

Advertising on the move

# Transport Media

**WallDecaux**  
Premium Outdoor Sales





Campaign media  
Wrap advertising  
Partial wraps  
Indoor advertising  
Truck advertising  
Bike advertising

**You can't miss it**

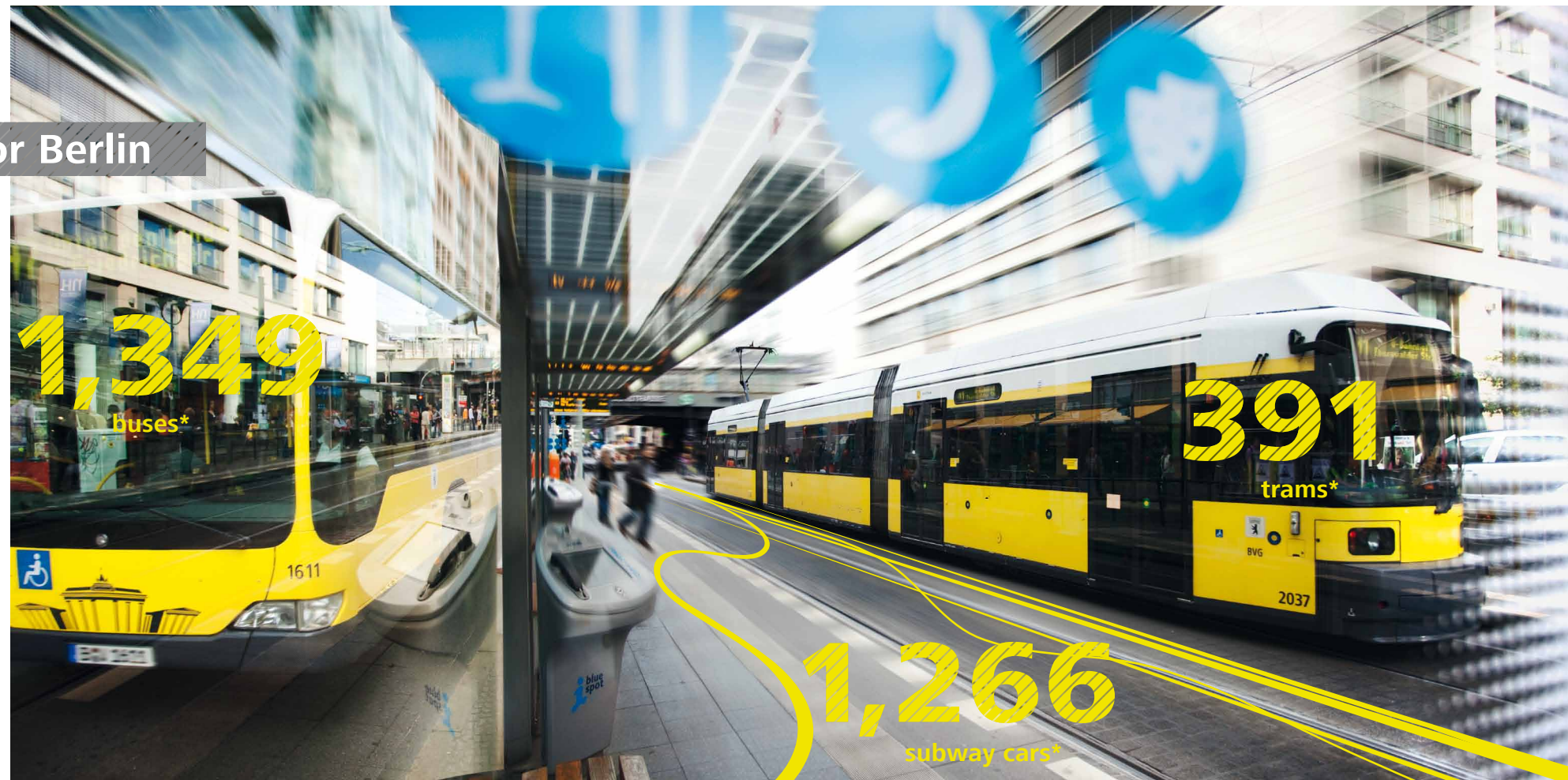


Our comprehensive portfolio for Berlin

## Public transport that gets noticed

Whether on a bus, tram, or subway: transport media advertising reaches every corner of the city and is visible everywhere. No matter what your advertising needs, we have the solution – whether across all of Berlin or in specific urban areas, on all lines or selected ones.

\* Source: BVG Key Figures 2010





Tapping synergies

## Campaign media

Campaign media are bus, tram, and subway advertising surfaces booked by the month. Take advantage of short booking periods and an attractive price-performance ratio. Campaign media are also an ideal addition to your City Light campaign.

Our exclusive Berlin Boards offer eye-catching advertising on four-meter-high double-decker buses. This special format covers the entire height of the bus, grabbing attention and ensuring excellent visibility for your ad.

### Berlin Board

**1,675**  
km a day\*



### Traffic Board

The 4/1 and 8/1 formats on trams and buses are based on our classic poster ad sizes. You can ensure coverage throughout the city by mixing bus and tram advertising.



### Super Rear

Super Rear advertising covers the entire rear area of a single-decker bus, guaranteeing your ad will be seen. This format also offers plenty of room for innovative design concepts.



The ultimate vehicle for your message

## Wrap advertising

Completely branded transport advertising grabs attention, ensures high acceptance, and delivers fast reach extension at a low price. These ads can be regionally focused by choosing specific areas or individual lines. Wrap advertising has a high appeal that is perfect for achieving long-term communications goals.



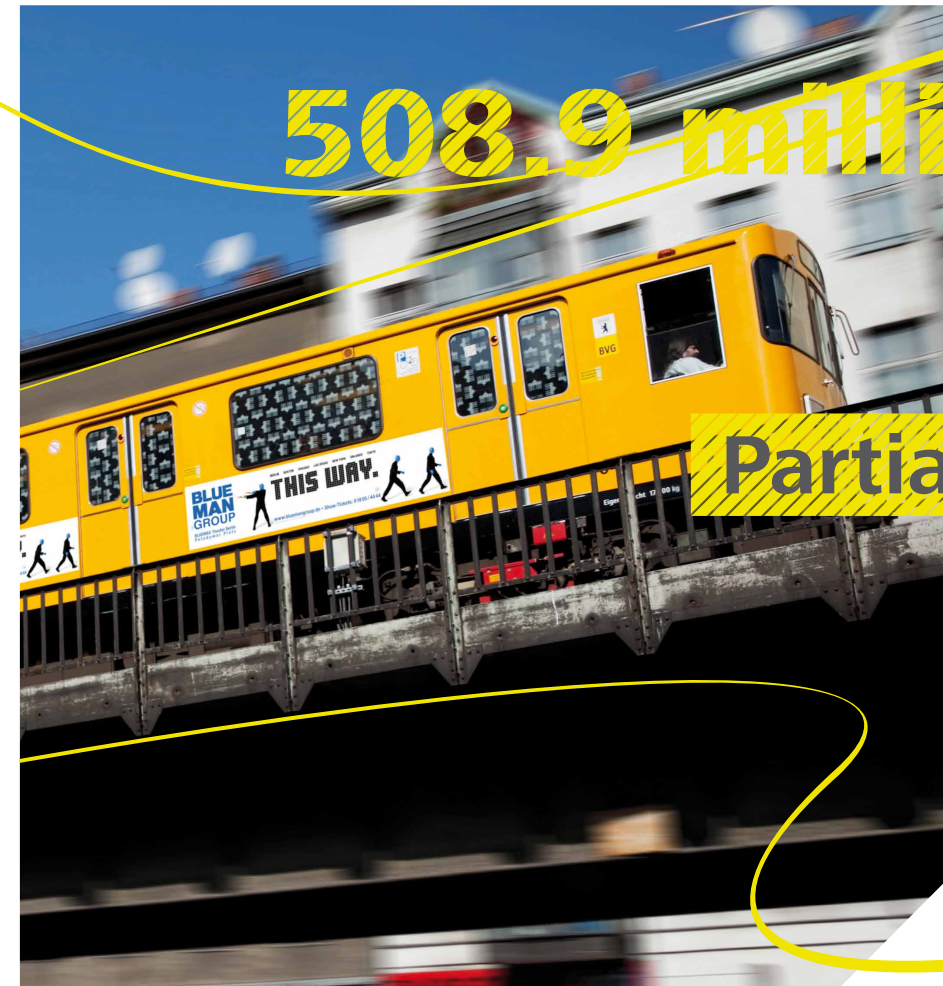
# 90%

reach in 3 months\*

\*Source: transport media performance study, ts-medienberatung 2007

# 508.9 million

contacts in 1 year\*



## Partial wraps

This is an attractive medium with superb advertising reach for regional clients with small advertising budgets. Partial wraps on the full sides and rear areas of buses, trams, and subways enjoy impressive acceptance and are particularly well suited for advertising tag lines, slogans, and brand names at a lower cost.

\*Source: BVG Key Figures 2009, subway passengers

A contact platform with a reminder effect

## Indoor advertising

No other medium offers such excellent opportunities for making strong contacts. Long ride times in public transport mean messages carried by indoor advertising are very likely to be noticed and remembered. In addition, all of these advertising formats can be booked on a long or short term basis. Either way, passengers are sure not to miss your products or services.

\*Source: BVG Key Figures 2009

radioeins.  
Wie eine Reise mit  
offenem Ende.

95,8 radioeins rbb  
NUR FÜR ERWACHSENE

**11 minutes**  
average ride time\*



## Autobahn acceleration for your ad message

# RollAd™

RollAd brings your advertising message to Germany's autobahns. Campaigns can be focused nationally, regionally, or in selected urban centers, ensuring seamless advertising coverage. Our extremely flexible RollAds are stretched and tied onto the vehicle instead of applied with adhesive. You can book ad space on the rear of the truck or on both the rear and side surfaces. Ads campaigns can be run by the week or month. RollAd is thus ideal for fast reach extension on Germany's autobahns and for reinforcing your message over the long term.



\* Source:  
Info GmbH, 09/2008,  
booking period,  
4 weeks, 250 trucks



40 m<sup>2</sup>  
advertising area

## High-impact truck advertising

# Creative RollAd™ campaigns

Commuters, frequent drivers, holiday travelers – millions of motorists are on the autobahn each week in areas with little advertising coverage. Take advantage of a perfect opportunity to advertise products available at gas stations, restaurants, or other stores near autobahn off-ramps.

Use RollAd advertising to whet the appetites of motorists and significantly boost sales.

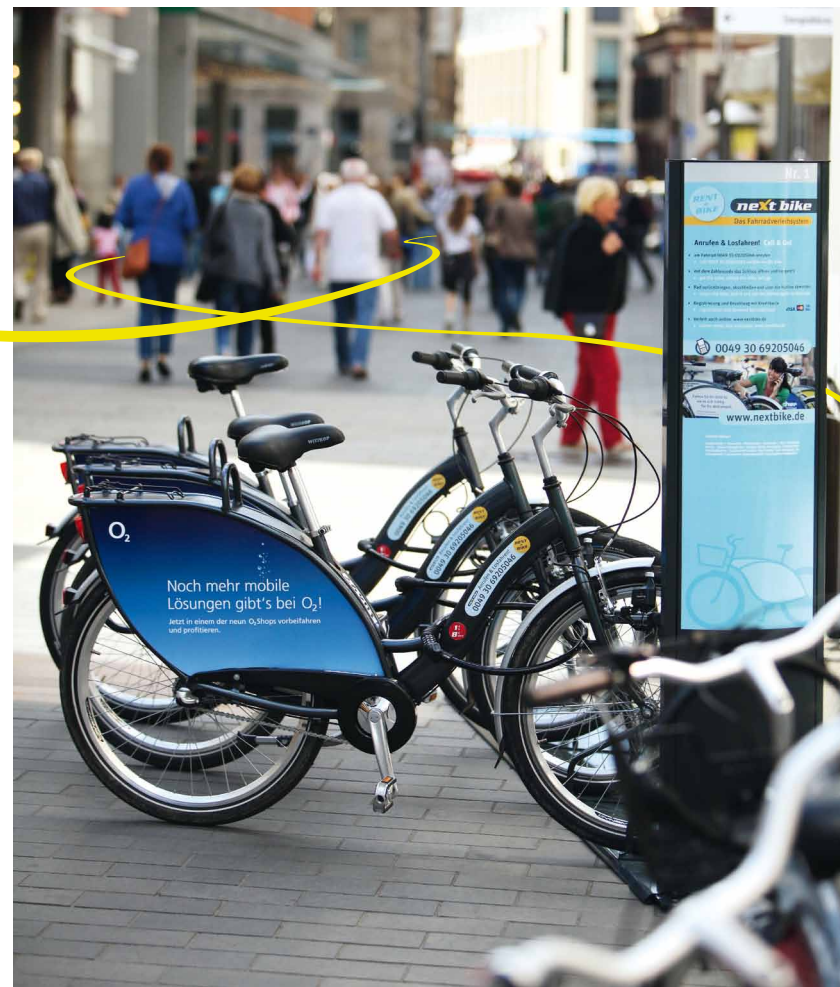




## Shift your campaign into high gear **nextbike**

Bike advertising is appealing, highly visible, and environmentally friendly – not to mention the perfect vehicle for drawing attention to your advertising message. nextbike is a bike rental system now established in 30 cities and located at high-exposure locations in premium urban areas. It's easy, flexible, and customer-friendly.

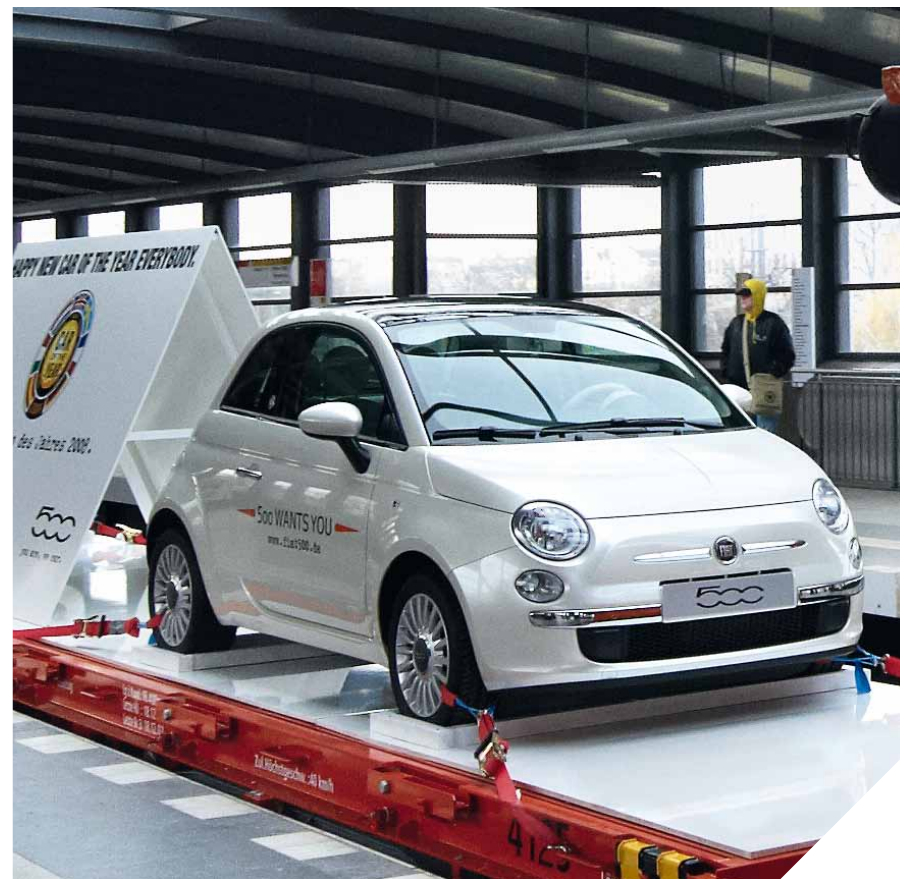
Customers who have previously registered with the nextbike rental system can access the bikes and ride off in less than a minute. nextbikes can be rented at low cost, guaranteeing around-the-clock publicity for your advertising message, whether the bikes are in motion or standing on the street. We have over 4,000 bikes that can be conveniently booked for individual months or cities. nextbike allows you to spread your advertising message through any city in a novel way – and at low cost.





Innovate

Pushing the envelope in  
creative outdoor advertising



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