

# MEDIA GUIDE 2025



**WallDecaux**  
Premium Out of Home

# Our digital and analog advertising portfolio in 2025

- > More than 40,000 advertising spaces
- > individual area options



Munich: Marketing by DSMDecaux GmbH.

Nuremberg: Marketing by Stadtreklame Nürnberg, T +49 911 92686-39.




























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# Overview of cities

CITY	6-SHEETS	BACKLIGHT COLUMNS	BACKLIGHT BILLBOARDS	DIGITAL	BILLBOARDS	FULL POSTING LOCATIONS	GENERAL POSTING LOCATIONS	TRANSPORT
Baden-Baden/Rastatt								
Berlin								
Bremen								
Cologne								
Dortmund								
Dresden								
Düsseldorf <sup>1</sup>								
Freiburg im Breisgau <sup>1</sup>								

<sup>1</sup> Plakatunion Außenwerke-Marketing GmbH & CO. KG is responsible for billboard advertising locations.



# Overview of cities



























CITY	6-SHEETS	BACKLIGHT COLUMNS	BACKLIGHT BILLBOARDS	DIGITAL	BILLBOARDS	FULL POSTING LOCATIONS	GENERAL POSTING LOCATIONS	TRANSPORT
Hamburg				 				
Kaiserslautern								
Karlsruhe								
Lübeck <sup>1</sup>								
Ludwigshafen <sup>1</sup>								
Mannheim								
Munich <sup>2</sup>								
Nuremberg <sup>3</sup>								

<sup>1</sup> Plakatunion Außenwerbe-Marketing GmbH & CO. KG is responsible for billboard advertising locations.

<sup>2</sup> Marketing by DSMDecaux GmbH.

<sup>3</sup> Marketing by Stadtreklame Nürnberg, T +49 911 92686-39.

# Overview of cities

CITY	6-SHEETS	BACKLIGHT COLUMNS	BACKLIGHT BILLBOARDS	DIGITAL	BILLBOARDS	FULL POSTING LOCATIONS	GENERAL POSTING LOCATIONS	TRANSPORT
Potsdam								
Reutlingen <sup>1</sup>								
Rostock								
Saarbrücken								
Stuttgart								
Wiesbaden <sup>1</sup>								

<sup>1</sup> Plakatunion Außenwerke-Marketing GmbH & CO. KG is responsible for billboard advertising locations.

# Research and strategy





# Prices for Marketing Research

## TARGET AUDIENCE ANALYSIS

<b>Target Audience Insights</b>	Online- & Mobile survey to explore target groups	Short version: up to 10 questions, 300 cases	€2,000–2,500
		Long version: up to 20 questions, 400 cases	

## CREATION/PRETESTS

<b>Créaction</b>	Urban simulation tool for interactive optimization of advertising images	Workshop: preparation, implementation (3 hrs to full day), and follow-up	€6,000
		Remote: preparation, implementation (30–60 min.) and follow-up	€2,000
		Light-package: Presentation, including images, animations, and initial recommendations for improvement	€1,000
<b>Creative Survey</b>	Online- & Mobile survey to test a creatives performance (e.g. A/B-Test)	Price per study*	€2,500
<b>Creative Heatmap</b>	AI-driven heatmaps incl. expert assessment and advices for optimization	Price per report*	€1,500

## AD IMPACT TESTS

<b>Campaign Test</b>	Impact contributed by OOH within the scope of mixed media campaign; one or several waves	Small scale regional test	€5,000–10,000
		Large scale national test	€10,000–15,000
<b>Brand Uplift Study</b>	Documentation of ad impact using standardized methods for programmatic campaigns	Price per study	€3,500
<b>Drive-to-store report</b>	OOH performance measurement	Price per report	€5,000 and up

List prices do not include applicable VAT.

\*maximum 4 motives possible

# SMARTNET

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Example prices	16
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# SmartNet



By leveraging new data on the local environment of our advertising locations, we can create customized 6-sheet networks that are tailored to specific target audiences. With SmartNet audience targeting, building effective reach has never been easier.

CITY POPULATION	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Baden-Baden/Rastatt</b> 109,220	from 100 <sup>3</sup>	18.20	from 12,740.00
	from 50 <sup>3</sup>	20.00	from 7,000.00
<b>Berlin<sup>4</sup></b> 3,782,202	from 1,500	35.90	from 376,950.00
	from 1,200	39.40	from 330,960.00
	from 1,000	44.50	from 311,500.00
	from 900	45.40	from 286,020.00
	from 700	49.70	from 243,530.00
	from 600	50.70	from 212,940.00
	from 500	52.60	from 184,100.00

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> Faces in Rastatt included.

<sup>4</sup> When digital 6-sheets are considered, the price is €59.70 per area/day with 18 SpS and 151.50 per area/day with 54 SpS.



# SmartNet



CITY POPULATION	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Bremen</b> <sup>3</sup> 577,026	from 400	19.30	from 54,040.00
	from 300	21.00	from 44,100.00
	from 200	22.70	from 31,780.00
<b>Cologne</b> <sup>4</sup> 1,087,353	from 700	31.10	from 152,390.00
	from 600	32.80	from 137,760.00
	from 400	36.10	from 101,080.00
	from 300	38.50	from 80,850.00
	from 200	40.80	from 57,120.00
<b>Dresden</b> 566,222	from 400	22.00	from 61,600.00
	from 300	24.20	from 50,820.00
	from 200	25.80	from 36,120.00

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> The network may include backlight columns.

<sup>4</sup> 10% Carnival-extra charge in CW 9 (25.02.-03.03.2025).

# SmartNet



CITY POPULATION	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Düsseldorf</b> <sup>3</sup> 631,217	from 400	32.50	from 91,000.00
	from 300	36.20	from 76,020.00
	from 200	40.50	from 56,700.00
<b>Freiburg</b> <sup>4</sup> 237,244	from 100	29.40	from 20,580.00
	from 50	31.10	from 10,885.00
<b>Hamburg</b> <sup>5</sup> 1,910,160	from 1,000	37.30	from 261,100.00
	from 800	38.80	from 217,280.00
	from 700	44.50	from 218,050.00
	from 600	46.00	from 193,200.00
	from 500	47.20	from 165,200.00
	from 300	52.60	from 110,460.00

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> 10% Carnival-extra charge in CW 9 (25.02.-03.03.2025).

<sup>4</sup> The network may include backlight columns.

<sup>5</sup> The network may include faces on airport. When digital 6-sheets are considered, the price is €59.70 per area/day with 18 SpS and €151.50 per area/day with 54 SpS.

# SmartNet



CITY POPULATION	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Kaiserslautern</b> 101,486	from 100	16.40	from 11,480.00
	from 50	18.90	from 6,615.00
<b>Lübeck<sup>3</sup></b> 219,044	from 200	20.70	from 28,980.00
	from 100	23.70	from 16,590.00
<b>Ludwigshafen<sup>3</sup></b> 176,110	from 200	15.90	from 22,260.00
	from 100	18.30	from 12,810.00
<b>Mannheim</b> 316,877	from 200	19.90	from 27,860.00
	from 100	23.40	from 16,380.00
<b>Munich<sup>3,4</sup></b> 1,510,378	from 820	49.00	from 281,260.00
	from 500	55.90	from 195,650.00
	from 250	70.20	from 122,850.00

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> The network may include backlight columns.

<sup>4</sup> Marketing by DSMDecaux GmbH. 10% IAA-extra charge in CW 37 (09.09.-15.09.2025). 10% Oktoberfest-extra charge in CW 38-40 (16.09.-06.10.2025).



# SmartNet



CITY POPULATION	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Nuremberg</b> <sup>3,4</sup> 526,091	from 400	22.10	from 61,880.00
	from 200	30.00	from 42,000.00
<b>Potsdam</b> <sup>3</sup> 187,119	from 100	20.70	from 14,490.00
<b>Rostock</b> <sup>3</sup> 210,795	from 200	15.90	from 22,260.00
	from 100	17.70	from 12,390.00
<b>Saarbrücken</b> <sup>3</sup> 183,509	from 200	15.90	from 22,260.00
	from 100	18.30	from 12,810.00

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> The network may include backlight columns.

<sup>4</sup> Marketing by Stadtreklame Nürnberg, T +49 911 92686-39.

# SmartNet



## CITY POPULATION

**Stuttgart**<sup>3</sup> 633,484

## ADVERTISING SPACES/ NETWORK

from 400

from 300

from 200

## PRICE SPACE/DAY IN EUROS<sup>1</sup>

29.70

32.30

34.70

## PRICE NET/WEEK IN EUROS<sup>2</sup>

from 83,160.00

from 67,830.00

from 48,580.00

**Wiesbaden**<sup>3</sup> 285,522

from 200

from 100

24.80

27.60

from 34,720.00

from 19,320.00

<sup>1</sup> Price per advertising space, plus VAT.


<sup>2</sup> Plus VAT.

<sup>3</sup> The network may include backlight columns.

Please note the specifications for 6-sheets. You can find these [here](#) or at [www.walldecaux.de/downloads](http://www.walldecaux.de/downloads).

Possible changes due to installation and deinstallation.

## Example prices for Berlin and Hamburg

CITY POPULATION	NETWORK	ADVERTISING SPACES/NETWORK <sup>1</sup> 	PRICE SPACE/DAY IN EUROS <sup>2</sup>	PRICE NET/WEEK IN EUROS <sup>3</sup>
<b>Berlin</b> 3,782,202	SmartNet analog + digital	450 + 50	52.60 + 59.70	186,585.00
<b>Hamburg</b> 1,910,160	SmartNet analog + digital	270 + 30	52.60 + 59.70	111,951.00

<sup>1</sup> Minimum network sizes apply.

<sup>2</sup> Price per advertising space, plus VAT.

<sup>3</sup> Plus VAT.

The above figures are based on 6-sheet and DCN advertising locations (18 ads/hr) in Berlin and Hamburg.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.

Please note the specifications for 6-sheets. You can find these [here](#) or at [www.walldecaux.de/downloads](http://www.walldecaux.de/downloads).

Possible changes due to installation and deinstallation.



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# 6-sheets



CITY POPULATION	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Baden-Baden/Rastatt</b> 109,220	100 <sup>3</sup>	15.80	11,060.00
	60 <sup>4</sup>	17.40	7,308.00
<b>Berlin</b> 3,782,202	1,500 <sup>5</sup>	31.20	327,600.00
	1,000 <sup>5</sup>	38.70	270,900.00
	750 <sup>5</sup>	43.20	226,800.00
	<b>Underground</b> 250	27.30	47,775.00
	125	30.10	26,337.50

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> Including Rastatt with 48 faces.

<sup>4</sup> Including Rastatt with 25 faces.

<sup>5</sup> The network may contain digital advertising screens.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.

# 6-sheets



CITY POPULATION	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Bremen</b> <sup>3</sup> 577,026	450	16.80	52,920.00
	225	19.70	31,027.50
<b>Cologne</b> <sup>4</sup> 1,087,353	740	27.00	139,860.00
	400	31.40	87,920.00
	200	35.50	49,700.00
<b>Dresden</b> 566,222	410	19.10	54,817.00
	205	22.40	32,144.00
<b>Düsseldorf</b> <sup>4</sup> 631,217	510 <sup>5</sup>	26.40	92,106.00
	300 <sup>6</sup>	31.50	64,008.00

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> The network may include backlight columns.

<sup>4</sup> 10% Carnival-extra charge in CW 9 (25.02.-03.03.2025).

<sup>5</sup> Including 30 faces in the surrounding region for €16.20 each.

<sup>6</sup> Including 20 faces in the surrounding region for €16.20 each.

# 6-sheets



CITY POPULATION	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Freiburg</b> <sup>3</sup> 237,244	140	21.60	21,168.00
	90	25.60	16,128.00
<b>Hamburg</b> 1,910,160	1,000 <sup>4</sup>	32.40	222,264.00
	840 <sup>5</sup>	33.70	194,481.00
	600 <sup>6</sup>	40.00	164,668.00
	500 <sup>6</sup>	41.00	140,028.00
<b>Kaiserslautern</b> 101,486	100	14.30	10,010.00
	50	16.40	5,740.00

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> The network may include backlight columns.

<sup>4</sup> Including 40 faces in the surrounding region for €16.20 each. The network may include faces on airport. The network may include digital advertising screens.

<sup>5</sup> Including 30 faces in the surrounding region for €16.20 each. The network may include faces on airport. The network may include digital advertising screens.

<sup>6</sup> Including 20 faces in the surrounding region for €16.20 each. The network may include faces on airport. The network may include digital advertising screens.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.



# 6-sheets



CITY POPULATION	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Karlsruhe</b> 309,964	100 <sup>3</sup>	19.70	13,790.00
	60	22.30	9,366.00
<b>Lübeck<sup>4</sup></b> 219,044	200	18.00	25,200.00
	100	20.60	14,420.00
<b>Ludwigshafen<sup>4</sup></b> 176,110	170	13.80	16,422.00
	115	15.90	12,799.50
<b>Mannheim</b> 316,877	285	17.30	34,513.50
	140	20.30	19,894.00

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> Including 20 backlight columns.

<sup>4</sup> The network may include backlight columns.

# 6-sheets



CITY POPULATION	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Munich</b> <sup>3,4</sup> 1,510,378	820	42.60	244,524.00
	500	48.60	170,100.00
	250	61.00	106,750.00
<b>Nuremberg</b> <sup>3,5</sup> 526,091	400	19.20	53,760.00
	200	26.10	36,540.00
<b>Potsdam</b> <sup>3</sup> 187,119	130	16.00	14,560.00
	100	18.00	12,600.00
<b>Reutlingen</b> <sup>3</sup> 118,528	110	16.20	12,474.00
	75	19.10	10,027.50

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> The network may include backlight columns.

<sup>4</sup> Marketing by DSMDecaux GmbH. 10% IAA-extra charge in CW 37 (09.09.-15.09.2025). 10% Oktoberfest-extra charge in CW 38-40 (16.09.-06.10.2025).

<sup>5</sup> Marketing by Stadtreklame Nürnberg, T +49 911 92686-39. Additional partial networks are available upon request.

# 6-sheets



CITY POPULATION	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Rostock</b> <sup>3</sup> 210,795	240	13.80	23,184.00
	120	15.40	12,936.00
<b>Saarbrücken</b> <sup>3</sup> 183,509	200	13.90	19,460.00
	100	15.90	11,130.00
<b>Stuttgart</b> <sup>3</sup> 633,484	430	25.80	77,658.00
	215	30.20	45,451.00
<b>Wiesbaden</b> <sup>3</sup> 285,522	230	21.60	34,776.00
	115	24.00	19,320.00

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> The network may include backlight columns.

Please note the specifications for 6-sheets. You can find these [here](#) or at [www.walldecaux.de/downloads](http://www.walldecaux.de/downloads).

Possible changes due to installation and deinstallation.

# Backlight columns



CITY POPULATION	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Berlin</b> 3,782,202	225	62.50	98,437.50
	115	62.50	50,312.50
	90 <sup>3</sup>	64.60	40,698.00
<b>Karlsruhe</b> 309,964	100	33.80	23,660.00
<b>Nuremberg<sup>4</sup></b> 526,091	45	50.90	16,033.50
<b>Potsdam</b> 187,119	10	31.90	2,233.00
<b>Wiesbaden</b> 285,522	39	43.30	11,820.90

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> Citynetz

<sup>4</sup> Marketing by Stadtreklame Nürnberg, T +49 911 92686-39.

Please note the specifications for backlight columns. You can find these [here](#) or at [www.walldecaux.de/downloads](http://www.walldecaux.de/downloads).

Possible changes due to installation and deinstallation.

# Flex backlight columns – individual posting locations



CITY POPULATION	PPS-CLASS									
	1 UP TO 19,999	2 20,000–29,999	3 30,000–39,999	4 40,000–49,999	5 50,000–59,999	6 60,000–69,999	7 70,000–79,999	8 80,000–89,999	9 90,000–99,999	10 100,000 AND UP
<b>Berlin</b> 3,782,202	55.80	71.30	86.80	101.80	117.30	132.60	147.90	163.30	178.80	194.00
<b>Karlsruhe</b> 309,964	28.40	35.90	43.50	51.00	58.30	65.70	73.70	84.30	101.10	117.80
<b>Lübeck</b> 219,044	26.40	33.70	40.40	47.40	54.40	61.20	68.40	78.70	94.10	109.40
<b>Potsdam</b> 187,119	23.20	29.50	35.50	41.60	47.60	53.80	58.80	70.50	84.30	98.00
<b>Rostock</b> 210,795	26.40	33.70	40.40	47.40	54.40	61.20	68.40	78.70	94.10	109.40
<b>Wiesbaden</b> 285,522	32.20	40.80	49.10	57.60	66.00	74.40	83.20	95.40	114.20	133.20

Prices per advertising space/day in Euros; plus VAT.

Flex backlight columns at "Kurfürstendamm" and "Tauentzienstraße" are calculated with one price (€194.00 per day).

**Explanation:** The performance value "Poster viewers per site" (PPS) from ma Out of Home is defined as the gross rating point of an advertising medium in the booking period.

Please note the specifications for backlight columns. You can find these [here](#) or at [www.walldecaux.de/downloads](http://www.walldecaux.de/downloads).

Possible changes due to installation and deinstallation.

# Backlight billboards



CITY POPULATION	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Berlin</b> 3,782,202	142	112.70	112,023.80
	100	116.80	81,760.00
<b>Freiburg</b> 237,244	28	65.10	12,759.60
	14	67.50	6,615.00
<b>Hamburg</b> 1,910,160	100 <sup>3,4</sup>	139.40	77,826.00
	55 <sup>4,5</sup>	147.40	47,405.40
<b>Kaiserslautern</b> 101,486	15	57.10	5,995.50

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> Including 50 digital backlight billboards with 36 spots per hour and surrounding region with 10 advertising sites, each for €69.70. The network may include faces on airport.

<sup>4</sup> Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.

<sup>5</sup> Including 25 digital backlight billboards with 36 spots per hour and surrounding region with 4 advertising sites, each for €73.70. The network may include faces on airport.

Please note: Bookings of analogue backlight billboards during the weeks CW 16 and CW 23 (all cities) 2025 cannot be removed and remain posted.

# Backlight billboards



CITY POPULATION	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Karlsruhe</b> 309,964	37	73.20	18,958.80
	19	76.40	10,161.20
<b>Lübeck</b> 219,044	38	73.20	19,471.20
	19	76.40	10,161.20
<b>Ludwigshafen</b> 176,110	28	58.50	11,466.00
	14	61.00	5,978.00
<b>Nuremberg<sup>3</sup></b> 526,091	70	73.60	36,064.00
	50	77.90	27,265.00

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> Marketing by Stadtreklame Nürnberg, T +49 911 92686-39. Additional partial networks are available upon request.

Please note: Bookings of analogue backlight billboards during the weeks CW 16 and CW 23 (all cities) 2025 cannot be removed and remain posted.



# Backlight billboards



CITY POPULATION	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Potsdam</b> 187,119	13	59.80	5,441.80
<b>Reutlingen</b> 118,528	14	59.80	5,860.40
<b>Rostock</b> 210,795	18	59.80	7,534.80
<b>Saarbrücken</b> 183,509	15	59.80	6,279.00
<b>Wiesbaden</b> 285,522	48	73.20	24,595.20
	26	76.30	13,886.60

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

Please note: Bookings of analogue backlight billboards during the weeks CW 16 and CW 23 (all cities) 2025 cannot be removed and remain posted.

Please note the specifications for backlight billboards. You can find these [here](#) or at [www.walldcaux.de/downloads](http://www.walldcaux.de/downloads).

Possible changes due to installation and deinstallation.

# Flex backlight billboard – individual posting locations



CITY POPULATION	PPS-CLASS							
	1 10,000–39,999	2 40,000–49,999	3 50,000–59,999	4 60,000–69,999	5 70,000–79,999	6 80,000–99,999	7 100,000–129,999	8 130,000 AND UP
<b>Berlin</b> 3,782,202	74.70	91.80	102.20	105.50	119.90	141.60	183.20	229.70
<b>Freiburg</b> 237,244	64.60	71.20	87.90	103.60	115.20	126.90	140.00	154.40
<b>Hamburg</b> 1,910,160	97.70	120.20	127.90	136.70	154.90	190.80	237.80	301.20
<b>Kaiserslautern</b> 101,486	49.60	58.30	63.20	76.40	87.80	100.80	115.90	133.20
<b>Karlsruhe</b> 309,964	58.90	69.00	84.90	89.10	103.60	117.70	132.20	152.30
<b>Lübeck</b> 219,044	54.70	63.90	73.70	81.40	89.50	107.10	130.00	157.00

Prices per advertising space/day in Euros; plus VAT.

Please note: Bookings of analogue backlight billboards during the weeks CW 16 and CW 23 (all cities) 2025 cannot be removed and remain posted.

**Explanation:** The performance value "Poster viewers per site" (PPS) from ma Out of Home is defined as the gross rating point of an advertising medium in the booking period.

Please note the specifications for backlight billboards. You can find these [here](#) or at [www.walldcaux.de/downloads](http://www.walldcaux.de/downloads).

Possible changes due to installation and deinstallation.

# Flex backlight billboard – individual posting locations



CITY POPULATION	PPS-CLASS							
	1 10,000–39,999	2 40,000–49,999	3 50,000–59,999	4 60,000–69,999	5 70,000–79,999	6 80,000–99,999	7 100,000–129,999	8 130,000 AND UP
<b>Ludwigshafen</b> 176,110	41.40	48.40	56.60	61.30	68.60	78.60	98.70	124.20
<b>Potsdam</b> 187,119	41.40	48.40	56.60	61.30	68.60	78.60	98.70	124.20
<b>Reutlingen</b> 118,528	42.10	51.50	54.90	70.60	82.60	96.30	111.80	130.40
<b>Rostock</b> 210,795	39.30	48.40	51.40	53.10	65.20	75.10	95.20	120.70
<b>Saarbrücken</b> 183,509	39.30	48.40	51.40	53.10	65.20	75.10	95.20	120.70
<b>Wiesbaden</b> 285,522	62.70	75.90	84.20	92.50	94.80	109.50	146.50	175.20

Prices per advertising space/day in Euros; plus VAT.

Please note: Bookings of analogue backlight billboards during the weeks CW 16 and CW 23 (all cities) 2025 cannot be removed and remain posted.

**Explanation:** The performance value "Poster viewers per site" (PPS) from ma Out of Home is defined as the gross rating point of an advertising medium in the booking period.

Please note the specifications for backlight billboards. You can find these [here](#) or at [www.walldécaux.de/downloads](http://www.walldécaux.de/downloads).

Possible changes due to installation and deinstallation.

# DriversNet



The advertising locations in this 6-sheet network face oncoming traffic and are thus highly visible to the occupants of passing vehicles.

CITY POPULATION	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Baden-Baden/Rastatt</b> 109,220	20	23.20	3,248.00
<b>Berlin</b> 3,782,202	200	47.00	65,800.00
<b>Bremen</b> 577,026	100	26.20	18,340.00
<b>Cologne</b> <sup>3</sup> 1,087,353	200	41.20	57,680.00
<b>Dresden</b> 566,222	100	30.70	21,490.00
<b>Düsseldorf</b> <sup>3</sup> 631,217	100	40.70	28,490.00
<b>Freiburg</b> 237,244	50	30.10	10,535.00
<b>Hamburg</b> 1,910,160	200	60.00	84,000.00
<b>Kaiserslautern</b> 101,486	20	20.00	2,800.00
<b>Lübeck</b> 219,044	50	28.70	10,045.00

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> 10% Carnival-extra charge in CW 9 (25.02.-03.03.2025).

# DriversNet



CITY POPULATION	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Ludwigshafen</b> 176,110	50	20.50	7,175.00
<b>Mannheim</b> 316,877	50	23.20	8,120.00
<b>Munich</b> <sup>3</sup> 1,510,378	50	62.60	21,910.00
<b>Nuremberg</b> <sup>4</sup> 526,091	100	37.60	26,320.00
<b>Potsdam</b> 187,119	25	21.80	3,815.00
<b>Reutlingen</b> 118,528	20	25.60	3,584.00
<b>Rostock</b> 210,795	50	19.30	6,755.00
<b>Saarbrücken</b> 183,509	50	21.80	7,630.00
<b>Stuttgart</b> 633,484	100	40.70	28,490.00
<b>Wiesbaden</b> 285,522	50	33.20	11,620.00

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> Marketing by DSMDecaux GmbH. 10% IAA-extra charge in CW 37 (09.09.-15.09.2025). 10% Oktoberfest-extra charge in CW 38-40 (16.09.-06.10.2025).

<sup>4</sup> Marketing by Stadtreklame Nürnberg, T +49 911 92686-39.

## GRPNet 1.200



GRPNet 1,200 is a 6-sheet network designed to ensure high impact campaigns, offering an average GRP of 1,200. The GRP level is based on the size of the city.

	AD SITES BASED ON GRP TARGET	PRICE NET/WEEK IN EUROS <sup>1</sup>
<b>All cities in GRPNet 1,200<sup>2</sup></b>	5,021	979,480.60

## GRPNet 600

GRPNet 600 is a 6-sheet network designed to ensure high impact campaigns, offering an average GRP of 600. The GRP level is based on the size of the city.

	AD SITES BASED ON GRP TARGET	PRICE NET/WEEK IN EUROS <sup>1</sup>
<b>All cities in GRPNet 600<sup>2</sup></b>	2,525	495,759.60

<sup>1</sup> Plus VAT.



<sup>2</sup> Network includes backlight columns.

Cologne and Düsseldorf: 10% Carnival-extra charge in CW 9 (25.02.-03.03.2025). München: Marketing by DSMDecaux GmbH. 10% IAA-extra charge in CW 37 (09.09.-15.09.2025). 10% Oktoberfest-extra charge in CW 38-40 (16.09.-06.10.2025). Nürnberg: Marketing by Stadtreklame Nürnberg, T +49 911 92686-39.

# AirportNet

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

## CITY PASSENGERS

		ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Hamburg (HAM)</b> 13,557,552 Passengers <sup>3</sup>		AirportNet 6-sheets	48.80	10,248.00
		AirportNet backlight billboards	165.20	11,564.00

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> Source: Arbeitsgemeinschaft Deutscher Verkehrsflughäfen (ADV).

Please note the specifications for 6-sheets und backlight billboards. You can find these [here \(6-sheets\)](#) bzw. [here \(backlight billboards\)](#) oder unter [www.waldeciaux.de/downloads](http://www.waldeciaux.de/downloads).  
Possible changes due to installation and deinstallation.



# Booking schedule 2025

	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							2							3							4							5			
February				6							7							8							9						
March				10							11							12							13						
April		14							15						16							17								18	
May						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							40
October							41							42								43							44		
November				45							46							47							48						
December		49							50							51							52							1	

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

## BOOKING

City Light Media are generally only bookable on a network basis. Flex backlight billboard, Flex backlight columns and AirportSelect are exceptions, and can also be booked on an individual basis. Backlight billboards are generally available as scrolling poster displays. A certain number of 6-sheet 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/downloads](http://www.walldecaux.de/downloads).

# Specifications

## 6-SHEET



## BACKLIGHT COLUMN



PAPER FORMAT	118.5 x 175 cm (w x h), Visible area: 115 x 170 cm (w x h), Size varies for Cologne and Hamburg: For further Information see: <a href="http://www.walldecaux.de">www.walldecaux.de</a>	118.5 x 350 cm (w x h), Visible area: 113 x 337 cm (w x h)
MATERIAL	135 – 150 g/m <sup>2</sup> matt-white coated; specially produced art paper for backlighting	135 – 150 g/m <sup>2</sup> 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.

# Specifications

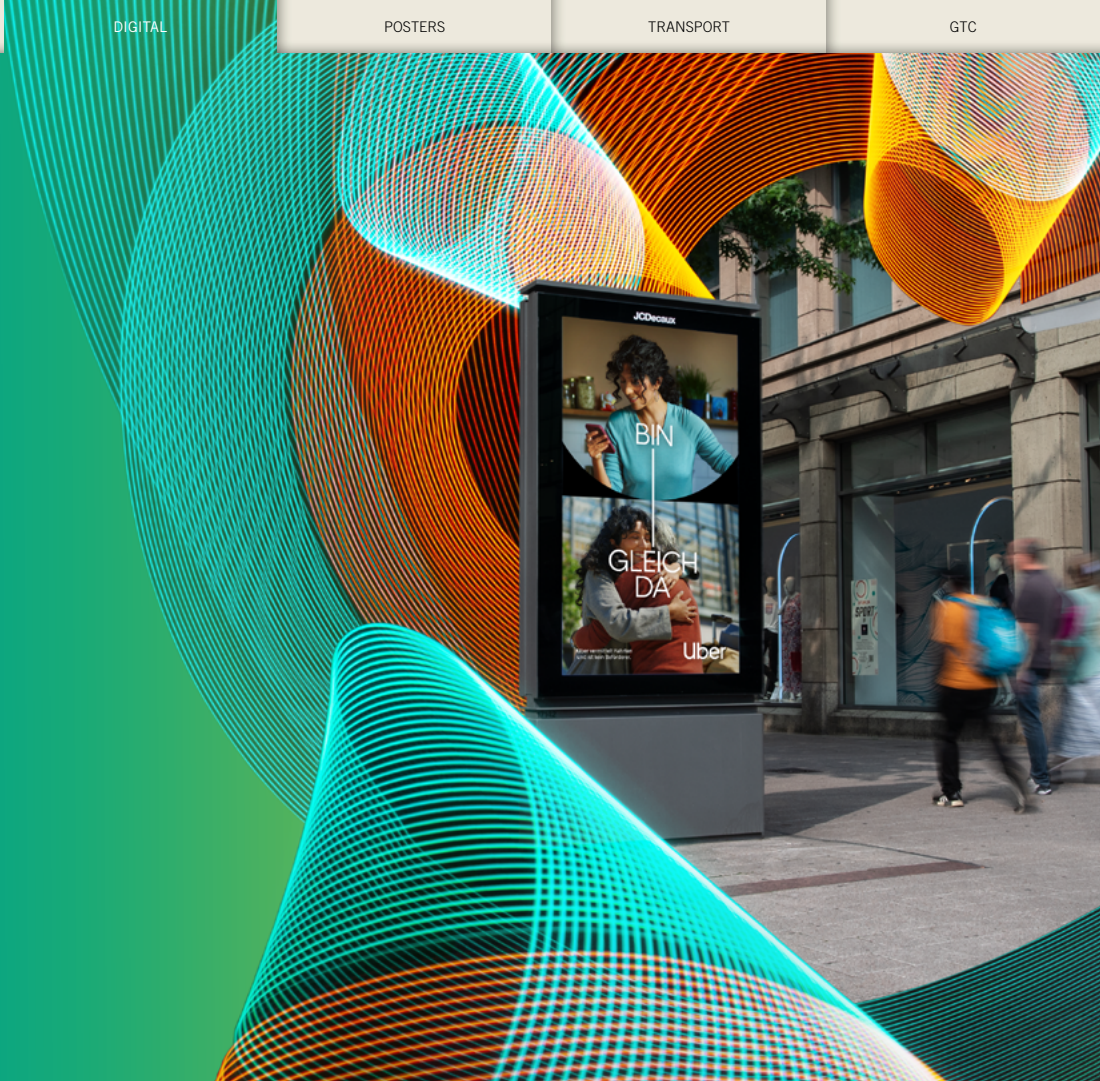
## BACKLIGHT BILLBOARD



PAPER FORMAT	18/1 format, 356 x 252 cm (w x h), visible area: 340 x 240 cm (w x h)
MATERIAL	170g/m <sup>2</sup> 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><b>4-piece:</b> 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><b>2-piece:</b> 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><b>1-piece:</b> 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 backlight billboard 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

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# DigitalDeluxeNet (DDN)



For campaigns that get noticed: This network contains premium advertising locations in each city.

CITY POPULATION	BOOKING PACKAGE	SPOTS PER HOUR (SPH)	ADVERTISING SPACES/NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Berlin</b> 3,782,202	Small (S)	18	50	67.40	23,590.00
	Kompakt (K)	36	50	123.60	43,260.00
	Medium (M) <sup>3</sup>	54	50	168.60	59,010.00
<b>Bremen</b> 577,026	Small (S)	18	20	67.40	9,436.00
	Kompakt (K)	36	20	123.60	17,304.00
	Medium (M) <sup>3</sup>	54	20	168.60	23,604.00
<b>Cologne<sup>4</sup></b> 1,087,353	Small (S)	18	50	67.40	23,590.00
	Kompakt (K)	36	50	123.60	43,260.00
	Medium (M) <sup>3</sup>	54	50	168.60	59,010.00

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> For DDN advertising can be booked on a daily basis with Booking Package M for €260.70/day/advertising space.

<sup>4</sup> 10% Carnival-extra charge in CW 9 (25.02.-03.03.2025).

On our DigitalDeluxeNet (DDN digital 6-sheets) only visual-dynamic advertising media of 10 seconds is permitted. Beforehand the visual-dynamic advertising media has to be sent to WallDecaux for verification and confirmation. Many thanks for your understanding. 10% extra charge in Q4/2025 (CW 40-52).

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.

Possible changes due to installation and deinstallation.

# DigitalDeluxeNet (DDN)



CITY POPULATION	BOOKING PACKAGE	SPOTS PER HOUR (SPH)	ADVERTISING SPACES/NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Dortmund</b> 595,471	Small (S)	18	50	67.40	23,590.00
	Kompakt (K)	36	50	123.60	43,260.00
	Medium (M) <sup>3</sup>	54	50	168.60	59,010.00
<b>Dresden</b> 566,222	Small (S)	18	34	67.40	16,041.20
	Kompakt (K)	36	34	123.60	29,416.80
	Medium (M) <sup>3</sup>	54	34	168.60	40,126.80
<b>Düsseldorf</b> <sup>4</sup> 631,217	Small (S)	18	50	67.40	23,590.00
	Kompakt (K)	36	50	123.60	43,260.00
	Medium (M) <sup>3</sup>	54	50	168.60	59,010.00
<b>Freiburg</b> 237,244	Small (S)	18	5	52.80	1,848.00
	Kompakt (K)	36	5	96.80	3,388.00
	Medium (M) <sup>5</sup>	54	5	132.00	4,620.00

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> For DDN advertising can be booked on a daily basis with Booking Package M for €260.70/day/advertising space.

<sup>4</sup> 10% Carnival-extra charge in CW 9 (25.02.-03.03.2025).

<sup>5</sup> For DDN advertising can be booked on a daily basis with Booking Package M for €197.10/day/advertising space.

10% extra charge in Q4/2025 (CW 40-52).

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.

Possible changes due to installation and deinstallation.



# DigitalDeluxeNet (DDN)



CITY POPULATION	BOOKING PACKAGE	SPOTS PER HOUR (SPH)	ADVERTISING SPACES/NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Hamburg</b> 1,910,160	Small (S)	18	50	67.40	23,590.00
	Kompakt (K)	36	50	123.60	43,260.00
	Medium (M) <sup>3</sup>	54	50	168.60	59,010.00
<b>Kaiserslautern</b> 101,486	Small (S)	18	10	52.80	3,696.00
	Kompakt (K)	36	10	96.80	6,776.00
	Medium (M) <sup>4</sup>	54	10	132.00	9,240.00
<b>Ludwigshafen</b> 176,110/ <b>Mannheim</b> 316,877	Small (S)	18	25	52.80	9,240.00
	Kompakt (K)	36	25	96.80	16,940.00
	Medium (M) <sup>4</sup>	54	25	132.00	23,100.00
<b>Munich</b> <sup>5</sup> 1,510,378	Small (S)	18	50	67.40	23,590.00
	Kompakt (K)	36	50	123.60	43,260.00
	Medium (M) <sup>3</sup>	54	50	168.60	59,010.00

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> For DDN advertising can be booked on a daily basis with Booking Package M for €260.70/day/advertising space.

<sup>4</sup> For DDN advertising can be booked on a daily basis with Booking Package M for €197.10/day/advertising space.

<sup>5</sup> Marketing by DSMDecaux GmbH. Please note that in Munich only static image is allowed. Please refer to the specs. 10% IAA-extra charge in CW 37 (09.09.-15.09.2025). 10% Oktoberfest-extra charge in CW 38-40 (16.09.-06.10.2025).

10% extra charge in Q4/2025 (CW 40-52, Munich differing CW 41-52).

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.

Possible changes due to installation and deinstallation.

# DigitalDeluxeNet (DDN)



CITY POPULATION	BOOKING PACKAGE	SPOTS PER HOUR (SPH)	ADVERTISING SPACES/NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Nuremberg</b> <sup>3</sup> 526,091	Small (S)	18	11	67.40	5,189.80
	Kompakt (K)	36	11	123.60	9,517.20
	Medium (M) <sup>4</sup>	54	11	168.60	12,982.20
<b>Saarbrücken</b> 183,509	Small (S)	18	15	52.80	5,544.00
	Kompakt (K)	36	15	96.80	10,164.00
	Medium (M) <sup>5</sup>	54	15	132.00	13,860.00
<b>Stuttgart</b> 633,484	Small (S)	18	50	67.40	23,590.00
	Kompakt (K)	36	50	123.60	43,260.00
	Medium (M) <sup>4</sup>	54	50	168.60	59,010.00
<b>Wiesbaden</b> 285,522	Small (S)	18	20	52.80	7,392.00
	Kompakt (K)	36	20	96.80	13,552.00
	Medium (M) <sup>5</sup>	54	20	132.00	18,480.00

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> The list price is for a 10-second spot, plus VAT.

<sup>3</sup> Please note that in Nurnberg only static image is allowed. Please refer to the specs.

<sup>4</sup> For DDN advertising can be booked on a daily basis with Booking Package M for €260.70/day/advertising space.

<sup>5</sup> For DDN advertising can be booked on a daily basis with Booking Package M for €197.10/day/advertising space.

10% extra charge in Q4/2025 (CW 40-52).

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.

Possible changes due to installation and deinstallation.

# DigitalCityNet (DCN)



This network features digital advertising displays located in the urban centers of each city.

CITY POPULATION	BOOKING PACKAGE	SPOTS PER HOUR (SPH)	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
Berlin 3,782,202	Small (S)	18	370	52.30	135,457.00
	Kompakt (K)	36	370	95.90	248,381.00
	Medium (M) <sup>3</sup>	54	370	130.80	338,772.00
	Large (L)	72	370	156.90	406,371.00
	Extra Large (XL)	90	370	174.40	451,696.00
	Partial Network	Small (S)	185	57.50	74,462.50
		Kompakt (K)	185	105.50	136,622.50
		Medium (M) <sup>4</sup>	185	143.70	186,091.50
		Large (L)	185	172.60	223,517.00
		Extra Large (XL)	185	192.00	248,640.00

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> In the DCN city network, advertising can be booked on a daily basis with Booking Package M for €195.30/day/advertising space.

<sup>4</sup> In the DCN partial network, advertising can be booked on a daily basis with Booking Package M for €216.30/day/advertising space.

On our DigitalDeluxeNet (DDN digital 6-sheets) only visual-dynamic advertising media of 10 seconds is permitted. Beforehand the visual-dynamic advertising media has to be sent to WallDecaux for verification and confirmation. Many thanks for your understanding.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.

Possible changes due to installation and deinstallation.

# DigitalCityNet (DCN)



CITY POPULATION	BOOKING PACKAGE	SPOTS PER HOUR (SPH)	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Bremen</b> 577,026	Small (S)	18	30	52.30	10,983.00
	Kompakt (K)	36	30	95.90	20,139.00
	Medium (M) <sup>3</sup>	54	30	130.80	27,468.00
	Large (L)	72	30	156.90	32,949.00
	Extra Large (XL)	90	30	174.40	36,624.00
<b>Cologne<sup>4</sup></b> 1,087,353	Small (S)	18	28	52.30	10,250.80
	Kompakt (K)	36	28	95.90	18,796.40
	Medium (M) <sup>3</sup>	54	28	130.80	25,636.80
	Large (L)	72	28	156.90	30,752.40
	Extra Large (XL)	90	28	174.40	34,182.40

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> In the DCN city network, advertising can be booked on a daily basis with Booking Package M for €195.30/day/advertising space.

<sup>4</sup> 10% Carnival-extra charge in CW 9 (25.02.-03.03.2025).

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.

Possible changes due to installation and deinstallation.

# DigitalCityNet (DCN)



CITY POPULATION	BOOKING PACKAGE	SPOTS PER HOUR (SPH)	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Dresden</b> 566,222	Small (S)	18	36	52.30	13,179.60
	Kompakt (K)	36	36	95.90	24,166.80
	Medium (M) <sup>3</sup>	54	36	130.80	32,961.60
	Large (L)	72	36	156.90	39,538.80
	Extra Large (XL)	90	36	174.40	43,948.80
<b>Düsseldorf</b> <sup>4</sup> 631,217	Small (S)	18	75	52.30	27,457.50
	Kompakt (K)	36	75	95.90	50,347.50
	Medium (M) <sup>3</sup>	54	75	130.80	68,670.00
	Large (L)	72	75	156.90	82,372.50
	Extra Large (XL)	90	75	174.40	91,560.00

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> In the DCN city network, advertising can be booked on a daily basis with Booking Package M for €195.30/day/advertising space.

<sup>4</sup> 10% Carnival-extra charge in CW 9 (25.02.-03.03.2025).

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.  
Possible changes due to installation and deinstallation.

# DigitalCityNet (DCN)



CITY POPULATION	BOOKING PACKAGE	SPOTS PER HOUR (SPH)	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Hamburg</b> 1,910,160	Small (S)	18	260	52.30	95,186.00
	Kompakt (K)	36	260	95.90	174,538.00
	Medium (M) <sup>3</sup>	54	260	130.80	238,056.00
	Large (L)	72	260	156.90	285,558.00
	Extra Large (XL)	90	260	174.40	317,408.00
	Partial Network	Small (S)	18	57.50	52,325.00
		Kompakt (K)	36	105.50	96,005.00
		Medium (M) <sup>4</sup>	54	143.70	130,767.00
		Large (L)	72	172.60	157,066.00
		Extra Large (XL)	90	192.00	174,720.00

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> In the DCN city network, advertising can be booked on a daily basis with Booking Package M for €195.30/day/advertising space.

<sup>4</sup> In the DCN partial network, advertising can be booked on a daily basis with Booking Package M for €216.30/day/advertising space.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.

Possible changes due to installation and deinstallation.

# DigitalCityNet (DCN)



CITY POPULATION	BOOKING PACKAGE	SPOTS PER HOUR (SPH)	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Munich<sup>3</sup></b> 1,510,378	Small (S)	18	150	52.30	54,915.00
	Kompakt (K)	36	150	95.90	100,695.00
	Medium (M) <sup>4</sup>	54	150	130.80	137,340.00
	Large (L)	72	150	156.90	164,745.00
	Extra Large (XL)	90	150	174.40	183,120.00
	Partial Network				
	Small (S)	18	75	57.50	30,187.50
	Kompakt (K)	36	75	105.50	55,387.50
	Medium (M) <sup>5</sup>	54	75	143.70	75,442.50
	Large (L)	72	75	172.60	90,615.00
	Extra Large (XL)	90	75	192.00	100,800.00

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> Marketing by DSMDecaux GmbH. Please note that in Munich only static image is allowed. Please refer to the specs. 10% IAA-extra charge in CW 37 (09.09.-15.09.2025). 10% Oktoberfest-extra charge in CW 38-40 (16.09.-06.10.2025).

<sup>4</sup> In the DCN city network, advertising can be booked on a daily basis with Booking Package M for €195.30/day/advertising space.

<sup>5</sup> In the DCN partial network, advertising can be booked on a daily basis with Booking Package M for €216.30/day/advertising space.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.

Possible changes due to installation and deinstallation.

# DigitalCityNet (DCN) HUBs – Berlin



With this booking option you can select highly desirable streets and neighborhoods in Berlin, Dresden and Hamburg for the display of your advertising campaign.

CITY POPULATION	HUB	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
Berlin 3,782,202	Alexanderplatz	69	154.50	74,623.50
	Alexanderplatz TN I	34	154.50	36,771.00
	Alexanderplatz TN II	35	154.50	37,852.50
	Frankfurter Tor	10	154.50	10,815.00
	Friedrichstraße Nord	40	154.50	43,260.00
	Friedrichstraße Süd	10	154.50	10,815.00
	Hackescher Markt	8	154.50	8,652.00
	Hauptbahnhof	11	154.50	11,896.50
	Kastanienallee	9	154.50	9,733.50
	Kreuzberg	17	154.50	18,385.50

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.  
Possible changes due to installation and deinstallation.



# DigitalCityNet (DCN) HUBs – Berlin



CITY POPULATION	HUB	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Berlin</b> 3,782,202	Kurfürstendamm West	18	154.50	19,467.00
	Leopoldplatz	8	154.50	8,652.00
	Neukölln	16	154.50	17,304.00
	Pankow	8	154.50	8,652.00
	Potsdamer Platz	32	154.50	34,608.00
	Regierungsviertel	7	154.50	7,570.50
	Rosenthaler Platz / Torstraße	24	154.50	25,956.00
	Steglitz	28	154.50	30,282.00
	Unter den Linden	10	154.50	10,815.00
	Warschauer Straße / Schlesisches Tor	24	154.50	25,956.00
	Wilmerdorfer Straße	14	154.50	15,141.00

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.  
Possible changes due to installation and deinstallation.

# DigitalCityNet (DCN) HUBs – Hamburg



CITY POPULATION	HUB	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Hamburg</b> 1,910,160	Altona-Altstadt	13	154.50	14,059.50
	Altona-Nord & Eimsbüttel	17	154.50	18,385.50
	Eppendorf	12	154.50	12,978.00
	Hafencity	3	154.50	3,244.50
	Hamburg-Altstadt	25	154.50	27,037.50
	Hamburg-Altstadt Teilnetz	12	154.50	12,978.00
	Hamburg Messe (tageweise)	25	225.30	5,632.50
	Hammerbrook	10	154.50	10,815.00
	Hoheluft	14	154.50	15,141.00
	Mönckebergstrasse	35	154.50	37,852.50

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.  
Possible changes due to installation and deinstallation.

# DigitalCityNet (DCN) HUBs – Hamburg



CITY POPULATION	HUB	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Hamburg</b> 1,910,160	Mönckebergstrasse Teilnetz	17	154.50	18,385.50
	Neustadt	26	154.50	28,119.00
	Neustadt Teilnetz	13	154.50	14,059.50
	Ottensen	5	154.50	5,407.50
	Rotherbaum/Grindel	13	154.50	14,059.50
	Rotherbaum/Harvestehude	20	154.50	21,630.00
	St, Georg & Hohenfelde	18	154.50	19,467.00
	St, Pauli & Sternschanze	19	154.50	20,548.50
	Uhlenhorst & Barmbek Süd	13	154.50	14,059.50
	Winterhude	15	154.50	16,222.50

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.  
Possible changes due to installation and deinstallation.

# DigitalCityNet (DCN) HUBs – Dresden



CITY POPULATION	HUB	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Dresden</b> 566,222	Hauptbahnhof	10	154.50	10,815.00
	Postplatz	26	154.50	28,119.00

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.  
Possible changes due to installation and deinstallation.

# DriversNet Digital



The advertising locations in this digital network face oncoming traffic and are thus highly visible to your target audience: on the road and cycle path.

CITY POPULATION	BOOKING PACKAGE	SPOTS PER HOUR (SPH)	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Berlin</b> 3,782,202	Small (S)	18	155	57.50	62,387.50
	Kompakt (K)	36	155	105.50	114,467.50
	Medium (M) <sup>3</sup>	54	155	143.70	155,914.50
	Large (L)	72	155	172.60	187,271.00
	Extra Large (XL)	90	155	192.00	208,320.00

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> Advertising can be booked on a daily basis with Booking Package M for €216.30/day/advertising space.

# DriversNet Digital



CITY POPULATION	BOOKING PACKAGE	SPOTS PER HOUR (SPH)	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Bremen</b> 577,026	Small (S)	18	10	57.50	4,025.00
	Kompakt (K)	36	10	105.50	7,385.00
	Medium (M) <sup>3</sup>	54	10	143.70	10,059.00
	Large (L)	72	10	172.60	12,082.00
	Extra Large (XL)	90	10	192.00	13,440.00

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> Advertising can be booked on a daily basis with Booking Package M for €216.30/day/advertising space.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.  
Possible changes due to installation and deinstallation.

# DriversNet Digital



CITY POPULATION	BOOKING PACKAGE	SPOTS PER HOUR (SPH)	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Hamburg</b> 1,910,160	Small (S)	18	100	57.50	40,250.00
	Kompakt (K)	36	100	105.50	73,850.00
	Medium (M) <sup>3</sup>	54	100	143.70	100,590.00
	Large (L)	72	100	172.60	120,820.00
	Extra Large (XL)	90	100	192.00	134,400.00

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> Advertising can be booked on a daily basis with Booking Package M for €216.30/day/advertising space.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.  
Possible changes due to installation and deinstallation.

# Digital Underground Berlin (DUB)



This network features digital 6-sheets in Berlin's busiest subway stations.

CITY POPULATION	BOOKING PACKAGE	SPOTS PER HOUR (SPH)	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Berlin</b> 3,782,202	Small (S)	18	73	34.50	17,629.50
	Kompakt (K)	36	73	63.10	32,244.10
	Medium (M) <sup>3</sup>	54	73	86.10	43,997.10
	Large (L)	72	73	103.30	52,786.30
	Extra Large (XL)	90	73	114.90	58,713.90

<sup>1</sup> Price per advertising space, plus VAT.

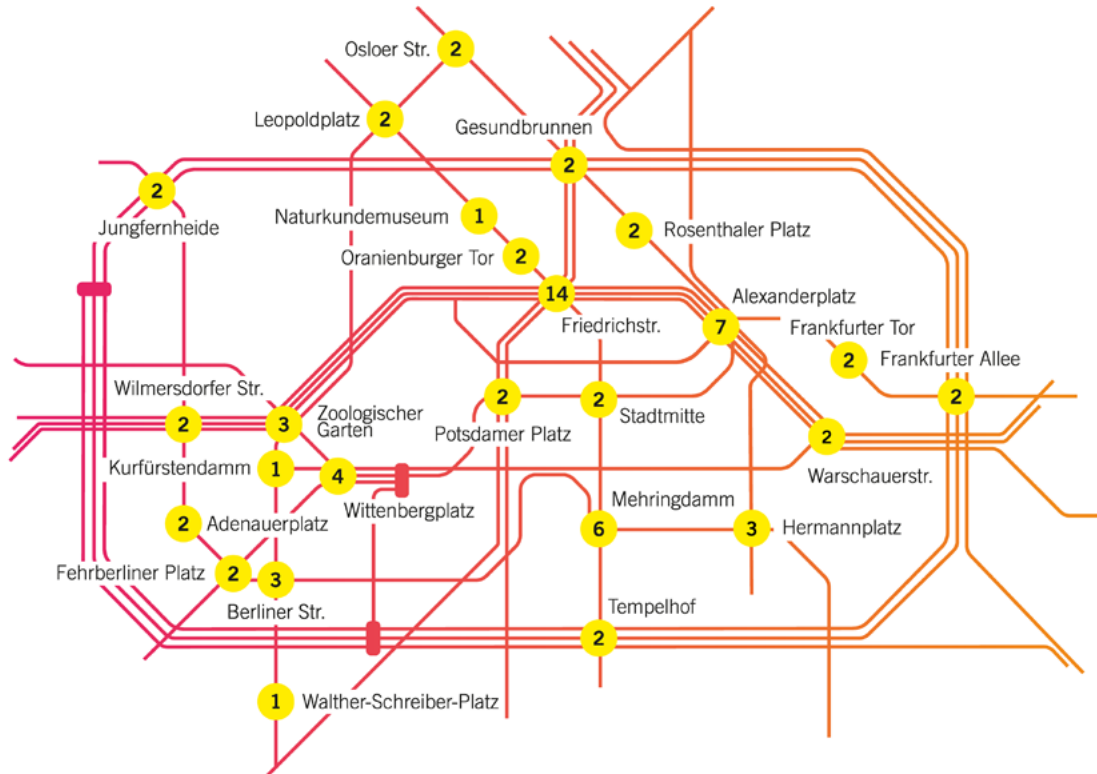
<sup>2</sup> Plus VAT.

<sup>3</sup> Advertising can be booked on a daily basis with Booking Package M for €109.20/day/advertising space.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.  
Possible changes due to installation and deinstallation.



# Digital Underground Berlin (DUB)



# Digital Poster Gallery Berlin



Turn one of Berlin's busiest stations into an immersive showcase for your advertising message: With all 12 large-format screens at the Friedrichstraße subway at your disposal, you can run a single spot on all screens simultaneously or creatively integrate various video clips.

CITY POPULATION	BOOKING PACKAGE	SPOTS PER HOUR (SPH)	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Berlin</b> 3,782,202	Small (S)	18	12	51.90	4,359.60
	Kompakt (K)	36	12	95.90	8,055.60
	Medium (M) <sup>3</sup>	54	12	130.80	10,987.20
	Large (L)	72	12	155.30	13,045.20
	Extra Large (XL)	90	12	172.30	14,473.20
	KombiNet I <sup>4</sup>		12 (Underground) + 58 (citywide)		67,137.00
	KombiNet II <sup>4</sup>		12 (Underground) + 29 (citywide)		41,924.40

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> Advertising can be booked on a daily basis with Booking Package M for €147.00/day/advertising space.

<sup>4</sup> Equivalent to our M Booking Package, which contains 54 spots per hour.

Operating hours of digital media are from 6 am to 12 am. Berlin Underground excluded. Operating hours may vary or be restricted due to contractual and/or statutory regulations. Possible changes due to installation and deinstallation.

# Digital backlight billboards – weekly packages



CITY POPULATION	BOOKING PACKAGE	SPOTS PER HOUR (SPH)	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Berlin</b> 3,782,202	Small (S)	18	58	50.20	20,381.20
	Kompakt (K)	36	58	96.90	39,341.40
	Medium (M)	54	58	138.30	56,149.80
	Large (L)	72	58	175.10	71,090.60
	Extra Large (XL)	90	58	209.60	85,097.60
<b>Hamburg</b> 1,910,160	Small (S)	18	50	50.20	17,570.00
	Kompakt (K)	36	50	96.90	33,915.00
	Medium (M)	54	50	138.30	48,405.00
	Large (L)	72	50	175.10	61,285.00
	Extra Large (XL)	90	50	209.60	73,360.00

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.  
Possible changes due to installation and deinstallation.

# Digital backlight billboards – per diem packages






CITY POPULATION	BOOKING PACKAGE	SPOTS PER HOUR (SPH)	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/DAY IN EUROS <sup>2</sup>
<b>Berlin</b> 3,782,202	Small (S)	18	58	77.10	4,471.80
	Kompakt (K)	36	58	153.80	8,920.40
	Medium (M)	54	58	210.00	12,180.00
	Large (L)	72	58	239.10	13,867.80
	Extra Large (XL)	90	58	269.10	15,607.80
<b>Hamburg</b> 1,910,160	Small (S)	18	50	77.10	3,855.00
	Kompakt (K)	36	50	153.80	7,690.00
	Medium (M)	54	50	210.00	10,500.00
	Large (L)	72	50	239.10	11,955.00
	Extra Large (XL)	90	50	269.10	13,455.00

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.  
Possible changes due to installation and deinstallation.

# Digital backlight billboards

CITY POPULATION	NETWORK	ADVERTISING SPACES/NETWORK			PRICE NET/WEEK IN EUROS <sup>1</sup>
					
<b>Berlin</b> 3,782,202	KombiNet digital I <sup>2</sup>	12	58		67,137.00
	KombiNet digital II <sup>2</sup>	12	29		41,924.40
	KombiNet digital-analog I <sup>2</sup>		58	142	168,173.60
	KombiNet digital-analog II <sup>2</sup>		29	100	112,697.20

<sup>1</sup> Plus VAT

<sup>2</sup> Equivalent to our M Booking Package, which contains 54 spots per hour.

Operating hours of digital media are from 6 am to 12 am. Berlin Underground excluded. Operating hours may vary or be restricted due to contractual and/or statutory regulations. Please note the specifications for backlight billboards. You can find these [here](#) or at [www.walldcaux.de/downloads](http://www.walldcaux.de/downloads). Possible changes due to installation and deinstallation.

# Flex digital backlight billboards – individual posting locations



CITY POPULATION	CLASS				
	1 0-39,999	2 40,000-49,999	3 50,000-79,999	4 80,000-149,999	5 150,000 AND UP
<b>Berlin</b> 3,782,202	138.30	141.60	149.10	154.20	167.40
<b>Hamburg</b> 1,910,160	183.00	191.40	200.70	209.10	226.50

Equivalent to our M Booking Package, which contains 54 spots per hour.




























Price in euros/advertising space/day; plus VAT; Minimum occupancy: 1 calendar week.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.

Possible changes due to installation and deinstallation.

# DigitalAllNet (DAN)




Dominate the digital domain by booking all of our digital advertising networks in all cities nationwide.

CITY POPULATION	DDN	DCN	DUB	DIGITAL BACKLIGHT BILLBOARD	DIGITAL POSTER GALLERY	SCREEN COUNT
<b>Berlin</b> 3,782,202						563
<b>Bremen</b> 577,026						50
<b>Cologne</b> 1,087,353						78
<b>Dortmund</b> 595,471						50
<b>Dresden</b> 566,222						70
<b>Düsseldorf</b> 631,217						125
<b>Freiburg</b> 237,244						5
<b>Hamburg</b> 1,910,160						360
<b>Kaiserslautern</b> 101,486						10
<b>Ludwigshafen</b> 176,110						5
<b>Mannheim</b> 316,877						20
<b>Munich</b> 1,510,378						200
<b>Nuremberg</b> 526,091						11
<b>Saarbrücken</b> 183,509						15
<b>Stuttgart</b> 633,484						50
<b>Wiesbaden</b> 285,522						20

Operating hours of digital media are from 6 am to 12 am. Berlin Underground excluded. Operating hours may vary or be restricted due to contractual and/or statutory regulations. Possible changes due to installation and deinstallation.

# DigitalAllNet (DAN)

With this premium package your campaign appears in all of our digital advertising networks.

NETWORK	CITIES	ADVERTISING SPACES/NETWORK			PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
						
<b>DigitalCityNet</b>	Berlin, Bremen, Cologne <sup>3</sup> , Dresden, Düsseldorf <sup>3</sup> , Hamburg, Munich <sup>4</sup>	949			52.30	347,428.90
<b>DigitalDeluxeNet<sup>5</sup></b>	Berlin, Bremen, Cologne <sup>3</sup> , Dortmund, Dresden, Düsseldorf <sup>3</sup> , Hamburg, Munich <sup>4</sup> , Nuremberg, Stuttgart	415			67.40	195,797.00
	Freiburg, Kaiserslautern, Ludwigshafen, Mannheim, Saarbrücken, Wiesbaden	75			52.80	27,720.00
<b>Digital Underground Berlin</b>	Berlin	73			34.50	17,629.50
<b>Digital backlight billboards</b>	Berlin, Hamburg		108		50.20	37,951.20
<b>Digital Poster Gallery Friedrichstraße Subway Station</b>	Berlin			12	51.90	4,359.60
<b>DigitalAllNet</b>		<b>1,632</b>				<b>630,886.20</b>

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> 10% Carnival-extra charge in CW 9 (25.02.-03.03.2025).

<sup>4</sup> Marketing by DSMDecaux GmbH. 10% extra charge for DigitalDeluxeNet in Q4 2025. 10% IAA-extra charge in CW 37 (09.09.-15.09.2025). 10% Oktoberfest-extra charge in CW 38-40 (16.09.-06.10.2025).

<sup>5</sup> 10% extra charge for DigitalDeluxeNet in Q4 2025 (CW 40-52, Munich differing CW 41-52).

The listed package price is for video spots of 10 second duration shown 18 times each hour in the above digital advertising networks.

This campaign option can only be booked as a complete nationwide package.

Operating hours of digital media are from 6 am to 12 am. Berlin Underground excluded. Operating hours may vary or be restricted due to contractual and/or statutory regulations.

Possible changes due to installation and deinstallation.



## Programmatic guaranteed/non-guaranteed



Premium Programmatic from WallDecaux gives you automated access to our high-reach digital spaces. A wide range of targeting options and the possibilities of dynamic creation are available to you for your individual branding goals.

ANGEBOT	STÄDTE	DEAL		CPM <sup>1</sup>	TARGETING ADDITION: DAY/TIME	TARGETING ADDITION: TARGET GROUP/POI/MEDIA
<b>WallDecaux "Top Metropolises"</b>	Berlin, Bremen, Cologne, Dortmund, Dresden, Düsseldorf, Hamburg, Nuremberg, Stuttgart	Guaranteed		€13.00	€3.25	€6.50
		Non-guaranteed	Floor Price <sup>1</sup>	on request		
			Fix Price <sup>1</sup>	€18.00		
<b>WallDecaux "City Plus"</b>	Berlin U-Bahn, Freiburg im Breisgau, Mannheim/Ludwigshafen, Saarbrücken, Wiesbaden	Guaranteed		€ 8.50	€3.25	€6.50
		Non-guaranteed	Floor Price <sup>1</sup>	on request		
			Fix Price <sup>1</sup>	€12.00		
<b>Munich<sup>1</sup></b>	Munich	Guaranteed		€17.00	€3.25	€6.50
		Non-guaranteed	Floor Price <sup>1</sup>	on request		
			Fix Price <sup>1</sup>	€24.00		

<sup>1</sup> 10% extra charge in Q4 2025 (CW 40-52).

Booking volume: at least 15 screens. Minimum booking volume "Top Metropolises": €10,000.00 agency net per city Minimum booking volume "City Plus": €5,000.00 agency net per city.  
10% extra charge in Q4 2025 (CW 40-52).

Operating hours of digital media are from 6 am to 12 am. Berlin Underground excluded. Operating hours may vary or be restricted due to contractual and/or statutory regulations.

# Dynamic Campaigns



Our digital displays are made for highly dynamic and creative advertising campaigns. There are two different implementation scenarios:

SZENARIO	FEATURES	EXAMPLE	PRICE IN EUROS <sup>1</sup>
<b>Dynamic elements</b>	<p>A visual layer can be superimposed over an existing HTML5 ad image to display a ticker, weather, or other data feed (using API connectivity<sup>2</sup>).</p> <p>Compatible with Guaranteed and Non-Guaranteed Deals.<sup>2</sup></p>	Integration of live data (e.g. countdown timer, football match results) or social media data (e.g. X, Instagram).	5,000.00 <sup>3</sup>
<b>Dynamic creations</b>	<p>Ad display takes place in real time on the basis of a set of rules and/or the creation of a custom API.<sup>2</sup> HTML5 is used, and the ad can be delivered using a VAST redirect.</p> <p>Compatible with Guaranteed and Non-Guaranteed Deals.<sup>4</sup></p>	Dynamic display of various ad images based on target audience data.	10,000.00 <sup>3</sup>

Further prices on request.

<sup>1</sup> Plus VAT.

<sup>2</sup> The customer may select freely accessible or subscription-based APIs. Additional costs will result for APIs that require a subscription.

<sup>3</sup> Package price: A flat fee for technical costs is charged for dynamic elements when campaigns have 5 million impressions or less.

<sup>4</sup> With Non-Guaranteed Deals, the set-up fee and package price are billed as technical costs before the start of the campaign.

# Motion Design and case-documentation



We offer various motion design services. Simply select a service package or contact us to discuss your needs.

PACKAGE	FEATURES <sup>1</sup>	PRICES IN EUROS <sup>2</sup>
<b>Basic Package</b>	Animation according to customer specifications; storyboard and main graphic elements are supplied by the client.	from 800.00
<b>Premium Package</b>	Storyboard development and coordination with the client; production of the animated motif; main graphic elements are supplied by the client.	from 2,000.00
<b>Motion Design/ Digital creations</b>	Hourly rate	100.00
	Daily rate	800.00
<b>Video documentation</b>	Videodokumentation einer (D)OOH Kampagne; Post-production, including integration of text, graphic elements & color grading; Optional background music and voice-over	<b>Basic:</b> 1 location, 15 seconds, Berlin only - other cities on request from 800.00
		<b>Premium:</b> 3 locations, 30 - 40 seconds, subject to availability from 3,000.00
<b>Casefilm inkl. Storyboard</b>	Development of a storyboard in collaboration with the client; Video production, including at least one day of shooting; Post-production, including color grading, video compositing, audio mastering, and integration of text and graphic elements; Background music and voice-overs (optional)	from 4,000.00
<b>3D Package</b>	Creation of a deepscreen 3D motif according to customer specifications. Delivery of all graphic assets by the customer (incl. 3D model of the product to be animated as OBJ, FBX, 3DS, or similar and associated texture files)	from 4,000.00
<b>3D Pro Package</b>	Creation of a deepscreen 3D motif according to customer specifications including modeling and shading of the 3D elements (product, etc.) and animation. Delivery of the graphic assets (logos, etc.) by the customer.	from 6,000.00

<sup>1</sup> Includes two rounds of customer feedback for optimization of developed material.

<sup>2</sup> Plus VAT.

# POSTERS

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# Billboards



## 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
<b>Berlin</b> 3,782,202	24.40	27.90	30.70	32.20	35.20	37.60
<b>Metroboards, Underground</b>	Olympiastadion	Güntzelstraße Oranienburger Tor	Alt-Mariendorf Alt-Tempelhof Altstadt Spandau Blissestraße Eisenacher Straße Gleisdreieck Jakob-Kaiser-Platz Jannowitzbrücke Kaiserdamm Kleistpark Naturkundemuseum Pankow Rosenthaler Platz Strausberger Platz Weinmeisterstraße	Adenauerplatz Alt-Tegel Bayerischer Platz Frankfurter Tor Gneisenastr. Karl-Marx-Straße Kochstraße Lichtenberg Richard-Wagner-Platz	Samariterstraße Seestraße Tempelhof Walther-Schreiber-Platz	Bundesplatz Fehrbelliner Platz Hermannstraße Kurfürstendamm Möckernbrücke Turmstraße Wilmsdorfer Straße

Price in euros/advertising space/day; plus VAT.

All ad surfaces in a subway station have the same daily price; minimum booking of one 10-day booking period.

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

Possible changes due to installation and deinstallation.

# Billboards



## CITY POPULATION

## PPS-CLASS

**7**

48,000–63,999

**8**

64,000–71,999

**9**

72,000–79,999

**10**

80,000–87,999

**11**

88,000 AND UP

**Berlin** 3,782,202

**Metroboards, Underground**

39.80

44.40

46.80

49.30

53.80

Hallesches Tor  
Neukölln  
Rathaus Steglitz  
Spichernstraße  
Stadtmitte  
Tierpark  
Warschauer Straße  
Wedding  
Wittenau

Berliner Straße  
Hauptbahnhof  
Nollendorfplatz  
Wittenbergplatz

Kottbusser Tor

Bismarckstraße  
Jungfernheide  
Mehringdamm

Alexanderplatz  
Frankfurter Allee  
Gesundbrunnen  
Hermannplatz  
Johannisthaler Chaussee  
Leopoldplatz  
Osloer Straße  
Rathaus Neukölln  
Zoologischer Garten

Price in euros/advertising space/day; plus 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, Lübeck, Ludwigshafen, Ratingen, Reutlingen, Wiesbaden: Marketing by Plakatunion Außenwerbe-Marketing GmbH & Co. KG; Nuremberg: Marketing by Stadtreklame Nürnberg, T +49 911 92686-39

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

Possible changes due to installation and deinstallation.


# 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 POPULATION	UNDERGROUND STATION	ADVERTISING SPACES	PRICE SPACE/DAY <sup>1</sup> IN EUROS <sup>2</sup>
<b>Berlin</b> 3,782,202	Alexanderplatz U5	14	1,471.00
	Hermannplatz U8	16	1,471.00
	Kurfürstendamm U9	14	1,342.00

Further stations on demand.

CITY POPULATION			UNDERGROUND STATION	ADVERTISING SPACES	PRICE SPACE/MONTH <sup>1</sup> IN EUROS <sup>2</sup>
<b>Berlin</b> 3,782,202		Digital Poster Gallery <sup>3</sup>	Friedrichstraße	12	43,948.80

<sup>1</sup> The booking duration for this campaign is three decades (10-day booking periods). The campaign start date and expenses depend on the selected subway station block (A or B) and the total number of posting days.

<sup>2</sup> Not including production, posting, removal; plus VAT.

<sup>3</sup> Equivalent to our M Booking Package, which contains 54 spots per hour.

Operating hours of digital media are from 6 am to 12 am. Berlin Underground excluded. Operating hours may vary or be restricted due to contractual and/or statutory regulations.

Possible changes due to installation and deinstallation.

# Full Posting Locations



## CITY POPULATION

## CLASS

1	2	3	4	5	6	7	8	9	10	11	12
UP TO 7,999	8,000– 15,999	16,000– 23,999	24,000– 31,999	32,000– 39,999	40,000– 47,999	48,000– 55,999	56,000– 63,999	64,000– 71,999	72,000– 79,999	80,000– 87,999	88,000 AND UP

<b>Freiburg</b> 237,244	Non-illuminated	21.40	23.10	24.40	26.10	27.90	29.20	30.70	32.30	33.90	35.50	37.00	38.60
<b>Karlsruhe</b> 309,964	Non-illuminated	19.10	20.50	21.20	21.80	22.60	23.60	24.20	25.20	26.00	26.60	27.60	28.30
<b>Lübeck</b> 219,044	Illuminated	30.70	33.40	34.90	38.10	39.60	41.00	42.40	45.90	47.30	48.70	50.90	52.40
	Non-illuminated	22.50	25.20	26.60	28.30	29.70	31.10	32.60	34.10	35.90	37.30	39.10	40.50
<b>Ludwigshafen</b> 176,110	Non-illuminated	19.90	21.20	21.80	22.60	23.60	24.20	25.20	26.00	26.60	27.60	28.30	29.00
<b>Reutlingen</b> 118,528	Non-illuminated	16.80	17.60	18.30	19.10	19.90	20.50	21.20	21.80	22.60	23.60	24.20	25.20
<b>Wiesbaden</b> 285,522	Illuminated	38.10	39.60	42.40	44.10	45.90	47.30	49.60	51.60	53.10	56.50	57.90	59.30
	Non-illuminated	29.00	30.40	31.70	33.40	34.90	36.50	38.10	39.60	41.00	42.40	44.10	45.90

Price in euros/day/advertising location; plus VAT; Minimum occupancy of one 10-day booking period.

Please note the specifications for Full Posting Locations. You can find these [here](#) or at [www.walldcaux.de/downloads](http://www.walldcaux.de/downloads).



# General Posting Locations



CITY POPULATION	NETWORK	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/DECADE IN EUROS <sup>2</sup>
<b>Freiburg</b> 237,244	1/1 sheet	173	1.45	2,508.50
<b>Karlsruhe</b> 309,964	1/1 sheet	180	1.45	2,610.00
<b>Lübeck</b> 219,044	1/1 sheet	120	1.35	1,620.00
<b>Ludwigshafen</b> 176,110	1/1 sheet	83	1.45	1,203.50
<b>Reutlingen</b> 118,528	1/1 sheet	35	1.25	437.50
<b>Wiesbaden</b> 285,522	1/1 sheet	194	1.45	2,813.00
	Partial Network	1/1 sheet	97	1,406.50

Other formats on request.

<sup>1</sup> Price per advertising space and 1/1 sheet, plus VAT.

<sup>2</sup> Plus VAT.

Please note the specifications for General Posting Locations. You can find these [here](#) or at [www.walldecaux.de/downloads](http://www.walldecaux.de/downloads).

# Booking schedule (decade) 2025

MONTH	BOOKING PERIOD (10/11 day slots)	BLOCK A	DAYS	BLOCK B	DAYS	BLOCK C	DAYS	CW
January	01	Tue 31.12.24 – Mon 13.01.25	14	Fri 03.01.25 – Thur 16.01.25	14	Tue 07.01.25 – Mon 20.01.25	14	1
	02	Tue 14.01.25 – Thur 23.01.25	10	Fri 17.01.25 – Mon 27.01.25	11	Tue 21.01.25 – Thur 30.01.25	10	2/3
February	03	Fri 24.01.25 – Mon 03.02.25	11	Tue 28.01.25 – Thur 06.02.25	10	Fri 31.01.25 – Mon 10.02.25	11	4
	04	Tue 04.02.25 – Thur 13.02.25	10	Fri 07.02.25 – Mon 17.02.25	11	Tue 11.02.25 – Thur 20.02.25	10	5/6
	05	Fri 14.02.25 – Mon 24.02.25	11	Tue 18.02.25 – Thur 27.02.25	10	Fri 21.02.25 – Mon 03.03.25	11	6/7
March	06	Tue 25.02.25 – Thur 06.03.25	10	Fri 28.02.25 – Mon 10.03.25	11	Tue 04.03.25 – Thur 13.03.25	10	8/9
	07	Fri 07.03.25 – Mon 17.03.25	11	Tue 11.03.25 – Thur 20.03.25	10	Fri 14.03.25 – Mon 24.03.25	11	9/10
	08	Tue 18.03.25 – Thur 27.03.25	10	Fri 21.03.25 – Mon 31.03.25	11	Tue 25.03.25 – Thur 03.04.25	10	11/12
April	09	Fri 28.03.25 – Mon 07.04.25	11	Tue 01.04.25 – Thur 10.04.25	10	Fri 04.04.25 – Mon 14.04.25	11	12/13
	10	Tue 08.04.25 – Thur 17.04.25	10	Fri 11.04.25 – Mon 21.04.25	11	Tue 15.04.25 – Thur 24.04.25	10	14/15
	11	Fri 18.04.25 – Mon 28.04.25	11	Tue 22.04.25 – Thur 01.05.25	10	Fri 25.04.25 – Mon 05.05.25	11	16
May	12	Tue 29.04.25 – Thur 08.05.25	10	Fri 02.05.25 – Mon 12.05.25	11	Tue 06.05.25 – Thur 15.05.25	10	17/18
	13	Fri 09.05.25 – Mon 19.05.25	11	Tue 13.05.25 – Thur 22.05.25	10	Fri 16.05.25 – Mon 26.05.25	11	19/20
	14	Tue 20.05.25 – Thur 29.05.25	10	Fri 23.05.25 – Mon 02.06.25	11	Tue 27.05.25 – Thur 05.06.25	10	20/21
June	15	Fri 30.05.25 – Mon 09.06.25	11	Tue 03.06.25 – Thur 12.06.25	10	Fri 06.06.25 – Mon 16.06.25	11	22
	16	Tue 10.06.25 – Thur 19.06.25	10	Fri 13.06.25 – Mon 23.06.25	11	Tue 17.06.25 – Thur 26.06.25	10	23/24
	17	Fri 20.06.25 – Mon 30.06.25	11	Tue 24.06.25 – Thur 03.07.25	10	Fri 27.06.25 – Mon 07.07.25	11	25

The booking schedule consists of 10 and 11 day periods known as "decades" (Dekaden) in German. Minor changes to the above timetable may occur. For example, technical issues may cause the display of your advertising to start or end one day earlier or later. Fourteen-day booking blocks are billed as 11 days.

# Dekadenterminplan 2025

MONTH	BOOKING PERIOD (10/11 day slots)	BLOCK A	DAYS	BLOCK B	DAYS	BLOCK C	DAYS	CW
July	18	Tue 01.07.25 – Thur 10.07.25	10	Fri 04.07.25 – Mon 14.07.25	11	Tue 08.07.25 – Thur 17.07.25	10	26/27
	19	Fri 11.07.25 – Mon 21.07.25	11	Tue 15.07.25 – Thur 24.07.25	10	Fri 18.07.25 – Mon 28.07.25	11	28
	20	Tue 22.07.25 – Thur 31.07.25	10	Fri 25.07.25 – Mon 04.08.25	11	Tue 29.07.25 – Thur 07.08.25	10	29/30
August	21	Fri 01.08.25 – Mon 11.08.25	11	Tue 05.08.25 – Thur 14.08.25	10	Fri 08.08.25 – Mon 18.08.25	11	31
	22	Tue 12.08.25 – Thur 21.08.25	10	Fri 15.08.25 – Mon 25.08.25	11	Tue 19.08.25 – Thur 28.08.25	10	32/33
	23	Fri 22.08.25 – Mon 01.09.25	11	Tue 26.08.25 – Thur 04.09.25	10	Fri 29.08.25 – Mon 08.09.25	11	34
September	24	Tue 02.09.25 – Thur 11.09.25	10	Fri 05.09.25 – Mon 15.09.25	11	Tue 09.09.25 – Thur 18.09.25	10	35/36
	25	Fri 12.09.25 – Mon 22.09.25	11	Tue 16.09.25 – Thur 25.09.25	10	Fri 19.09.25 – Mon 29.09.25	11	37
	26	Tue 23.09.25 – Thur 02.10.25	10	Fri 26.09.25 – Mon 06.10.25	11	Tue 30.09.25 – Thur 09.10.25	10	38/39
October	27	Fri 03.10.25 – Mon 13.10.25	11	Tue 07.10.25 – Thur 16.10.25	10	Fri 10.10.25 – Mon 20.10.25	11	40
	28	Tue 14.10.25 – Thur 23.10.25	10	Fri 17.10.25 – Mon 27.10.25	11	Tue 21.10.25 – Thur 30.10.25	10	41/42
	29	Fri 24.10.25 – Mon 03.11.25	11	Tue 28.10.25 – Thur 06.11.25	10	Fri 31.10.25 – Mon 10.11.25	11	43
November	30	Tue 04.11.25 – Thur 13.11.25	10	Fri 07.11.25 – Mon 17.11.25	11	Tue 11.11.25 – Thur 20.11.25	10	44/45
	31	Fri 14.11.25 – Mon 24.11.25	11	Tue 18.11.25 – Thur 27.11.25	10	Fri 21.11.25 – Mon 01.12.25	11	46
	32	Tue 25.11.25 – Thur 04.12.25	10	Fri 28.11.25 – Mon 08.12.25	11	Tue 02.12.25 – Thur 11.12.25	10	47/48
December	33	Fri 05.12.25 – Mon 15.12.25	11	Tue 09.12.25 – Thur 18.12.25	10	Fri 12.12.25 – Mon 22.12.25	11	49
	34	Tue 16.12.25 – Mon 29.12.25	14	Fri 19.12.25 – Thur 01.01.26	14	Tue 23.12.25 – Mon 05.01.26	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. Any republication of this timetable must indicate the source.

# Notes

## BOOKING

Physical posting of advertisements usually takes place within the scope of 10 or 11 day booking period.

General posting locations can only be booked on a network basis. See the [weekly](#) and [10/11-day booking schedules](#) for information on posting periods.

## BACKUP POSTERS

10% is required for each image and city. 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 8 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/downloads](http://www.walldecaux.de/downloads).

# Specifications

## BILLBOARDS



## FULL POSTING LOCATION



## GENERAL POSTING LOCATION



PAPER FORMAT	<b>18/1 format:</b> 356 × 252 cm (w × h)	<b>6/1 format:</b> 119 × 252 cm (w × h) <b>8/1 format:</b> 119 × 336 cm (w × h)	<b>DIN A1 (1/1-sheet):</b> Portrait format 59.4 × 84.1 cm (w × h), Landscape format 84.1 × 59.4 cm (w × h) <b>DIN A0:</b> Portrait format 84.1 × 118.9 cm (w × h), Landscape format 118.9 × 84.1 cm (w × h) <b>4/1-Format:</b> 119 × 168 cm (w × h)
MATERIAL	115g/m <sup>2</sup> opaque, wet-strength affiche paper	115g/m <sup>2</sup> opaque, wet-strength affiche paper	At least 115g/m <sup>2</sup> opaque, wet-strength affiche paper
PRINTING	Offset printing, depending on number of posters	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.	<b>6/1 format:</b> In 3 parts <b>8/1 format:</b> 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.	<b>DIN A1 and DIN A0:</b> In 1 part. For 500 posters and up, the posters should be delivered flat on a palette. <b>In 4/1 format</b> should be delivered as two separate pieces with a 1 cm overlap; folded and mapped.

# TRANSPORT

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# Permanent outdoor media – general overview plus

## CITY POPULATION

TOTAL SERVICE PRICE/  
MONTH IN EUROS<sup>1</sup>

**Berlin** 3,782,202



**Double-deck bus**

Charge without booking of specific lines

7,432.00



**Articulated bus**

Charge without booking of specific lines

4,604.00

Charge for specific lines: Linie 200

16,345.00



**Single-deck bus**

Charge without booking of specific lines

3,327.00



**Tram**

Charge without booking of specific lines

6,217.00

<sup>1</sup> Price per vehicle for yearly bookings; incl. production, posting, removal; incl. 25% window occupancy; plus VAT. Divergent booking on demand.

# Permanent outdoor media – general overview

## CITY POPULATION

TOTAL SERVICE PRICE/  
MONTH IN EUROS<sup>1</sup>

**Berlin** 3,782,202



**Double-deck bus**

Charge without booking of specific lines

6,697.00



**Articulated bus**

Charge without booking of specific lines

4,188.00

Charge for specific lines: Linie 200

15,138.00



**Single-deck bus**

Charge without booking of specific lines

3,041.00



**Tram**

Charge without booking of specific lines

5,746.00



**Underground** (1 train = 2 cars)

Charge without booking of specific lines

5,114.00

<sup>1</sup> Price per vehicle for yearly bookings; incl. production, posting, removal; plus VAT. Divergent booking on demand.



# Permanent outdoor media – detailed overview

## CITY POPULATION

TOTAL SERVICE PRICE/  
MONTH IN EUROS<sup>1</sup>

**Berlin** 3,782,202



**Double-deck bus: side**

Charge without booking of specific lines

1,898.00



**Articulated bus: side and roof collar**

Charge without booking of specific lines

1,743.00



**Articulated bus: side**

Charge without booking of specific lines

1,340.00



**Single-deck bus: side and roof collar**

Charge without booking of specific lines

1,134.00



**Single-deck bus: side**

Charge without booking of specific lines

865.00



**Tram: side**

Charge without booking of specific lines

2,180.00



**Underground side** (1 train = 2 cars)




Charge without booking of specific lines

1,146.00

<sup>1</sup> Price per vehicle for yearly bookings; incl. production, posting, removal; plus VAT. Divergent booking on demand.





## Campaign media – outdoor

### CITY POPULATION

			MINIMUM OCCUPANCY	TOTAL SERVICE PRICE/ MONTH IN EUROS <sup>1</sup>
<b>Berlin</b> 3,782,202		<b>18/1-Traffic Board</b> (Tram)	1 month	3,513.00
		<b>Rear surface</b> (Articulatet bus, Single-deck bus)	1 month	627.00
		<b>Bouncer/door</b> (Underground)	1 month	1,962.00

<sup>1</sup> Price per surface, incl. production, posting and removal; plus VAT. Longer terms on request.

## Campaign media – indoor

CITY POPULATION		QUANTITY	MINIMUM OCCUPANCY	TOTAL SERVICE PRICE/ MONTH IN EUROS <sup>1</sup>
<b>Berlin</b> 3,782,202	 <b>Side window</b> (Tram)	250 and more	1 month	48.00
	 <b>Side strip</b> (Underground)	250 and more	1 month	38.00
	 <b>Side wall</b> (Underground)	100 and more	1 month	44.00
	 <b>Front wall</b> (Underground)	100 and more	1 month	56.00

<sup>1</sup> Price per surface, incl. production, posting and removal; plus VAT. Longer terms on request.

# Specifications

## SIDE WINDOW



## SIDE STRIP



## SIDE WALL



## FRONT WALL



Berlin	Tram	50 × 15 cm (w × h)			
	Underground		<b>U1, U2, U3, U4:</b> 53 × 9.5 cm (w × h)  <b>U5, U6, U7, U8, U9:</b> 69 × 13 cm (w × h)  plus 10 mm outer margin for punching, setting trim marks	28.5 × 40.5 cm (w × h)	40.8 × 58 cm (w × h)

# Digital Poster Gallery Berlin



Turn one of Berlin's busiest stations into an immersive showcase for your advertising message: With all 12 large-format screens at the Friedrichstraße subway at your disposal, you can run a single spot on all screens simultaneously or creatively integrate various video clips.

CITY POPULATION	BOOKING PACKAGE	SPOTS PER HOUR (SPH)	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS <sup>1</sup>	PRICE NET/WEEK IN EUROS <sup>2</sup>
<b>Berlin</b> 3,782,202	Small (S)	18	12	51.90	4,359.60
	Kompakt (K)	36	12	95.90	8,055.60
	Medium (M) <sup>3</sup>	54	12	130.80	10,987.20
	Large (L)	72	12	155.30	13,045.20
	Extra Large (XL)	90	12	172.30	14,473.20
	KombiNet I <sup>4</sup>		12 (Underground) + 58 (citywide)		67,137.00
	KombiNet II <sup>4</sup>		12 (Underground) + 29 (citywide)		41,924.40

<sup>1</sup> Price per advertising space, plus VAT.

<sup>2</sup> Plus VAT.

<sup>3</sup> Advertising can be booked on a daily basis with Booking Package M for €147.00/day/advertising space.

<sup>4</sup> Equivalent to our M Booking Package, which contains 54 spots per hour.

Operating hours of digital media are from 6 am to 12 am. Berlin Underground excluded. Operating hours may vary or be restricted due to contractual and/or statutory regulations. Possible changes due to installation and deinstallation.


# 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 POPULATION	UNDERGROUND STATION	ADVERTISING SPACES	PRICE SPACE/DAY <sup>1</sup> IN EUROS <sup>2</sup>
<b>Berlin</b> 3,782,202	Alexanderplatz U5	14	1,471.00
	Hermannplatz U8	16	1,471.00
	Kurfürstendamm U9	14	1,342.00

Further stations on demand.

CITY POPULATION			UNDERGROUND STATION	ADVERTISING SPACES	PRICE SPACE/MONTH <sup>1</sup> IN EUROS <sup>2</sup>
<b>Berlin</b> 3,782,202		Digital Poster Gallery <sup>3</sup>	Friedrichstraße	12	43,948.80

<sup>1</sup> The booking duration for this campaign is three decades (10-day booking periods). The campaign start date and expenses depend on the selected subway station block (A or B) and the total number of posting days.

<sup>2</sup> Not including production, posting, removal; plus VAT.

<sup>3</sup> Equivalent to our M Booking Package, which contains 54 spots per hour.

Operating hours of digital media are from 6 am to 12 am. Berlin Underground excluded. Operating hours may vary or be restricted due to contractual and/or statutory regulations.

Possible changes due to installation and deinstallation.

# Station Branding



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

CITY POPULATION	UNDERGROUND STATION	PRICE SPACE/DAY IN EUROS <sup>1</sup>
<b>Berlin</b> 3,782,202	Mehringdamm	3,122.00 <sup>2</sup>

Price per day is €3,902.00 including all 6 digital slots (DUB Mehringdamm), €3,001.00 including 1 slot.

<sup>1</sup> Not including production, posting, removal; plus VAT.

<sup>2</sup> The booking duration for this campaign is three decades (10-day booking periods). The campaign start date and expenses are based on the A-Block and the total number of posting days.

Possible changes due to installation and deinstallation.

# TERMS

General terms and conditions 2025  
Waldecaux – a division of Wall GmbH

As of 09.2024





# General Terms and Conditions 2025

## 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:** 6-sheets 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.

**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. 15ff. of the German Companies Act (AktG) rights and obligations arising from or contained within the contract.

**2.9** Irrespective of Sections 2.3 and 2.5, WallDecaux shall be entitled to terminate the contract without notice if the contractual advertising rights granted to WallDecaux or the official permits for advertising locations no longer apply (special right of termination). The contractual relationship

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shall end at the latest upon invalidity of the advertising rights or official permits. In such cases, the client shall receive back overpaid remuneration for the period following termination on a pro rata basis. The client shall not have any further claim to recover damages arising from such termination.

**2.10.** The Code of Conduct for OOH display, which can be downloaded at [www.walldecaux.de/downloads/code-conduct](http://www.walldecaux.de/downloads/code-conduct) in a version that can be saved, also applies.

### 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](http://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"), then this discount does not apply to additional costs that result within the course of the advertising campaign (e.g. technical costs, production costs, or posting costs), but rather to media services. These additional costs are due without any discounts for early payment.

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

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

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

**6.7** If the client is in default of payment or WallDecaux becomes aware,

after conclusion of contract, of circumstances that justify objective and substantial doubts about the client's creditworthiness and jeopardize WallDecaux's collection of payment, WallDecaux can make the realization or continuation of the advertising campaign contingent on an advance payment or the provision of a security. If WallDecaux's demand for advance payment or the 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 offset 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 offset 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.

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### 8. MATERIAL DELIVERY

**8.1** The delivery and production of the advertising material and content shall be at the expense and risk of the client. 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 its payment obligations. Nevertheless, WallDecaux shall credit the client for avoided expenses. If the client is late in providing the advertising materials but does provide them before expiration of the contracted advertising campaign, WallDecaux shall use its best efforts to post said advertising materials, potentially for a shortened advertising period, although there is no obligation in this regard. In the event of successful late posting, the client shall be obligated to pay WallDecaux the special expenses resulting from late delivery or delivery in an inappropriate format. If the client rejects late posting because of the special expenses, the client nevertheless remains obligated to pay the contracted fees for normal posting.

### 9. RESPONSIBILITY FOR ADVERTISING CONTENT/GRANT OF RIGHTS

**9.1** Responsibility for advertising content and third-party content to which reference is made in the advertising posted by WallDecaux shall be borne exclusively by the client. Furthermore, the client is solely responsible for the design, recognizability, and suitability of advertising

content. In particular, the client is responsible for ensuring that said content does not violate legal, regulatory, or contractual regulations, court orders, third-party copyrights or other third-party property rights. By placing an order, the client transfers to WallDecaux all rights that are necessary for the realization of the advertising campaign.

In particular, this includes all usage rights, ancillary copyrights, and other rights that are necessary for the publication of the content in analog and digital advertising media as part of the client's order. The client guarantees that he has the aforementioned rights at its 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, DIGITAL BRANDING AREAS AND POSTER GALLERIES

**10.1** In the case of City Light Media and poster media in subway stations and Digital City Light Media in waiting areas, WallDecaux reserves the right to relocate advertising for a limited period and at its own expense to

other subway stations or waiting areas if the original advertising locations are required for 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), for a Digital Branding Area (i.e. the exclusive booking of all digital advertising surfaces in a subway station or waiting area), or for 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 a substitute. Alternatively, WallDecaux will increase the frequency of display at the remaining locations. If the client is not interested in the designated substitute advertising locations, the client shall be entitled to cancel the order, but only with regard to the affected advertising locations. If the client does not object in writing within 14 calendar days after notification of necessary relocation for Station Branding, a Digital Branding Area, or 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,

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power outages, IT breakdowns, strikes, operational disturbances, weather conditions, damage, or other impairments to the advertising surfaces caused by third-parties). Cases beyond the control of WallDecaux also include warning messages (MoWas/KATWARN) published by WallDecaux due to force majeure events (e.g. storm surge, major fire, severe weather warning, etc.).

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

Should personal data be processed, this will be done in accordance with legal requirements applicable at the time. The data protection policy of WallDecaux can be found under the following link: [www.walldecaux.de/datenschutz](http://www.walldecaux.de/datenschutz).

### 15. 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. Valid provisions that most closely approximate the economic purpose of the invalid provision will be adopted and shall apply. If reinterpretation is impossible for legal

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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.

### 16. LEGAL VENUE/APPLICABLE LAW

**16.1** 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.

**16.2** 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) 6-sheets, including Subway 6-sheets, Airport 6-sheets and ShoppingNet 6-sheets,
- (b) Backlight columns, and
- (c) Backlight billboard, including Airport backlight billboard.

**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 and may partially be restricted due to contractual and/or statutory regulations.

### 3. DELIVERY OF THE ADVERTISING MEDIA/BACKUP POSTERS

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

**3.2** The advertising material must be delivered in the format, quality, etc. specified by WallDecaux. The client will be notified of the delivery requirements; the current technical specifications can be viewed at [www.walldecaux.de/downloads](http://www.walldecaux.de/downloads).

**3.3** Laminating, cutting and labeling must take place at a print shop that has been certified by WallDecaux. If backlight billboard 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) 20 euros per 6-sheet (all formats pursuant to Section 1.1 (a) of these Special Terms and Conditions; this also applies to ShoppingNet 6-sheets),

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- (b) 40 euros per backlight column, and
- (c) 65 euros per backlight billboard (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 6-sheets, backlight columns and backlight billboards, 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 BACKLIGHT COLUMNS AND BACKLIGHT BILLBOARDS

When the client books individual backlight columns or backlight billboards within the scope of the “Flex backlight columns” or “Flex backlight billboards” service offer (for the booking of individual displays), 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 a right to compensation arising for the client – and WallDecaux may dispose of it.

## 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 backlight billboards on public streets,
- (b) digital backlight billboards in subway stations,
- (c) digital 6-sheets on public streets,
- (d) digital 6-sheets in subway stations, as well as for Programmatic campaigns.

**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/downloads](http://www.walldecaux.de/downloads).

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**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 fee of 90 Euros per digital 6-sheet or per digital backlight billboard. For the necessary adaptation of the advertising materials, WallDecaux will charge additional costs equal to 150 Euros plus VAT per hour. WallDecaux will communicate the amount of special expense incurred, in order to obtain approval from the client.

**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.

**3.3** The daily display of digital media depends on the operating hours (currently from 6 am to approx. 10 pm). These may also partly be or become restricted due to contractual and/or legal regulations.

### 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. Furthermore, WallDecaux shall not be liable for failures or delays in the performance of its obligations under this contract due to failures or interruptions to telecommunication, internet, or network services; computer hacking; or other causes beyond WallDecaux's control.

**4.2** If there is a shortfall in the number of times the advertisement is shown, but this shortfall does not deviates by 3% or less (higher or lower), then the contract will still be considered to have been fulfilled by WallDecaux.

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

### 5. LOCATION PREFERENCES/EXCLUSION OF COMPETITION

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

### 6. COMPENSATORY ADVERTISING/CAMPAIGN EXTENSIONS

**w 6.1** If the targeted volume of advertising is not reached by the end of the contract term, WallDecaux shall be entitled, but not obliged, to carry out advertising measures for a maximum period of three additional months ("compensatory period") until the targeted volume is reached.

**6.2** If WallDecaux does not reach the volume targeted by the end of the compensatory period or if WallDecaux does not exercise its right to conduct compensatory advertising measures, the client shall not be required to pay for the undelivered share of advertising.

### 7. 7 WITHDRAWAL BY THE CLIENT

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

### 8. 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.

### 9. PROGRAMMATIC CAMPAIGNS

**9.1** Definitions for Programmatic Campaigns:

#### 9.1.1 Auctions

Advertising inventory can be offered within the framework of "Auctions"

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- (a) In Open Auctions, advertising in WallDecaux's inventory is offered by auction to any client for a fixed minimum price (floor price), either as a guaranteed deal or as a non-guaranteed deal.
- (b) In Private Auctions, advertising in WallDecaux's inventory is offered by auction exclusively to selected and individually approved clients for a fixed minimum price (floor price), either as a guaranteed deal or as a non-guaranteed deal.

### 9.1.2 Preferred Deals

In Preferred Deals, the parties agree on a fixed price for bookings (rather than a floor price) and a campaign duration.

- (a) In Guaranteed Deals, advertising in WallDecaux's inventory is offered to a specific client for a limited term at a fixed price, together with assurance of a certain inventory volume and impression count.
- (b) In Non-Guaranteed Deals, advertising in WallDecaux's inventory is not offered to a specific client. The campaign duration and inventory potential are offered at a fixed or floor price.

### 9.1.3 Full/Managed Service

In the case of a Full/Managed Service, the entire order is handled by WallDecaux. The parties agree to specific volumes (duration, inventory, impressions, etc.) at a fixed price.

**9.2** If WallDecaux does not offer programmatic impressions via Open Auction, WallDecaux and the client shall coordinate in advance through a Supply Side Platform (SSP) in order to mutually determine the format (Private Auction, Preferred Deal, Guaranteed Deal, or Non-Guaranteed Deal) and other relevant conditions.

**9.3** If the parties have agreed that the client is to be offered advertising impressions, WallDecaux shall offer the relevant inventory through a

Supply Side Platform (SSP) under the agreed conditions. The client shall accept the inventory through the SSP at the agreed conditions, insofar as required by the bidding format. If the parties have agreed that the client is to be admitted to a Private Auction initiated by WallDecaux, then WallDecaux shall activate the Private Auction and admit the client accordingly.

**9.4** Programmatic campaigns are invoiced as follows on the basis of the impression counts that have been agreed to with WallDecaux:

- (a) Within thirty (30) days after the end of each calendar month, WallDecaux shall invoice media costs to the client for advertising inventory purchased from WallDecaux's digital portfolio over the previous calendar month. In the case of campaigns that extend over multiple months, invoicing shall be pro-rated accordingly.
- (b) Invoicing shall be based on the number of impressions sold to the client and the CPM-based offer price for each sold impression listed in the WallDecaux booking system. In the case of non-guaranteed deals, invoicing shall take place based on the number of delivered impressions.
- (c) When booking guaranteed deals, the client shall commit to accepting the agreed impression count in full. If less than the agreed impression count is accepted, the full price will still be charged.
- (d) In the absence of an express and divergent agreement between the parties, the price information is given as net cost per thousand impressions (CPM), to which potentially applicable VAT must be added.

**9.5** If the client uses its own data and measurement tools (e.g. football data) to run Programmatic campaigns, WallDecaux shall not be charged

for this. The client guarantees that it possesses all rights necessary for the use of these data. WallDecaux shall use the client's data only for the purpose of implementing the respective campaign.

**9.6** System-related maintenance may be necessary from time to time. The client shall not be entitled to compensation for downtimes attributable to such maintenance, provided that the maintenance period does not exceed four hours per week.

**9.7** WallDecaux shall be entitled, at its own discretion, to hire third parties (external service providers) for the performance of contractual services. Third-party service providers include:

- (a) cloud databases and other web services, particularly for the display of advertising material for the client;
- (b) third-party providers of ad servers, business intelligence tools, and content management systems that offer services in connection with advertising media, as well as third-party companies and service providers with whom WallDecaux has a service or work contract.

**9.8** Statutory provisions shall apply with regard to any copyright or patent matters.

**9.9** Unless expressly agreed to otherwise, scripts and other programming or design files (e.g. Flash, FLA, and VAST files) created during contract fulfillment shall remain the property of WallDecaux.

**9.10** The liability borne by WallDecaux for the loss of data provided by the client shall be limited to the typical recovery effort required given regular backup by the client (i.e. at least once a week).

**9.11** The client shall delete all stored confidential information – including in particular logins and passwords – from all storage media following its collaboration with WallDecaux.



# General Terms and Conditions 2025

## WallDecaux – a division of Wall GmbH

### 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 poster material must be received by WallDecaux at the shipping address designated for the booked network no later than 8 calendar days before the agreed first posting date. This

does not apply to poster material for Metroboards in Berlin, which must be received by WallDecaux no later than 14 calendar days before the agreed first posting date. The client will generally be informed about the designated shipping address; the current address list can also be viewed at [www.walldecaux.de/downloads](http://www.walldecaux.de/downloads).

**2.2** The advertising material must be delivered in the format, quality, folding, etc. specified by WallDecaux. The client will be notified of the delivery requirements; the current technical specifications can be viewed at [www.walldecaux.de/downloads](http://www.walldecaux.de/downloads). 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) 100 euros per station billboard (Metroboard),
- (b) 35 euros per billboard for other displays,
- (c) 40 euros per full pillar advertising location, and
- (d) 7 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.

# General Terms and Conditions 2025

## WallDecaux – a division of Wall GmbH

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

#### 1. 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 Galleries 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 public transport operator. Neither WallDecaux nor the public transport 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](http://www.walldecaux.de).

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

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

**3.7** If it becomes necessary to repair or replace the advertising during the agreed advertising period because of damage, destruction, removal, or other adverse effects beyond WallDecaux's control, WallDecaux shall carry out the replacement itself or through hired third-parties. The foregoing shall also apply to cases in which the transport vehicle is to be removed from service or replaced by another vehicle. In any of the aforementioned cases, 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.

# General Terms and Conditions 2025

## WallDecaux – a division of Wall GmbH

**3.9** If a regulatory authority or the transit system operator imposes a partial or full ban on the advertising during the contractual period, WallDecaux shall have the right to extraordinary termination of the contract in writing and the client shall have no claim to compensation, whether in part or in full.

### 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 public transport operator. Neither WallDecaux nor the public transport 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 must be created in line with WallDecaux's technical specifications, and must be provided to

WallDecaux 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 the client's expense.

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

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

### 5. SPECIAL CONDITIONS FOR STATION BRANDING, DIGITAL BRANDING AREAS AND POSTER GALLERIES

**5.1** Order confirmation for Station Branding, Digital Branding Areas, and Poster Galleries is subject to approval by the relevant public transport 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 Station Branding images with large red or green areas are prohibited on station platforms. Even if the public transport 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, a Digital Branding Area, 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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