

MEDIA GUIDE PRICES 2018

WallDecaux
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WallDecaux

CLP ADVERTISING IN 2018 GERMANY'S MARKET LEADER IN CITY LIGHT POSTER ADVERTISING

- > 1 provider
- > 27 cities
- > 46,280 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

CITY	CLP	CITY LIGHT PILLARS	CLB	DIGITAL	BILL- BOARDS	FULL POSTING LOCATIONS	GENERAL POSTING LOCATIONS
Saarbrücken							
Stuttgart							
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

7

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	
PIA-Insights	Algorithmic image assessment plus expert recommendations for image optimization	Per image	€ 50

AD IMPACT

Campaign test national	Impact contributed by OOH within the scope of mixed media campaign; one or several waves	Regional case	€ 10,000-15,000
		National case	
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.

SMART- NET

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POWER OF DATA 10

DEVELOPING A SMARTNET:
THREE SIMPLE STEPS 12





BOOSTING THE IQ OF OOH

By harnessing new data on the local environment of our advertising locations, we can create customized City Light Poster networks that are tailored to specific target audiences. Out-of-home advertising has always been known for its excellent reach, but with SmartNet audience targeting, OOH just got a whole lot smarter.



HARNESSING THE POWER OF DATA

10

To create our SmartNet service, we enhanced mobility, POI, and target audience data from the „ma Plakat“ market study with a range of new data sources, including CRM, household survey, demographic, psychographic, and mobile device data.

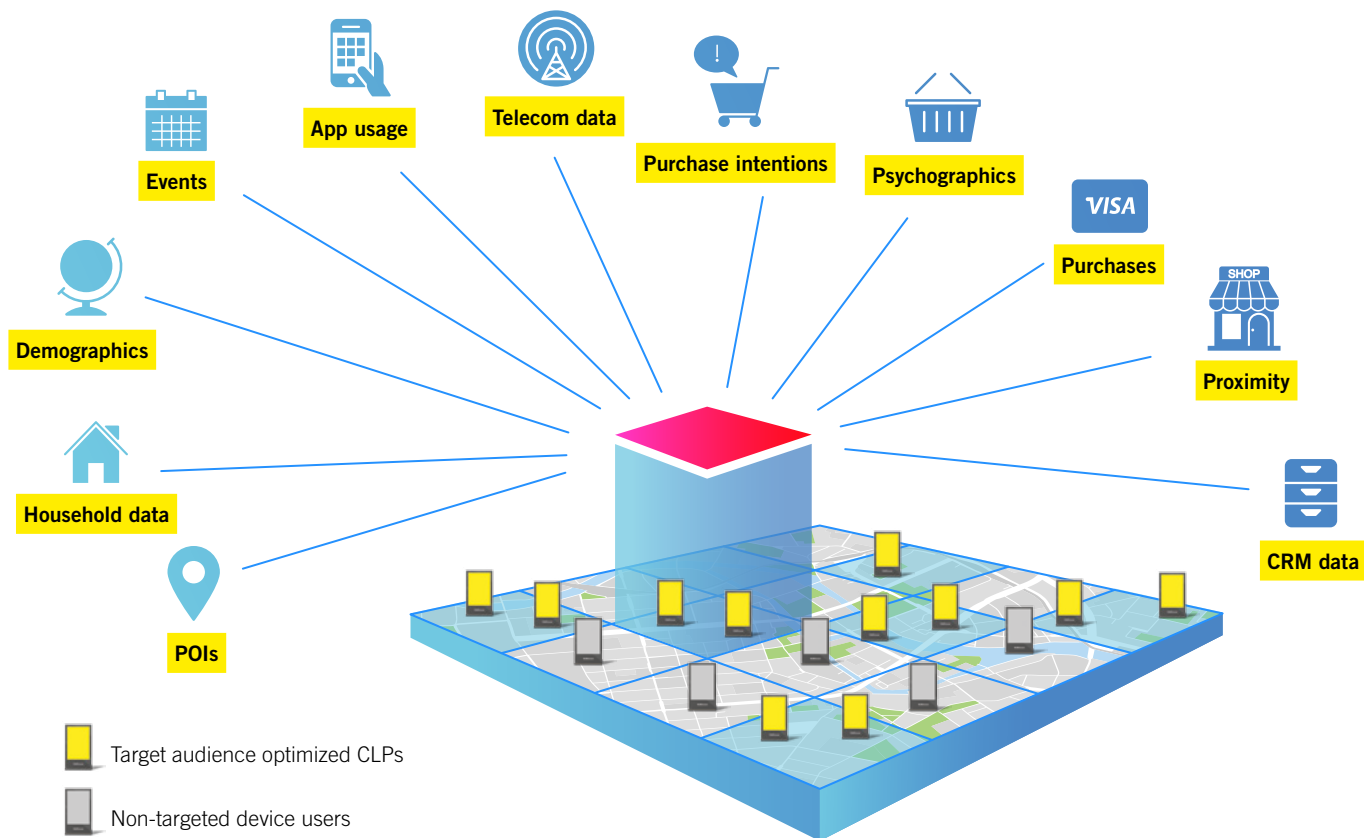
**NEW
2018**

Thanks to our partnership with Adsquare, we can harness mobile device data to accurately determine which advertising locations in our CLP networks are frequented by which customer groups. This allows us to custom design a highly effective CLP network that is perfectly attuned to your target audience.

The logo for Adsquare, featuring the word "adsquare" in a lowercase, sans-serif font. The "ad" is in a teal color, and "square" is in a dark blue color.

CUSTOMIZED NETWORK-OPTIMIZATION

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DEVELOPING A SMARTNET: THREE SIMPLE STEPS

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1

Briefing

The customer's marketing and communication goals are elaborated in an initial briefing and used to determine the general features of the campaign, including the advertising cities, booking time frame, and desired CLP network size.



2

Data

Each advertising display has a precise GPS location, allowing it to be linked with various types of data, including CRM, household survey, purchase intent, and mobile device usage data. This provides robust insights into the local environment.



3

SmartNet

A data assessment process based on the customer's campaign preferences identifies advertising locations with maximum impact, including their optimal combination in space. This yields a custom CLP network that has been tailored to reach the defined target audience.





CITY LIGHTS

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With SmartNet customers get a City Light Poster network that has been optimized for their advertising needs. All of the CLP networks listed below can upgraded with the SmartNet option. A 15% surcharge is applicable for this target audience or POI/POS* customization service.

	ADVERTISING SPACES	NETWORK PRICE PER WEEK IN EUROS ¹
All City Light Poster Cities	Varies with preferences & availability	Network price plus 15% SmartNet upgrade

CITY LIGHT POSTER

CITY POPULATION	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ²	NETWORK PRICE PER WEEK IN EUROS ¹
Berlin 3,520,031	1,500	25.10	263,550.00
	1,000	29.60	207,200.00
	750	31.60	165,900.00
Underground	250	22.30	39,025.00
Underground	125	23.70	20,737.50

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

CITY LIGHT POSTER

CITY POPULATION	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ²	NETWORK PRICE PER WEEK IN EUROS ¹
Hamburg 1,787,408	840 ³	26.50	152,880.00
	600 ⁴	30.00	123,550.00
	500 ⁴	31.00	105,910.00
Munich ⁵ 1,450,381	820	33.50	192,290.00
	500	36.00	126,000.00
	250	42.50	74,375.00
Cologne 1,060,582	740	21.80	112,924.00
	400	24.20	67,760.00
	200	27.00	37,800.00
Stuttgart 623,738	430	20.50	61,705.00
	215	23.00	34,615.00
Düsseldorf ⁷ 612,178	510	21.00	74,970.00
	300	24.00	50,400.00
Dortmund 586,181	434 ⁶	19.30	57,015.00
	300	23.20	48,720.00

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	15.20	47,880.00
	235 ⁹	17.00	27,965.00
Bremen 557,464	450	13.70	43,155.00
	225	15.50	24,412.50
Dresden 543,825	410	14.70	42,189.00
	205	16.50	23,677.50
Nuremberg ¹⁰ 509,975	400	16.00	44,800.00
	200	18.00	25,200.00
Münster 310,039	250	16.00	28,000.00
	125	17.00	14,875.00
Karlsruhe 307,755	50	15.70	5,495.00
Mannheim 305,780	370	13.40	34,706.00
	185	14.80	19,166.00
Wiesbaden 276,218	230	17.50	28,175.00
	115	19.00	15,295.00

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	17.30	16,954.00
	90	19.60	12,348.00
Lübeck 216,253	200	14.50	20,300.00
	100	16.00	11,200.00
Rostock 206,011	240	11.00	18,480.00
	120	12.00	10,080.00
Neu-Ulm 57,237	45	15.20	4,788.00
	32	16.70	3,740.80
Saarbrücken 178,151	200	11.20	15,680.00
	100	12.40	8,680.00
Ludwigshafen 164,718	170	11.00	13,090.00
	115	12.20	9,821.00
Potsdam 167,745	170	13.00	15,470.00
	100	13.90	9,730.00

CITY LIGHT POSTER

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CITY POPULATION	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ²	NETWORK PRICE PER WEEK IN EUROS ¹
Reutlingen 114,310	110	13.20	10,164.00
	65	14.70	6,688.50
Baden-Baden/Rastatt 102,211	100 ¹¹	12.70	8,890.00
	60 ¹²	13.40	5,628.00
Kaiserslautern 98,520	100	11.50	8,050.00
	50	12.70	4,445.00
Gera 96,011	100	10.70	7,490.00
	50	11.30	3,955.00
Rüsselsheim 63,030	20	11.50	1,610.00

Note: A 10% surcharge is applicable for Carnival in Cologne and Düsseldorf in calendar week 06 (05.02.–11.02.2018), as well as for Oktoberfest in Munich during calendar weeks 38 to 40/2018. Changes may result due to assembly and disassembly work.
Please note the [specifications for City Light Posters](#).

1 Not including VAT

2 Price per advertising space, not including VAT

3 Incl. 30 advertising spaces in the surrounding region at € 12.50 each

4 Incl. 20 advertising spaces in the surrounding region at € 12.50 each

5 Advertising locations offered on behalf of DSMDecaux GmbH

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

7 May include airport advertising spaces

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 € 12.70 each

12 Incl. 25 advertising spaces in Rastatt at € 13.40 each

CITY LIGHT PILLARS

CITY POPULATION	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ¹	NETWORK PRICE PER WEEK IN EUROS ²
Berlin 3,520,031	270	50.20	94,878.00
Nuremberg³ 509,975	36	38.00	9,576.00
Münster 310,039	25	32.00	5,600.00
Karlsruhe 307,755	130	25.90	23,569.00
Wiesbaden 276,218	41	35.00	10,045.00
Potsdam 167,745	12	26.00	2,184.00
Göttingen 118,914	14	21.30	2,087.40
Remscheid 109,499	22	21.30	3,280.20

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

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

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CITY POPULATION	PPS-CLASS									
	1	2	3	4	5	6	7	8	9	10
	UP TO 20,000	20,001– 30,000	30,001– 40,000	40,001– 50,000	50,001– 60,000	60,001– 70,000	70,001– 80,000	80,001– 90,000	90,001– 100,000	100,000 AND UP
Berlin 3,520,031	43.20	55.50	67.60	79.60	91.90	104.00	116.10	128.30	140.50	152.60
Leipzig 560,472	20.70	26.50	32.10	37.90	43.50	49.30	55.20	63.40	76.10	88.70
Dresden 543,825	20.30	26.00	31.50	37.10	42.70	48.30	54.10	62.30	74.70	86.80
Münster 310,039	21.90	28.00	34.00	40.20	46.10	52.10	58.40	67.10	80.50	94.10
Wiesbaden 276,218	24.50	31.30	37.80	44.60	51.30	57.90	64.90	74.50	89.40	104.50
Lübeck 216,253	20.00	25.60	31.00	36.50	42.00	47.50	53.20	61.30	73.50	85.60
Rostock 206,011	20.00	25.60	31.00	36.50	42.00	47.50	53.20	61.30	73.50	85.60
Potsdam 167,745	17.20	22.30	27.10	32.00	36.70	41.50	45.50	54.80	65.80	76.60
Göttingen 118,914	13.70	17.40	21.10	25.00	28.60	32.30	36.20	41.60	49.90	58.30
Remscheid 109,499	13.70	17.40	21.10	25.00	28.60	32.30	36.20	41.60	49.90	58.30

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

Note: Flex CLS at „Kurfürstendamm“ and „Tauentzienstraße“ are calculated one-price (€ 152,60 per day).

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

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 3,520,031		183	90.20	115,546.20
	KombiNet analog-digital I	183 CLB 37 DCLB		135,153.20
	KombiNet analog-digital II	103 CLB 37 DCLB		98,260.40
Hamburg 1,787,408	KombiNet analog-digital I	80 CLB ³ 10 DCLB		73,346.00
	KombiNet analog-digital II	40 CLB ⁴ 10 DCLB		42,224.00
Leipzig 560,472	KombiNet analog-digital I	46 CLB 3 DCLB		24,403.40
Dresden 543,825		15	64.70	6,793.50
Nuremberg ⁵ 509,975		103	53.00	38,213.00
Karlsruhe 307,755		39	58.40	15,943.20

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
Mannheim 305,780	20	58.40	8,176.00
Münster 310,039	8	58.40	3,270.40
Wiesbaden 276,218	48	58.40	19,622.40
Aachen 245,885	16	52.00	5,824.00
Freiburg 226,393	30	52.00	10,920.00
Lübeck 216,253	40	58.40	16,352.00
Rostock 206,011	18	46.70	5,884-20
Neu-Ulm 57,237	6	52.00	2,184.00
Saarbrücken 178,151	15	46.70	4,903.50

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
Ludwigshafen 164,718	30	46.70	9,807.00
Potsdam 167,745	15	46.70	4,903.50
Göttingen 118,914	10	41.40	2,898.00
Reutlingen 114,310	16	46.70	5,230.40
Remscheid 109,499	9	43.50	2,740.50
Kaiserslautern 98,520	15	45.60	4,788.00

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

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	2	3	4	5	6	7	8
	10,000– 39,999	40,000– 49,999	50,000– 59,999	60,000– 69,999	70,000– 79,999	80,000– 99,999	100,000– 129,999	130,000 AND UP
Berlin 3,520,031	56.80	69.90	77.90	80.20	91.20	107.80	139.50	174.90
Hamburg 1,787,408	74.30	91.40	97.30	103.90	117.80	145.30	181.00	229.10
Leipzig 560,472	47.30	55.20	58.10	63.40	72.50	84.20	110.10	126.80
Dresden 543,825	46.00	50.90	58.50	66.10	77.10	88.70	112.10	141.50
Karlsruhe 307,755	44.80	52.50	64.60	67.80	78.80	89.70	100.60	115.90
Mannheim 305,780	36.90	45.50	48.30	49.90	57.00	66.90	82.00	113.70
Münster 310,039	37.70	55.70	65.10	74.30	87.40	100.60	115.60	133.00
Wiesbaden 276,218	47.70	57.80	64.10	70.50	72.10	83.30	111.50	133.40
Aachen 245,885	33.40	41.10	47.20	53.60	64.70	72.90	82.10	92.60
Freiburg 226,393	49.10	54.10	66.90	78.80	87.60	96.60	106.50	117.40
Lübeck 216,253	41.60	48.60	56.10	62.00	68.20	81.50	98.80	119.50

FLEX CITY LIGHT BOARDS – INDIVIDUAL POSTING LOCATIONS



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CITY POPULATION	PPS-CLASS							
	1	2	3	4	5	6	7	8
	10,000– 39,999	40,000– 49,999	50,000– 59,999	60,000– 69,999	70,000– 79,999	80,000– 99,999	100,000– 129,999	130,000 AND UP
Rostock 206,011	29.90	36.70	39.00	40.50	49.60	57.20	72.30	91.80
Saarbrücken 178,151	29.90	36.70	39.00	40.50	49.60	57.20	72.30	91.80
Potsdam 167,745	31.10	36.70	43.00	46.60	52.30	59.80	75.10	94.40
Göttingen 118,914	27.00	33.30	42.40	49.30	52.40	60.80	70.70	82.40
Reutlingen 114,310	32.10	39.10	41.80	53.70	62.90	73.30	85.10	99.10
Remscheid 109,499	27.70	39.20	43.00	48.70	53.90	59.20	74.50	94.10
Kaiserslautern 98,520	37.70	44.30	48.10	58.20	66.80	76.70	88.20	101.40
Neu-Ulm 57,237	42.60	56.00	60.40	65.00	72.50	85.60	101.00	119.30

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

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

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.

GRPNET 1200

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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	5,918	855,000.00

Note: A 10% surcharge is applicable for Carnival in Cologne and Düsseldorf in calendar week 06 (05.02.–11.02.2018), as well as for Oktoberfest in Munich during calendar weeks 38 to 40/2018.

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	6,277	909,029.50

¹ Not including VAT

AIRPORTNET



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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) 23,521,919 passengers ³				
AirportNet CLP ⁴		39 CLP	34.50	9,418.50
AirportNet DCLB/CLB ⁴		3 DCLB 10 CLB		9,870.00
AirportNet Digital ⁵		3 Outdoor DCLB 2 Indoor AD Boards (Gates A + B)		7,969.50
Düsseldorf (DUS)/Frankfurt (FRA) ⁶ 23,521,919 passengers ³ /60,786,937 passengers ³				
Airport KombiNet Digital DUS/FRA		3 DCLB DUS 5 LED Motion Drive FRA		43,540.00

AIRPORTNET

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CITY	FORMAT	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ¹	NETWORK PRICE PER WEEK IN EUROS ²
Hamburg (HAM) 16,224,154 passengers ³				
AirportNet CLP		30 CLP	39.00	8,190.00
AirportNet CLB		10 CLB	135.00	9,450.00

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

Please note the [specifications for CLP](#) and [CLB](#) as well as the [specifications for DCLB](#) and [AD Board](#).

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 06 (05.02.–11.02.2018)

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

⁶ Media Frankfurt GmbH is responsible for ad locations; 14-day booking period (1st–15th of a month/16th–end of month), 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 EUROS¹
All ShoppingNet Cities	600	92,400.00

PRICE OVERVIEW FOR BOOKING INDIVIDUAL CITIES

CITY	SHOPPING CENTER	VISITOR STATISTICS²	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS³	NETWORK PRICE PER WEEK IN EUROS¹
Augsburg	City-Galerie	150,846	11	22.00	1,694.00
Bad Oeynhausen	Werre-Park	86,136	13	22.00	2,002.00
Berlin	Märkische Zeile und Märkisches Zentrum	310,914	3 13	22.00	462.00 2,002.00
	Linden-Center	113,964	8	22.00	1,232.00

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	141,150	10	22.00	1,540.00
	Ring-Center	222,972	12	22.00	1,848.00
	Gesundbrunnen-Center	189,768	12	22.00	1,848.00
Braunschweig	Schloss-Arkaden	236,382	15	22.00	2,310.00
Bremen	Roland-Center	81,480	12	22.00	1,848.00
	Waterfront	144,234	19	22.00	2,926.00
Dessau	Rathaus Center	107,640	5	22.00	770.00
Dortmund	Thier-Areal	196,236	12	22.00	1,848.00
Dresden	Altmarkt-Galerie	282,258	17	22.00	2,618.00
Essen	Allee Center	118,110	6	22.00	924.00
	Limbecker Platz	285,150	17	22.00	2,618.00

SHOPPINGNET

CITY	SHOPPING CENTER	VISITOR STATISTICS ²	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ³	NETWORK PRICE PER WEEK IN EUROS ¹
Frankfurt a. M.	Hessen Center	90,564	10	22.00	1,540.00
	Skyline Plaza	148,464	10	22.00	1,540.00
– Neu-Isenburg	Isenburg Zentrum	114,054	10	22.00	1,540.00
– Sulzbach	Main-Taunus-Zentrum	156,900	13	22.00	2,002.00
Hamburg	Alstertal-Einkaufszentrum	220,212	22	22.00	3,388.00
	Billstedt Center	197,316	9	22.00	1,386.00
	Elbe Einkaufszentrum	138,684	17	22.00	2,618.00
	Herold-Center	209,478	6	22.00	924.00
	Hamburger Meile	143,778	7	22.00	1,078.00
Hamm	Allee-Center	127,050	10	22.00	1,540.00
Hannover	Ernst-August-Galerie	177,432	12	22.00	1,848.00
	Leine-Center Laatzen	136,392	8	22.00	1,232.00

SHOPPINGNET

CITY	SHOPPING CENTER	VISITOR STATISTICS ²	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ³	NETWORK PRICE PER WEEK IN EUROS ¹
Karlsruhe	Ettlinger Tor	161,718	9	22.00	1,386.00
Kassel	dez	93,684	5	22.00	770.00
Cologne	City-Center Köln Chorweiler	165,378	7	22.00	1,078.00
	Rhein-Center	149,958	10	22.00	1,540.00
Leipzig	Allee-Center	116,622	9	22.00	1,386.00
	Promenaden im Haupt-Bhf.	416,766	60	22.00	9,240.00
Lüdenscheid	Stern Center	154,446	11	22.00	1,694.00
Ludwigshafen	Rhein-Galerie	79,740	14	22.00	2,156.00
Magdeburg	Allee Center	184,452	14	22.00	2,156.00
Munich	Olympia Einkaufszentrum	183,888	14	22.00	2,156.00
	Einkaufs-Center Neuperlach	252,006	15	22.00	2,310.00
Neunkirchen	Saarpark-Center	137,454	7	22.00	1,078.00

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
Nuremberg	Franken-Center	175,986	7	22.00	1,078.00
Oberhausen	CentrO	420,000	35	22.00	5,390.00
Potsdam	Stern-Center	135,574	10	22.00	1,540.00
Remscheid	Allee-Center	176,850	5	22.00	770.00
Schwedt/Oder	Oder-Center	105,414	7	22.00	1,078.00
Stuttgart	Milaneo	179,442	11	22.00	1,694.00
	Leo-Center	82,908	9	22.00	1,386.00
Viernheim	Rhein-Neckar-Zentrum	152,790	10	22.00	1,540.00
Wildau	A10 Center	132,840	12	22.00	1,848.00

¹ Not including VAT

² Source: ECE Projektmanagement GmbH & Co. KG, weekly frequencies 2016

³ 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 EUROS¹

Berlin 3,520,031

402 CLP
58 ShoppingNet Berlin
40 DCLP

135,387.00

¹ Not including VAT

BOOKING SCHEDULE 2018

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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							31
August							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](#).

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](#).



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	118.5 x 175 cm (w x h), Visible area: 115 x 170 cm (w x h), Size varies for Neu-Ulm, Hamburg. For further Information see: www.walldecaux.de	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 poster image and city	10% per poster image and city; between 1 and 30 posters: 20% per poster image and city
Delivery	Posters should be delivered as one piece, 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, 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](#).

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 and city, between 1 and 30 posters: 20% per poster image and city
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](#).

DIGITAL

DIGITALDELUXENET (DDN)	40
DIGITAL UNDERGROUND BERLIN (DUB)	54
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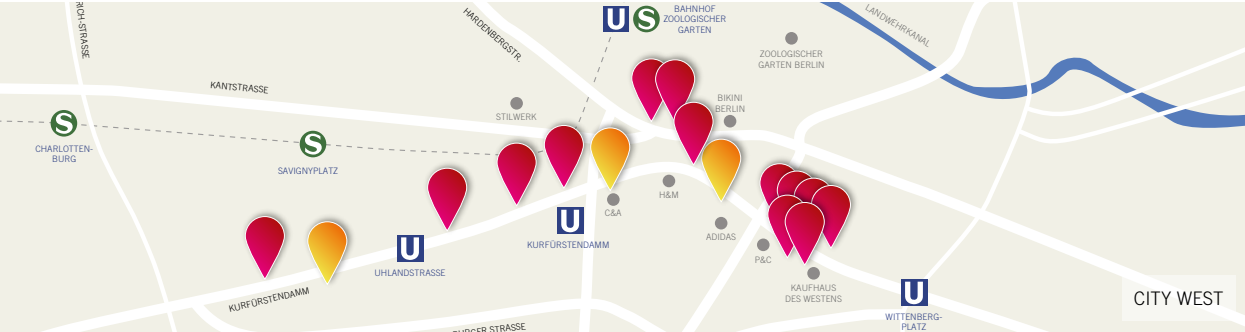


DIGITALDELUXENET (DDN) BERLIN

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 digital-analog	40 DCLP 210 CLP		84,980.00
	RetailNet	40 DCLP 58 ShoppingNet ⁴ 402 CLP		135,387.00

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



DIGITALDELUXENET (DDN) BERLIN

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-  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) HAMBURG

CITY	NETWORK	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ¹	NETWORK PRICE PER WEEK IN EUROS ²
Hamburg	DDN ³	40 DCLP	125.00	35,000.00
	City Kombi I digital-analog	40 DCLP 60 CLP		54,740.00
	City Kombi II digital-analog	40 DCLP 360 CLP ⁴		110,530.00

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

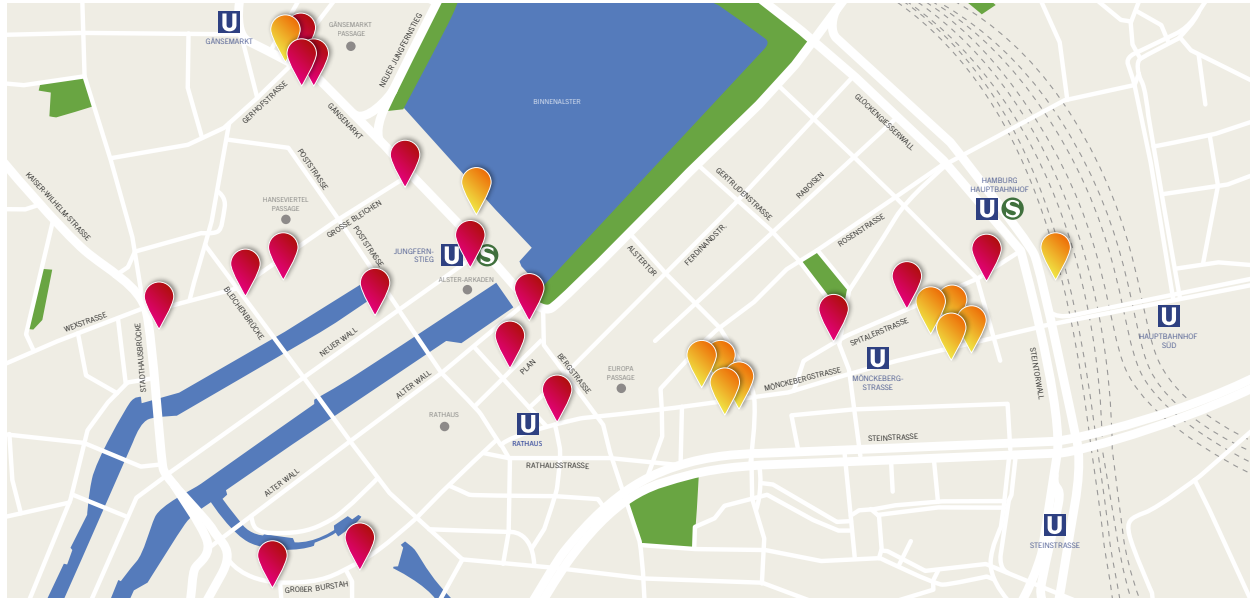
¹ Price per advertising space, not including VAT



² Not including VAT

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

⁴ Incl. 20 advertising spaces in the surrounding region at € 12.50 each

DIGITALDELUXENET (DDN) HAMBURG



-  Free-standing DCLP
-  Tram/bus shelter DCLP

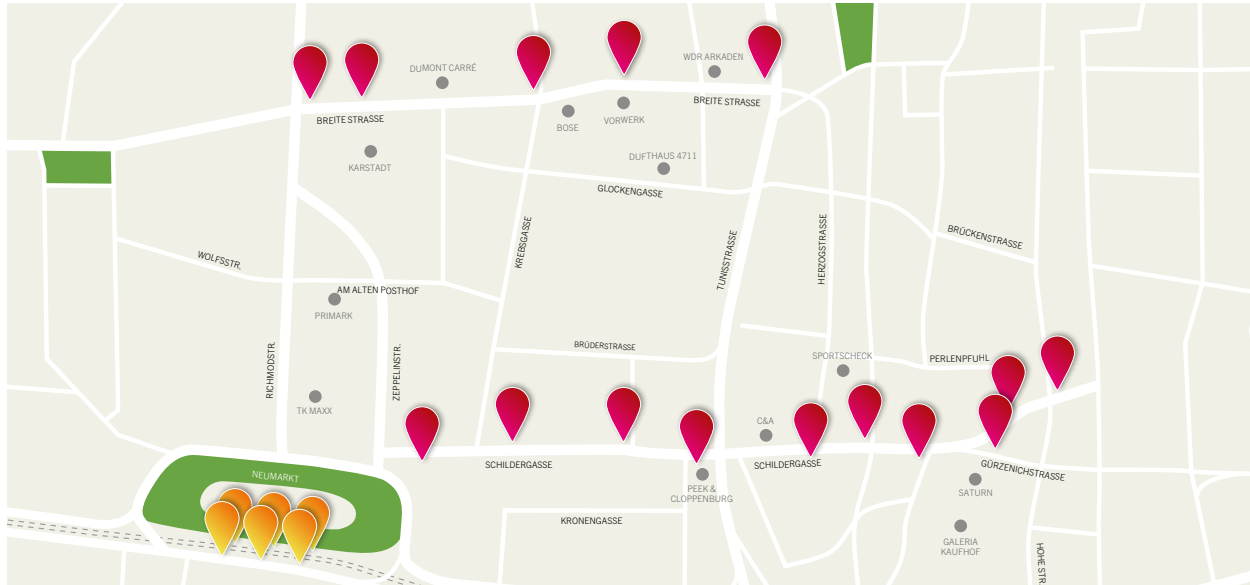
DIGITALDELUXENET (DDN) COLOGNE



CITY	NETWORK	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ¹	NETWORK PRICE PER WEEK IN EUROS ²
Cologne	DDN ³	30 DCLP	125.00	26,250.00
	City Kombi I digital-analog	30 DCLP 70 CLP		43,155.00
	City Kombi II digital-analog	30 DCLP 120 CLP		53,550.00
	City Kombi III digital-analog	30 DCLP 170 CLP		58,380.00

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) KÖLN

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-  Free-standing DCLP
-  Tram/bus shelter DCLP

DIGITALDELUXENET (DDN) DORTMUND



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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 digital-analog	10 DCLP 40 CLP		21,630.00
	City Kombi II digital-analog	10 DCLP 140 CLP		32,466.00

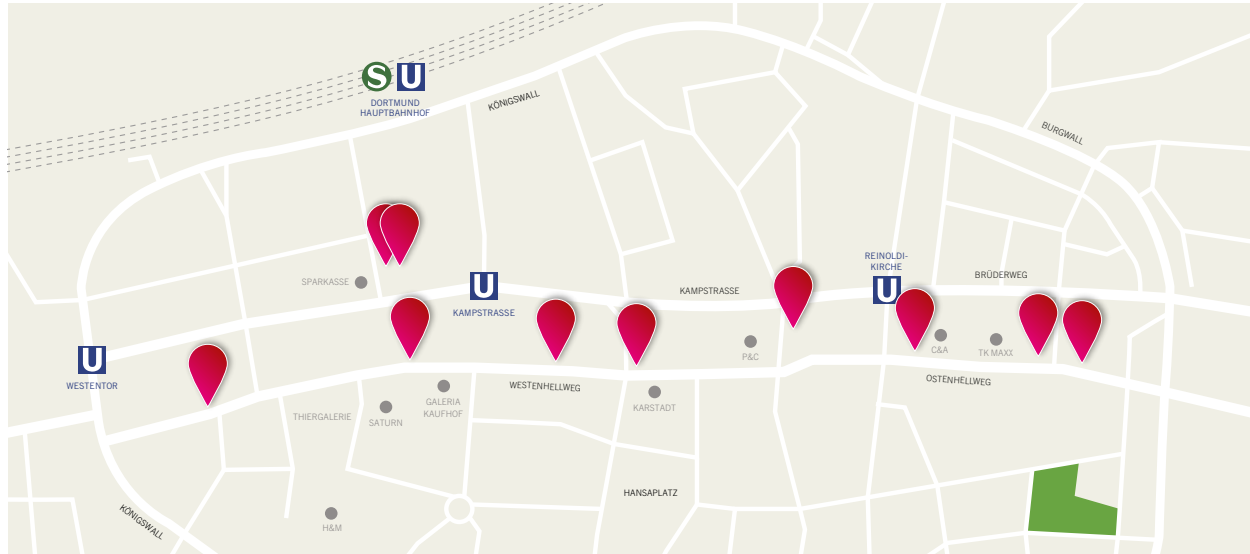
Note: Changes may result due to assembly and disassembly work.


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) DORTMUND

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 Free-standing DCLP

DIGITALDELUXENET (DDN) DÜSSELDORF



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 digital-analog	30 DCLP 60 CLP		39,900.00
	City Kombi II digital-analog	30 DCLP 170 CLP		58,380.00

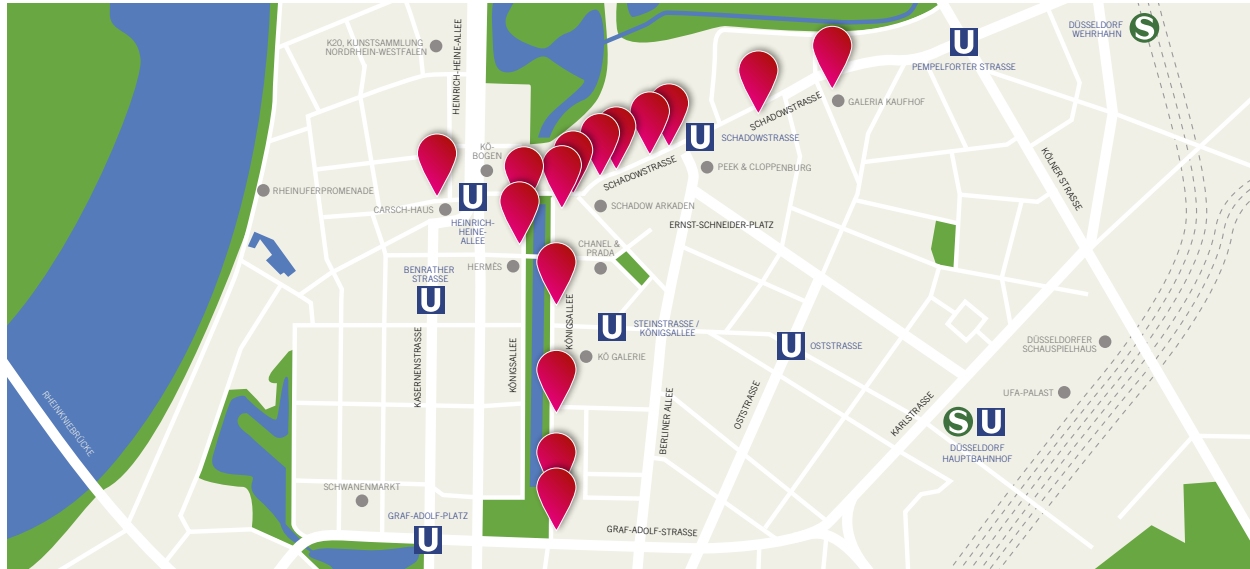
Note: Changes may result due to assembly and disassembly work.

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) DÜSSELDORF



Free-standing DCLP

DIGITALDELUXENET (DDN) LEIPZIG

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 Komb I digital-analog	13 DCLP 37 CLP		17,332.00
	City Komb II digital-analog	13 DCLP 222 CLP		37,793.00

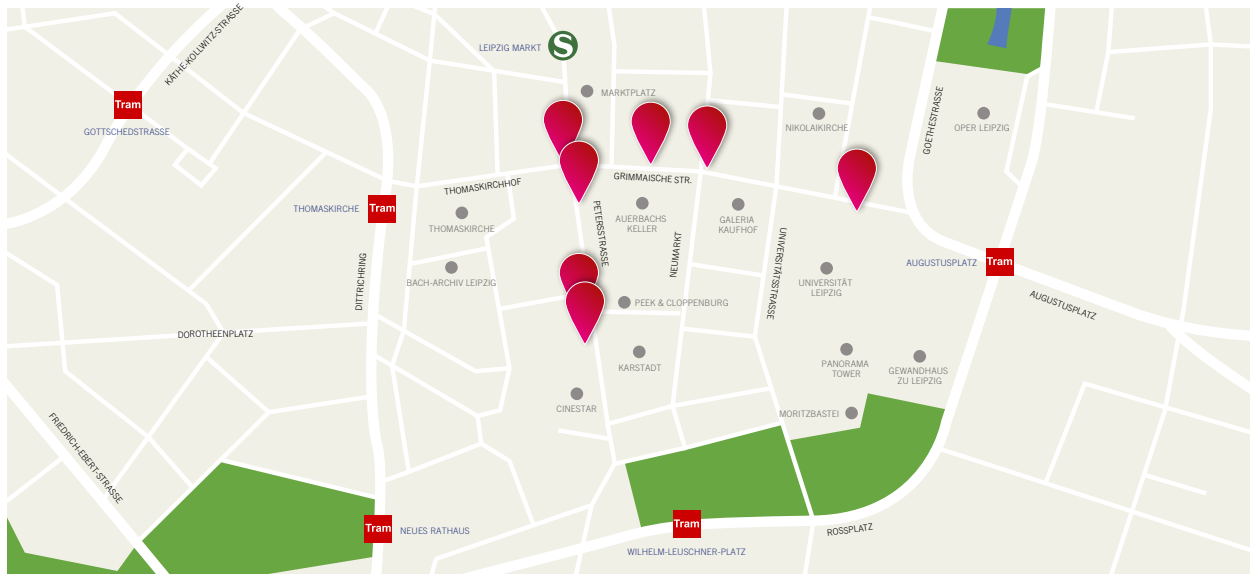
Note: Changes may result due to assembly and disassembly work.

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) LEIPZIG



Free-standing DCLP

DIGITALDELUXENET (DDN) BREMEN



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CITY	NETWORK	ADVERTISING SPACES PER NETWORK	PRICE PER DAY IN EUROS ¹	NETWORK PRICE PER WEEK IN EUROS ²
Bremen	DDN ³	19 DCLP	125.00	16,625.00
	City Komb I digital-analog	19 DCLP 31 CLP		21,290.50
	City Komb II digital-analog	19 DCLP 131 CLP		31,297.00

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

¹ Price per advertising space, not including VAT

² Not including VAT

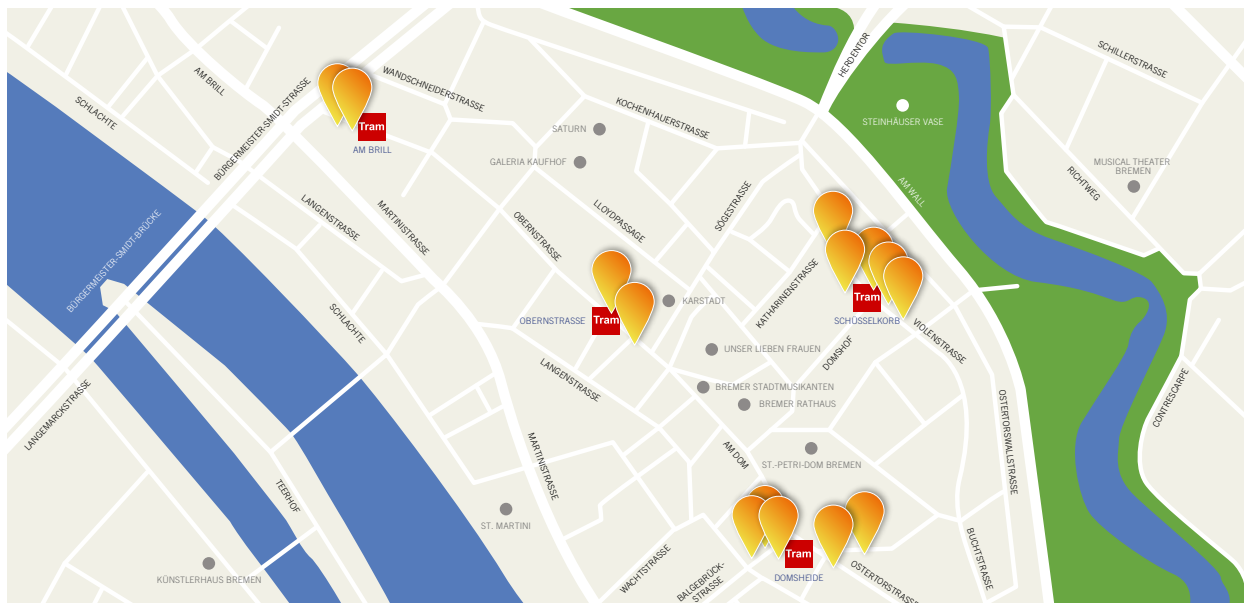
³ For DCLP DDN, daily posting for € 150.00/day/display is possible in the network

**NEW
2018**

DIGITALDELUXENET (DDN) BREMEN



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**NEW
2018**

Tram/bus shelter 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	Digital Poster Gallery Friedrichstraße Subway Station	12 Underground DCLB	8,400.00 per Slot ²
	DUB (weekly) ³	74 DCLP	33,670.00
	DUB (weekend package) ⁴	74 DCLP	22,200.00
	KombiNet analog-digital I	74 DCLP 200 Underground CLP	57,120.00
	KombiNet analog-digital II	74 DCLP 100 Underground CLP	42,490.00
	KombiNet analog-digital III (City)	74 DCLP 176 CLP City-Net	75,558.00

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

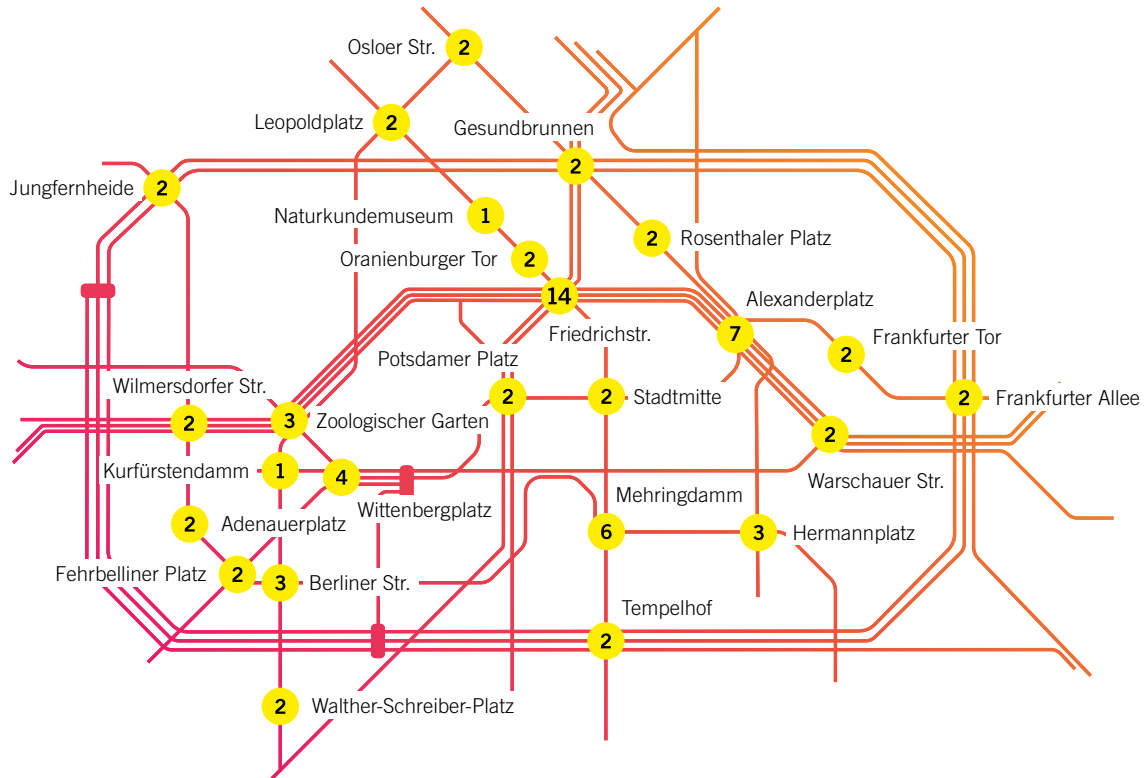
¹ Not including VAT

² Booking option: 1-6 slots/day

³ For DCLP DUB, daily posting for € 85.00/day/display is possible in the network

⁴ 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

Includes 2 feedback loops for changes/optimization

Starting at € 400

EXPANDED ANIMATION BASED ON A COMPLEX STORYBOARD

The customer supplies graphic elements and storyboard

Includes 2 feedback loops for changes/optimization

Starting at € 800

EXPANDED ANIMATION INCLUDING STORYBOARD CREATION

The customer supplies primary graphic elements

The storyboard is developed by WallDecaux and presented to the customer

Includes 2 feedback loops for changes/optimization

Starting at € 1,500

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.

DIGITAL CITY LIGHT BOARDS



CITY	NETWORK	ADVERTISING SPACES PER NETWORK	NETWORK PRICE PER WEEK IN EUROS ¹
Berlin	DCLB (weekly) ²	37	44,030.00
	Digital Poster Gallery DCLB Friedrichstraße Subway Station	12 (1 of 6 slots)	8,400.00
	KombiNet digital I	37 DCLB 12 DCLB Friedrichstraße Subway Station	52,430.00
	KombiNet digital II	18 DCLB 12 DCLB Friedrichstraße Subway Station	29,820.00
	KombiNet analog-digital I	37 DCLB 183 CLB	135,153.20
	KombiNet analog-digital II	37 DCLB 103 CLB	98,260.40
Hamburg	DCLB (weekly) ³	10	11,900.00
	KombiNet analog-digital I	10 DCLB 80 CLB ⁴	73,346.00

DIGITAL CITY LIGHT BOARDS

CITY	NETWORK	ADVERTISING SPACES PER NETWORK	NETWORK PRICE PER WEEK IN EUROS ¹
Leipzig	DCLB (weekly) ⁵	3	3,570.00
	KombiNet analog-digital I	3 DCLB 46 CLB	24,403.40

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

1 Not including VAT

2 For DCLPs in Berlin, daily posting for € 220.00/day/display is possible in the network

3 For DCLPs in Hamburg, daily posting for € 220.00/day/display is possible in the network

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

5 For DCLPs in Leipzig, daily posting for € 220.00/day/display is possible in the network




FLEX DIGITAL CITY LIGHT BOARDS – INDIVIDUAL POSTING LOCATIONS

CITY POPULATION	CLASS 1	2	3	4	5
Berlin 3,520,031	173.00	182.00	190.00	198.00	215.00
Hamburg 1,787,408	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.

DIGITALE CITY LIGHT BOARDS – AIRPORT

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CITY	FORMAT	ADVERTISING SPACES PER NETWORK	NETWORK PRICE PER WEEK IN EUROS ¹
Düsseldorf (DUS) 23,521,919 passengers ²			
AirportNet DCLB/CLB ³		3 DCLB 10 CLB	9,870.00
AirportNet Digital ⁴		3 Outdoor DCLB 2 Indoor AD Boards (Gates A + B)	7,969.50
Düsseldorf (DUS)/Frankfurt (FRA) 23,521,919 passengers ² /60,786,937 passengers ²			
Airport KombiNet Digital DUS/FRA ⁵		3 DCLB DUS 5 LED Motion Drive FRA	43,540.00

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

Please note the [specifications for CLP](#) and [CLB](#) as well as the [specifications for DCLB](#) and [AD Board](#).

¹ Not including VAT

² Source: Arbeitsgemeinschaft Deutscher Verkehrsflughäfen (ADV)



³ 10% Carnival surcharge for Düsseldorf in CW 06 (05.02.–11.02.2018)

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

⁵ Media Frankfurt GmbH is responsible for ad locations; 14-day booking period (1st–15th of a month/16th–end of month), 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	2,160 × 3,840 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: 10 seconds, 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 DIGITAL POSTER GALLERY FRIEDRICHSTRASSE SUBWAY STATION 	AD BOARD GATES A + B DÜSSELDORF AIRPORT (DUS) 
Resolution	1,920 × 1,080 px	3,890 × 2,170 px, Displayed as 3,850 × 2,170 px
Display ratio	16:9	16:9
Standard format	MOV, JPG, MP4	JPG (RGB), low compression
Spot length	10 Sekunden	
Distance between displays	approx. 9.6m   approx. 12m  	
Frontal distance to viewer	approx. 4m	
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 the 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

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BILLBOARDS

 65

CITY POPULATION	PPS-CLASS					
	1	2	3	4	5	6
	UP TO 7,999	8,000–15,999	16,000–23,999	24,000–31,999	32,000–39,999	40,000–47,999
Berlin 3,520,031	18.10	20.60	22.70	23.80	26.10	27.90
Metroboards, Underground	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 Gneisenastr. Karl-Marx-Str. Kochstr. Lichtenberg Richard-Wagner-Platz	Französische Str. 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	8	9	10	11
	48,000–63,999	64,000–71,999	72,000–79,999	80,000–87,999	88,000 AND UP
Berlin 3,520,031	29.50	32.90	34.70	36.40	39.70
Metroboards, Underground	Hallesches Tor Neukölln Rathaus Steglitz Spichernstr. Stadtmitte Tierpark Warschauer Str. Wilmerdorfer Str. Wittenau	Berliner Str. Hauptbahnhof Nollendorfplatz Wittenbergplatz	Kottbusser Tor	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.

POSTER GALLERY



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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 × 1.86 m	26,500.00
	Hermannplatz	25	3.94 × 2.32 m	26,500.00
	Potsdamer Platz	33	3.64 × 1.87 m	26,500.00
– Digital Poster Gallery	Friedrichstraße	12	exclusive	33,600.00

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

FULL POSTING LOCATIONS

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CITY POPULATION		CLASS											
		1	2	3	4	5	6	7	8	9	10	11	12
Berlin 3,520,031	Illuminated	19.30	22.60	26.00	28.30	31.60	34.10	37.30	39.50	43.10	45.20	48.70	52.00
	Non-illuminated	14.70	16.80	19.30	21.50	23.70	26.00	28.30	30.50	32.70	35.20	37.30	39.50
Karlsruhe 307,755	Illuminated	20.50	21.50	22.00	22.60	23.20	23.70	24.20	24.80	25.30	26.00	26.70	27.20
	Non-illuminated	14.70	15.30	15.80	16.30	16.80	17.40	18.00	18.70	19.30	19.90	20.50	21.00
Münster 310,039	Illuminated	23.70	24.80	26.00	28.30	29.40	30.50	31.60	34.10	35.20	36.20	37.90	38.90
	Non-illuminated	17.40	18.70	19.90	21.00	22.00	23.20	24.20	25.30	26.70	27.80	28.90	30.00
Wiesbaden 276,218	Illuminated	28.30	29.40	31.60	32.70	34.10	35.20	36.80	38.40	39.50	42.00	43.10	44.10
	Non-illuminated	21.50	22.60	23.70	24.80	26.00	27.20	28.30	29.40	30.50	31.60	32.70	34.10
Freiburg 226,393	Illuminated	21.70	22.80	25.10	26.30	27.50	28.70	30.80	31.90	33.20	34.40	36.60	37.80
	Non-illuminated	16.00	17.10	18.20	19.40	20.70	21.70	22.80	24.00	25.10	26.30	27.50	28.70
Lübeck 216,253	Illuminated	23.70	24.80	26.00	28.30	29.40	30.50	31.60	34.10	35.20	36.20	37.90	38.90
	Non-illuminated	17.40	18.70	19.90	21.00	22.00	23.20	24.20	25.30	26.70	27.80	28.90	30.00

FULL POSTING LOCATIONS

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CITY POPULATION			CLASS											
			1	2	3	4	5	6	7	8	9	10	11	12
Ludwigshafen	164,718	Non-illuminated	15.30	15.80	16.30	16.80	17.40	18.00	18.70	19.30	19.90	20.50	21.00	21.50
Reutlingen	114,310	Illuminated	17.40	18.70	19.30	19.90	20.50	21.00	21.50	22.00	22.60	23.20	23.70	24.20
		Non-illuminated	12.60	13.10	13.60	14.10	14.70	15.30	15.80	16.30	16.80	17.40	18.00	18.70
Remscheid	109,499	Illuminated	20.50	21.50	22.00	22.60	23.20	23.70	24.20	24.80	25.30	26.00	26.70	27.20
		Non-illuminated	14.70	15.30	15.80	16.30	16.80	17.40	18.00	18.70	19.30	19.90	20.50	21.00
Ratingen	87,943	Illuminated	20.50	21.50	22.00	22.60	23.20	23.70	24.20	24.80	25.30	26.00	26.70	27.20
		Non-illuminated	14.70	15.30	15.80	16.30	16.80	17.40	18.00	18.70	19.30	19.90	20.50	21.00
Neu-Ulm	57,237	Illuminated	19.30	20.50	21.50	22.00	22.60	23.20	23.70	24.20	24.80	25.30	26.00	26.70
		Non-illuminated	14.10	14.70	15.30	15.80	16.30	16.80	17.40	18.00	18.70	19.30	19.90	20.50

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 3,520,031	Calendar week		from 0.90
Karlsruhe 307,755	Block C	180	1.05
Münster 310,039	Block C	220	1.00
	Block C	110	1.05
Wiesbaden 276,218	Block C	194	1.00
	Block C	97	1.00
Freiburg 226,393	Block C	180	1.05
Lübeck 216,253	Block C	100	1.00
	Block C	50	1.00
Ludwigshafen 164,718	Block A	86	0.95
Reutlingen 114,310	Block C	39	0.85
Remscheid 109,499	Block B	28	1.05
Neu-Ulm 57,237	Block C	15	0.85

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	Fri 29.12.17 - Thur 11.01.18	14	Tue 02.01.18 - Mon 15.01.18	14	Fri 05.01.18 - Thur 18.01.18	14	1
	02	Fri 12.01.18 - Mon 22.01.18	11	Tue 16.01.18 - Thur 25.01.18	10	Fri 19.01.18 - Mon 29.01.18	11	2/3
February	03	Tue 23.01.18 - Thur 01.02.18	10	Fri 26.01.18 - Mon 05.02.18	11	Tue 30.01.18 - Thur 08.02.18	10	4
	04	Fri 02.02.18 - Mon 12.02.18	11	Tue 06.02.18 - Thur 15.02.18	10	Fri 09.02.18 - Mon 19.02.18	11	5/6
	05	Tue 13.02.18 - Thur 22.02.18	10	Fri 16.02.18 - Mon 26.02.18	11	Tue 20.02.18 - Thur 01.03.18	10	6/7
March	06	Fri 23.02.18 - Mon 05.03.18	11	Tue 27.02.18 - Thur 08.03.18	10	Fri 02.03.18 - Mon 12.03.18	11	8/9
	07	Tue 06.03.18 - Thur 15.03.18	10	Fri 09.03.18 - Mon 19.03.18	11	Tue 13.03.18 - Thur 22.03.18	10	9/10
	08	Fri 16.03.18 - Mon 26.03.18	11	Tue 20.03.18 - Thur 29.03.18	10	Fri 23.03.18 - Mon 02.04.18	11	11/12
April	09	Tue 27.03.18 - Thur 05.04.18	10	Fri 30.03.18 - Mon 09.04.18	11	Tue 03.04.18 - Thur 12.04.18	10	12/13
	10	Fri 06.04.18 - Mon 16.04.18	11	Tue 10.04.18 - Thur 19.04.18	10	Fri 13.04.18 - Mon 23.04.18	11	14/15
	11	Tue 17.04.18 - Thur 26.04.18	10	Fri 20.04.18 - Mon 30.04.18	11	Tue 24.04.18 - Thur 03.05.18	10	16
May	12	Fri 27.04.18 - Mon 07.05.18	11	Tue 01.05.18 - Thur 10.05.18	10	Fri 04.05.18 - Mon 14.05.18	11	17/18
	13	Tue 08.05.18 - Thur 17.05.18	10	Fri 11.05.18 - Mon 21.05.18	11	Tue 15.05.18 - Thur 24.05.18	10	19/20
	14	Fri 18.05.18 - Mon 28.05.18	11	Tue 22.05.18 - Thur 31.05.18	10	Fri 25.05.18 - Mon 04.06.18	11	20/21
June	15	Tue 29.05.18 - Thur 07.06.18	10	Fri 01.06.18 - Mon 11.06.18	11	Tue 05.06.18 - Thur 14.06.18	10	22
	16	Fri 08.06.18 - Mon 18.06.18	11	Tue 12.06.18 - Thur 21.06.18	10	Fri 15.06.18 - Mon 25.06.18	11	23/24
	17	Tue 19.06.18 - Thur 28.06.18	10	Fri 22.06.18 - Mon 02.07.18	11	Tue 26.06.18 - Thur 05.07.18	10	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)

72

MONTH	BOOKING PERIOD (in ten-day slots)	BLOCK A	DAYS	BLOCK B	DAYS	BLOCK C	DAYS	CW
July	18	Fri 29.06.18 - Mon 09.07.18	11	Tue 03.07.18 - Thur 12.07.18	10	Fri 06.07.18 - Mon 16.07.18	11	26/27
	19	Tue 10.07.18 - Thur 19.07.18	10	Fri 13.07.18 - Mon 23.07.18	11	Tue 17.07.18 - Thur 26.07.18	10	28
	20	Fri 20.07.18 - Mon 30.07.18	11	Tue 24.07.18 - Thur 02.08.18	10	Fri 27.07.18 - Mon 06.08.18	11	29/30
August	21	Tue 31.07.18 - Thur 09.08.18	10	Fri 03.08.18 - Mon 13.08.18	11	Tue 07.08.18 - Thur 16.08.18	10	31
	22	Fri 10.08.18 - Mon 20.08.18	11	Tue 14.08.18 - Thur 23.08.18	10	Fri 17.08.18 - Mon 27.08.18	11	32/33
	23	Tue 21.08.18 - Thur 30.08.18	10	Fri 24.08.18 - Mon 03.09.18	11	Tue 28.08.18 - Thur 06.09.18	10	34
September	24	Fri 31.08.18 - Mon 10.09.18	11	Tue 04.09.18 - Thur 13.09.18	10	Fri 07.09.18 - Mon 17.09.18	11	35/36
	25	Tue 11.09.18 - Thur 20.09.18	10	Fri 14.09.18 - Mon 24.09.18	11	Tue 18.09.18 - Thur 27.09.18	10	37
	26	Fri 21.09.18 - Mon 01.10.18	11	Tue 25.09.18 - Thur 04.10.18	10	Fri 28.09.18 - Mon 08.10.18	11	38/39
October	27	Tue 02.10.18 - Thur 11.10.18	10	Fri 05.10.18 - Mon 15.10.18	11	Tue 09.10.18 - Thur 18.10.18	10	40
	28	Fri 12.10.18 - Mon 22.10.18	11	Tue 16.10.18 - Thur 25.10.18	10	Fri 19.10.18 - Mon 29.10.18	11	41/42
	29	Tue 23.10.18 - Thur 01.11.18	10	Fri 26.10.18 - Mon 05.11.18	11	Tue 30.10.18 - Thur 08.11.18	10	43
November	30	Fri 02.11.18 - Mon 12.11.18	11	Tue 06.11.18 - Thur 15.11.18	10	Fri 09.11.18 - Mon 19.11.18	11	44/45
	31	Tue 13.11.18 - Thur 22.11.18	10	Fri 16.11.18 - Mon 26.11.18	11	Tue 20.11.18 - Thur 29.11.18	10	46
	32	Fri 23.11.18 - Mon 03.12.18	11	Tue 27.11.18 - Thur 06.12.18	10	Fri 30.11.18 - Mon 10.12.18	11	47/48
December	33	Tue 04.12.18 - Thur 13.12.18	10	Fri 07.12.18 - Mon 17.12.18	11	Tue 11.12.18 - Thur 20.12.18	10	49
	34	Fri 14.12.18 - Thur 27.12.18	14	Tue 18.12.18 - Mon 31.12.18	14	Fri 21.12.18 - Thur 03.01.19	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 indication of source.

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.

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.](#)



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

SPECIFICATIONS

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BILLBOARDS



FULL POSTING LOCATION



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

115 g/m² opaque, wet-strength affiche paper115 g/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): Portrait format: 59.4 × 84.1 cm (w×h)
DIN A0: Portrait format: 84.1 × 118.9 cm (w×h)
4/1 format: 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 115 g/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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LEIPZIG CENTRAL STATION 86





PERMANENT OUTDOOR MEDIA – GENERAL OVERVIEW

76

CITY				MINIMUM BOOKING	PRICE PER MONTH IN EUROS ¹
Berlin	Double-decker bus (DD)			1 month	3,000.00
	Articulated bus (AB)			1 month	1,650.00
	Single-decker bus (SD)			1 month	1,150.00
	Tram			1 month	2,100.00
	Underground (1 train unit = 2 cars)			1 month	2,000.00
	Change for specific lines	Lines 100/200	DD	1 month	7,450.00
		City-Lines	DD	1 month	6,250.00
		Other Lines	DD	1 month	4,950.00
		City-Lines	GB	1 month	3,800.00
		Other Lines	GB	1 month	3,000.00
		City-Lines	ED	1 month	3,050.00
		Other Lines	ED	1 month	2,850.00

PERMANENT OUTDOOR MEDIA – GENERAL OVERVIEW

77

CITY			MINIMUM BOOKING	PRICE PER MONTH IN EUROS ¹
Münster ²	Articulated bus		1 month	770.00
	Normal bus		1 month	670.00


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

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CITY			BOOKING	PRICE PER MONTH IN EUROS ¹
Berlin	Double-decker bus: Side		1 month	790.00
	Articulated bus: Side and roof edge		1 month	670.00
	Articulated bus: Side		1 month	510.00
	Single-decker bus: Side and roof edge		1 month	370.00
	Single-decker bus: Side		1 month	300.00
	Tram: Side		1 month	810.00
	Underground train: Side (1 train unit = 2 cars)		1 month	375.00

PERMANENT OUTDOOR MEDIA – DETAILED OVERVIEW

79

CITY			BOOKING	PRICE PER MONTH IN EUROS ¹
Münster ²	Articulated bus: Side		1 month	425.00
	Normal bus: Side		1 month	325.00
	Rear surface		1 month	185.00







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



80

CITY			MINIMUM BOOKING	PRICE PER MONTH IN EUROS ¹
Berlin	Berlin Board (Double-decker bus)		1 month	3,700.00
	18/1 Traffic Board (Bus, tram)		1 month	1,975.00
	Super Rear (Bus)		1 month	1,475.00
	Bouncer / door (Underground train)		1 month	950.00
Münster	4/1-Traffic Board (Bus)		1 month	825.00
	Super Rear (Bus)		1 month	1,210.00

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




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

CAMPAIGN MEDIA
INDOOR

CITY			QUANTITY	MINIMUM BOOKING	PRICE PER MONTH IN EUROS ¹
Berlin	Side window (Underground train, tram, bus)		250–499 surfaces	1 month	30.00
			500–1,499 surfaces	1 month	28.00
			1,500 surfaces or more	1 month	25.00
	Side surface (Underground train)		250–499 surfaces	1 month	23.50
			500–1,499 surfaces	1 month	21.50
			1,500 surfaces or more	1 month	19.50
	Side surface (Underground train, tram)		100–299 surfaces	1 month	28.50
			300–599 surfaces	1 month	26.50
			600 surfaces or more	1 month	24.50
	Front surface (Underground train, bus)	 	100–299 surfaces	1 month	36.00
			300–599 surfaces	1 month	33.00
			600 surfaces or more	1 month	28.00







CAMPAIGN MEDIA INDOOR

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CITY			QUANTITY	MINIMUM BOOKING	PRICE PER MONTH IN EUROS ¹
Berlin	Floor Graphic		1 surface or more	1 month	210.00
	Side window (Bus)		20 surfaces or more	1 month	33.00
	Front surface (Bus)		20 surfaces or more	1 month	38,00

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

SPECIFICATIONS

	FRONT SURFACE (Underground train, bus)		FRONT SURFACE (Bus)	
Format	40.8 × 58 cm (w×h)	Berlin	42 × 59.4 cm (DIN A2)	Münster
	SIDE SURFACE (Underground train)		SIDE WINDOW (Underground train, tram, bus)	
Format	Underground: U1, U2, U3, U4 53 × 9.5 cm (w×h) U5, U6, U7, U8, U9, U55 69 × 13 cm (w×h)	Berlin	50 × 15 cm (w×h)	Berlin, Münster
	SIDE SURFACE (Underground train, tram)		FLOOR GRAPHIC (Underground, tram)	
Format	Underground: 28.5 × 40.5 cm (w×h) Tram: 40.5 × 28.5 cm (w×h)	Berlin	1 m²	Berlin

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

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	Digital Poster Gallery Friedrichstraße Subway Station	12 Underground DCLB	8,400.00 per Slot ²
	DUB (weekly) ³	74 DCLP	33,670.00
	DUB (weekend package) ⁴	74 DCLP	22,200.00
	KombiNet analog-digital I	74 DCLP 200 Underground CLP	57,120.00
	KombiNet analog-digital II	74 DCLP 100 Underground CLP	42,490.00
	KombiNet analog-digital III (City)	74 DCLP 176 CLP City-Net	75,558.00

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

¹ Not including VAT

² Booking option: 1-6 slots/day

³ For DCLP DUB, daily posting for € 85.00/day/display is possible in the network

⁴ 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 × 1.86 m	26,500.00
	Hermannplatz	25	3.94 × 2.32 m	26,500.00
	Potsdamer Platz	33	3.64 × 1.87 m	26,500.00
– Digital Poster Gallery	Friedrichstraße	12	exclusive	33,600.00

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)	4,400.00
Travel-Banner	Set of 3, each 3 × 12 m (double-sided)	4,400.00
Front Wall Banner	4 × 10 m	3,350.00
Platform Banner	4 × 7 m	1,800.00
Dominance Banner	Set of 2, each 2 × 10 m	6,500.00
Exit Banner	1.8 × 7.6 m	1,200.00
Illuminated AD² Train Platform	Two-sided, each 3 × 6 m	1,200.00
Illuminated AD² Travel Centre	4 m radius	1,200.00
Display Cases²	2.2 × 2.15 m	400.00

Note: Subject to official approval

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

² Not including electricity costs



GTC

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

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

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 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.

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

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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.walldecaux.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).

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

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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 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,

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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 WallDecaux 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

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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 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 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

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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

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 (CLSs), 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

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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 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 the number of advertisements actually posted deviates from the number of booked advertisements by 3% or less (higher or lower), 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.

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SPECIAL TERMS AND CONDITIONS FOR DIGITAL MEDIA

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 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 deviate by 3% or less (higher or lower), then the contract will still be considered to have been fulfilled by WallDecaux.

4.3 WallDecaux is not liable for third-parties contracted by the client, particularly providers of text or image content, as well as for their perfor-

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mances. If WallDecaux uses third-parties (e.g. partner companies, sub-contractors, 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

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

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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 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. Within the scope of network bookings for general posting locations, if the number of advertisements actually posted deviates from the number of booked advertisements by 3% or less (higher or lower), 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.

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

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 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.

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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, 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.

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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.

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.

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