regard.

7 RETURN / DISPOSAL OF ADVERTISING MATERIALS

The advertising materials will be stored by WallDecaux up to 30 calendar days following the last day on which the advertising is shown. After 30 calendar days WallDecaux shall be authorized to destroy or delete the advertising materials.

SPECIAL TERMS AND CONDITIONS FOR POSTER MEDIA

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1 SCOPE

1.1 These Special Terms and Conditions are valid for WallDecaux's offers, contracts, and performances in the area of poster media, including specifically:

- (a) Full pillar advertising dedicated to a single client,
- (b) General posting locations (i.e. pillars, notice boards, display cases, and tram and bus shelters that are lit or unlit, located above-ground or below-ground, either in and outside rail stations) that are available to multiple clients, and
- (c) Billboards and Metroboards on public streets, in or in front of subway stations, and in other areas.

1.2 If the client books a multimedia advertising package in which poster media advertising is combined with others forms of advertising, the Special Terms and Conditions for each respective advertising media shall apply.

2 DELIVERY OF THE ADVERTISING MEDIA / BACKUP POSTERS

2.1 The client shall bear the risk and expense for the production and delivery of the poster material, including backup posters, required for the realization of the advertising campaign pursuant to Section 2.5 of these Special Terms and Conditions. The client is required no later than 14 calendar days before the agreed initial posting date to send the poster material to the designated address for the network booked. The client will be informed of the delivery addresses; the current address list can be viewed at www.walldecaux.de.

2.2 The advertising material must be delivered in the format, quality, folding, etc. specified by WallDecaux. The client will be notified of the delivery requirements; the current technical specifications can be viewed at www.walldecaux.de. The specified DIN formats must be adhered to.

2.3 The client is hereby notified that posters must be suitable for wet gluing. Inks must be waterproof so that they do not run when wet. The inks must also be elastic so that they do not crack during folding. All sections of multi-section posters must be printed in the same direction.

2.4 Billboard and Metroboard posters must be delivered marked with the sheet number and mapped. Posters for full pillar advertising and general posting locations that are larger than DIN A0 must be delivered carriage paid in three sections for 6/1 poster formats and four sections for 8/1 poster formats. Colored maculature paper must be delivered folded on euro palettes.

2.5 For an order volume of 1 to 30 posters, the client is obligated to deliver 20% backup posters per image and city; for more than 30 posters, the client is obligated to deliver 10% backup posters per image and city.

2.6 If the client fails to deliver the advertising material, or fails to deliver said material on time and according to the preceding requirements, Section 8.2 of the General Terms and Conditions shall apply. If WallDecaux is nevertheless able to carry out the campaign, the client shall bear the special expenses caused by late

SPECIAL TERMS AND CONDITIONS FOR POSTER MEDIA

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delivery or necessary adaptation of the print data. In the event of late delivery, this shall amount to:

- (a) 80 euros per station billboard (Metroboard),
- (b) 25 euros per billboard for other displays,
- (c) 33 euros per full pillar advertising location, and
- (d) 5 euros per general posting location.

In the event of necessary adaptation, the special expenses may be higher. Approval from the client for these expenses shall be obtained in advance.

3 DEFAULT IN PERFORMANCE / GUARANTEES

The General Terms and Conditions shall apply in this regard, particularly the provisions of Sections 11 and 12. When orders are placed for advertising at general posting locations, if there is a shortfall in the number of advertisements that are to be posted, but this shortfall does not exceed 3%, then the contract will still be considered to have been fulfilled by WallDecaux.

4 WITHDRAWAL BY THE CLIENT

Section 5 of the General Terms and Conditions apply in this regard.

5 RETURN OF POSTER MATERIAL / DISPOSAL

WallDecaux shall return unused poster material to the client only at the client's request and expense, provided that the client requests this in writing within 7 calendar days after the end of the posting period. Otherwise the poster material shall become property of WallDecaux – without right to compensation arising for the client – and WallDecaux may dispose of it.

SPECIAL TERMS AND CONDITIONS FOR TRANSPORT MEDIA (PUBLIC TRANSPORTATION AND RAIL STATION MEDIA)

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AREA OF APPLICABILITY

1.1 These Special Terms and Conditions are valid for WallDecaux's offers, contracts, and performances in the area of transport media, including specifically:

- (a) public transportation media, which comprise:
 - (1) indoor advertising in public transport vehicles (buses, trams, and subway cars) that is realized as indoor campaign media (side windows, floor graphics) or indoor permanent media (side windows, side strips, side walls, front walls, floor graphics),
 - (2) outdoor advertising on local public transit vehicles (buses, trams, and subway cars) that is realized as outdoor campaign media (Berlin Boards, Traffic Boards, Super Rears) or outdoor permanent media (full wraps, partial wraps as band with/without roof edge, roof edge, rear area), and
- (b) rail station media, including Station Branding and Poster Gallery as special forms of advertising.

1.2 If the client books a multimedia advertising package in which transport media advertising is combined with others forms of advertising, the Special Terms and Conditions for those other advertising media shall apply.

2 LOCATION PREFERENCES

Section 4 of the General Terms and Conditions shall apply with regard to location preferences. In particular, no guarantees are provided that the client's advertising will be used on specific public

transport lines. However, with a view to local public transport advertising, WallDecaux will make an effort to ensure that advertising is initially placed on vehicles in a depot facility located at the start of the line requested by the client.

3 SPECIAL CONDITIONS FOR INDOOR ADVERTISING IN LOCAL PUBLIC TRANSPORT VEHICLES

3.1 The client shall provide WallDecaux with a draft version of the advertising image and text content no later than 30 calendar days before the agreed advertising start date so that approval can be obtained from the transit vehicle operator. Neither WallDecaux nor the transit vehicle operator shall have any responsibility for the content of the advertisement as a result of the foregoing provision. Section 9 of the General Terms and Conditions shall apply.

3.2 The parties shall reach an individual agreement concerning the contractual term for the advertising. If the contract is not cancelled three months before the end of the contractual term, it shall be automatically extended by one year.

3.3 By placing an order, the client agrees to a fixed contractual term without a right to withdrawal. Section 5 of the General Terms and Conditions are not applicable to this type of order.

3.4 The adhesive films required for the realization of the advertising campaign shall be delivered at the client's risk and expense no later than 20 calendar days before the agreed initial posting date to the respective address designated for the network booked. The client

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will be informed of the delivery addresses; the current address list can be viewed at www.walldecaux.de.

3.5 The adhesive films shall be delivered in the format, quality, folding, etc. specified by WallDecaux. The client will be notified of the delivery requirements. Compliance with the specified formats is absolutely mandatory.

3.6 If the client fails to deliver the advertising materials, or fails to deliver said materials on time and according to the requirements stated above, Section 8.2 of the General Terms and Conditions shall apply. WallDecaux shall be entitled to postpone the advertising start date.

3.7 If it becomes necessary to repair or replace the advertising during the agreed advertising period because of damage, destruction, removal or other adverse effects beyond WallDecaux's control, WallDecaux shall carry out the replacement itself or through hired third-parties. The foregoing shall also apply to cases in which the transport vehicle is to be removed from service or replaced by another vehicle. In the events described in the foregoing two lines occur, the client shall be responsible for bearing the cost of and providing the backup advertising required for repair or replacement.

3.8 If a transport vehicle is taken out of service only temporarily (e.g. due to schedule changes, repairs, maintenance, or technical inspection), the client shall not be entitled to compensation. If a transport vehicle is taken out of service for more than seven consecutive days or more than seven days in a calendar month,

then WallDecaux shall be entitled, at its choosing, to extend to advertising period or to credit the client for the lost days.

3.9 Should the advertising be banned during the contractual period by responsible supervisory authorities or the transit system operator, WallDecaux shall be authorized, without a claim for compensation arising, to withdraw in writing from the contract.

4 SPECIAL CONDITIONS FOR OUTDOOR ADVERTISING ON LOCAL PUBLIC TRANSPORT VEHICLES

4.1 The client shall provide WallDecaux with a draft version of the advertising content no later than 40 calendar days before the agreed advertising start date so that approval can be obtained from the transit vehicle operator. Neither WallDecaux nor the transit vehicle operator shall have any responsibility for the content of the advertisement as a result of the foregoing provision. Section 9 of the General Terms and Conditions shall apply.

4.2 The parties shall reach an individual agreement concerning the contractual term for the advertising. If the contract is not cancelled three months before the end of the contractual term, it shall be automatically extended by one year.

4.3 By placing an order, the client agrees to a fixed contractual term without a right to withdrawal. Section 5 of the General Terms and Conditions are not applicable to this type of order.

4.4 The advertising materials will be produced and installed by WallDecaux or hired third-parties (e.g. partner companies,

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subcontractors and freelancers) at the client's expense according to a design that is developed in coordination with the client. Printing data created on the basis of WallDecaux's technical specifications must be received in the specified format no later than 30 calendar days before the agreed advertising start date.

4.5 If it becomes necessary to repair or replace the advertising during the first two years of the agreed term of the advertising period because of damage, destruction, removal or other adverse effects or because of termination of a business, WallDecaux shall carry this out at its own expense. After this period, the client shall bear sole financial responsibility for the repair, replacement, or substitution of advertisements, particularly costs associated with providing replacement advertisements.

4.6 If the client desires advertising to be replaced or substituted during the advertising period for reasons not related to Section 4.5 of these Special Terms and Conditions, then WallDecaux shall carry out this replacement or substitution only at client's expense.

4.7 In any event, the client shall bear costs for the removal of advertising.

4.8 Sections 3.8 and 3.9 of the Special Conditions for Outdoor Advertising on Local Public Transport Vehicles shall apply in corresponding fashion.

5 SPECIAL CONDITIONS FOR STATION BRANDING AND POSTER GALLERY

5.1 Order confirmation for Station Branding or a Poster Gallery is subject to approval by the rail station operator. WallDecaux shall obtain this approval. To this end, the client shall provide a draft version of the advertising content no later than 40 calendar days before the first intended advertising start date. The client acknowledges that advertising images with large red or green areas are prohibited on station platforms. Even if the station operator makes its approval contingent on changes to the advertising image or text, the client's commitment to the order remains binding unless the client cannot reasonably be expected to make the necessary changes. If the advertising start date is postponed or other delays occur because of the approval and coordination process, the client cannot invoke any rights because of this. If weather conditions result in a postponement of the initial date, Section 10.2 of the General Terms and Conditions shall apply.

5.2 By placing an order, the client agrees to a fixed contractual term without a right to withdrawal. Section 5 of the General Terms and Conditions are not applicable to orders of this type.

5.3 Furthermore, when booking Station Branding or a Poster Gallery, the client books a multimedia advertising package. Notwithstanding the provisions of Section 5, the Special Terms and Conditions for each advertising format shall apply to each component of the package.

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6 DISPOSAL

At the end of each advertising campaign, the advertising materials and draft versions shall become the property of WallDecaux – without any right to compensation arising for the client – and they may be disposed of.

LET YOURSELF BE INSPIRED



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