



DIGITAL CITY LIGHT POSTER

UNDERGROUND BERLIN

wtm [...] außenwerbung

DIGITAL CITY LIGHT POSTER

UNDERGROUND BERLIN

wtm [...] außenwerbung

DIGITAL MEDIA

The first extensive digital underground grid in Germany!

You can use the 74 display cases in 25 stations to set your outdoor advertising in motion.



DIGITAL CITY LIGHT POSTER

UNDERGROUND BERLIN

wtm [...] außenwerbung

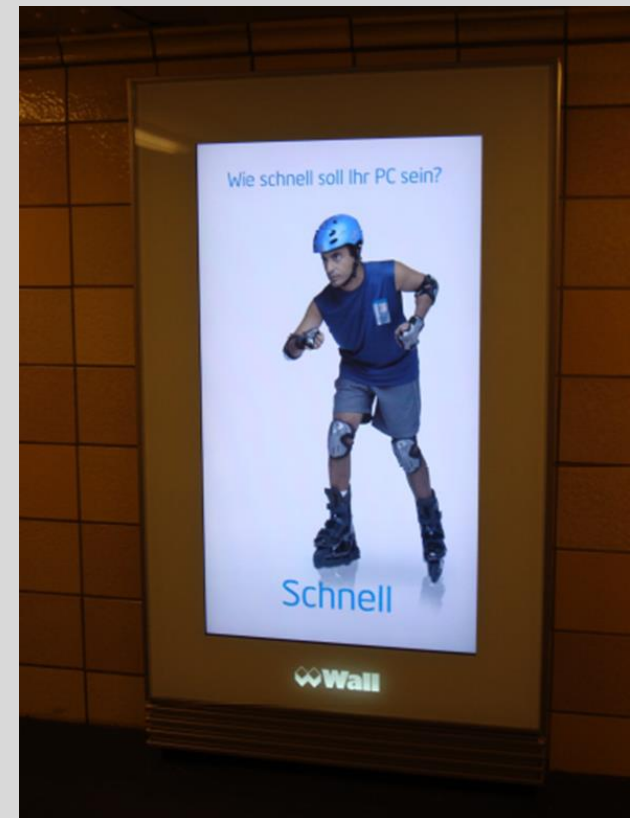
DIGITAL MEDIA

The highly popular City Light Posters are back-lit billboards in the 81 x 144 cm format and can only be booked in grids.

The digital CLPs make your advertisement shine glamorously because your 5-10 second commercial is broadcasted in Full HD (1.080 x 1.920 WxH).

If you want, each CLP can show a different spot, at no additional cost!

You will receive the attention of passengers walking past. In the dark underground station it is very prominent because of the illumination.



DIGITAL CITY LIGHT POSTER

UNDERGROUND BERLIN

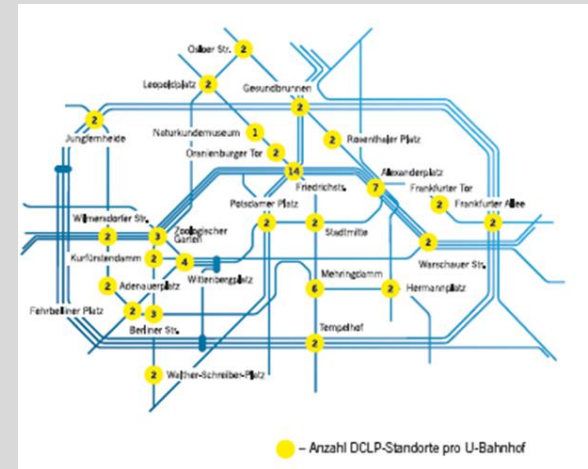
wtm [...] außenwerbung

LOCATIONS

The grid covers 25 stations with a total of 74 locations in highly frequented stations:

Friedrichstraße (U6)
Alexanderplatz (U2/U5/U8)
Mehringdamm (U6/U7)
Wittenbergplatz (U1/U2/U3)
Berliner Straße (U9)
Zoologischer Garten (U2/U9)
Hermannplatz (U7/U8)
Stadtmitte (U2)
Gesundbrunnen (U8)
Walter-Schreiber-Platz (U9)
Warschauer Straße (U1)
Adenauer Platz (U7)

Wilmerdorfer Straße (U7)
Fehrbelliner Platz (U3/U7)
Potsdamer Platz (2)
Frankfurter Tor (U5)
Jungfernheide (U7)
Osloer Straße (U8/U9)
Oranienburger Tor (U6)
Tempelhof (Südring) (U6)
Leopoldplatz (U6)
Kurfürstendamm (U1)
Naturkundemuseum (U6)
Rosenthaler Platz (U8)



DIGITAL CITY LIGHT POSTER

UNDERGROUND BERLIN

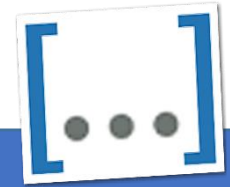
wtm [...] außenwerbung

COSTS AND CONDITIONS

Weekly costs	€ 33.670,00
Network size	74 Posters
Display on time	21h / day
Campaign duration	min. 1 week

All prices plus production und VAT.

CONTACT



ILONA SCHWARZ

WTM MARKETING UND VERTRIEBSCONSULTING GMBH
SCHARNWEBERSTRASSE 14
13405 BERLIN

MAIL SCHWARZ@WTM-AUSSENWERBUNG.DE
PHONE +49 (0)30 224 58 997
MOBILE +49 (0)177 392 13 43