



INTERIOR PUBLIC TRANSPORT ADVERTISING BERLIN

wtm [...] außenwerbung

UNDERGROUND, TRAM & BUS

INTERIOR ADVERTISING

wtm [...] außenwerbung

WINDOW ADHESIVES

These adhesives carry a two-sided print and are attached to the windows. The advertisement is visible from the inside and outside. On the windows, they are directly at eye-level with the passengers.

PRICES AND CONDITIONS

Minimum amount: 50 foils
Minimum duration: 1 month
Format: 50 cm W x 15 cm H

Rent per month and foil € 9,95
Installation / removal € 5,00

excl. VAT; print costs upon request and depending on total amount



UNDERGROUND

INTERIOR ADVERTISING

wtm [...] außenwerbung

SIDE STRIPES

Side strips are placed above the windows and doors and are the most inexpensive advertising surfaces bookable in the public transportation.

PRICES AND CONDITIONS

Minimum amount:	50 stripes
Minimum duration:	1 month
Format U1-U4:	53 cm W x 9,5 cm H
Format U5-U10:	69 cm W x 13 cm H

Rent per month and stripe	€ 4,95
Installation / removal	€ 5,00

excl. VAT; print costs upon request and depending on total amount



UNDERGROUND

INTERIOR ADVERTISING

wtm [...] außenwerbung

SIDE POSTERS

Side posters are placed next to the doors in Underground and Tram train cars. They are the only poster formats bookable in Trams.

PRICES AND CONDITIONS

Minimum amount:	50 Flächen
Minimum duration:	1 Monat
Format U-Bahn:	28,5 cm W x 40,5 cm H
Format Trams:	40,5 cm W x 28,5 cm H

Rent per month and poster	€ 10,75
Installation / removal	€ 5,00

excl. VAT; print costs upon request and depending on total amount



UNDERGROUND AND BUS

INTERIOR ADVERTISING

wtm [...] außenwerbung

FRONT WALL SURFACES

Front wall surfaces are the largest surfaces bookable in trains and buses. Since they are located on the front walls, they are visible from the entire compartment. In buses, they are prominently located behind the driver booth.

PRICES AND CONDITIONS

Minimum amount: 50 surfaces
Minimum duration: 1 month
Format: 40,8 cm W x 58 cm H

Rent per month and surface € 12,10
Installation / removal € 5,00

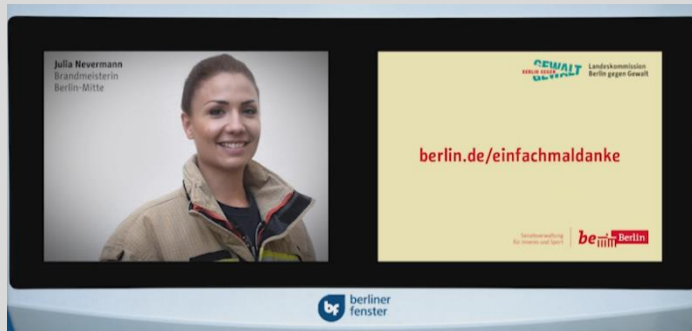
excl. VAT; print costs upon request and depending on total amount



UNDERGROUND

INTERIOR ADVERTISING

wtm [...] außenwerbung



PASSENGER TV

The passenger TV in the underground is very popular among the passengers. 1.5 million viewers watch the program every day. The program, consisting of news, reports and advertisement is regarded as a welcome distraction.

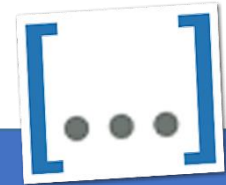
Passenger TV is broadcast in 1100 train cars.

EXAMPLE CAMPAIGN

Duration	7 days, 8 repetition/hour.
Spot	15 seconds
Broadcasting time:	
Mo-Fr	8 hrs./day(6-10am, 4-8pm)
Sa/So	10 hrs./day(10am - 8pm)
Costs	€ 8.328,00 plus VAT.
Contacts:	about 5.179.723

Other campaigns upon request.

KONTAKT



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