

16 x in Berlin!

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# Advertising in trains, trams and buses

## Berlin

# Which transportation medium is the best for my campaign?

## The public transportation in Berlin

### **Underground trains:**

The Underground in Berlin travels underground throughout the entire city center of Berlin. Due to the focus on the central areas, passenger frequency is very high. The medium travel duration is at 12.5 minutes.

### **S-Bahn:**

In addition to the Underground, the S-Bahn in Berlin moves on tracks above ground. The S-Bahn covers both the city center and the periphery. The average travel duration with the S-Bahn is therefore longer than with the Underground, so that advertising here is being watched for a longer period of time.

### **Tram:**

For historic reasons, the tram moves mainly through the former eastern parts of Berlin. In hip bar and club districts such as Prenzlauer Berg and Friedrichshain as well as the areas around Alexanderplatz and Hackescher Markt the tram is therefore one of the most important means of transportation.

### **Bus:**

Buses can be found in just about every part of Berlin. Berlin has three categories of buses: Metro bus lines (the lines with the most passengers that drive during day and night), normal day bus lines and night bus lines.

# Advertising in the public transportation



## Window adhesives in underground, bus, and tram

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.

Minimum amount: 50

Minimum duration: 1 month

Format: 50 cm w x 15 cm h

### Costs per surface in Underground, Bus, Tram:

Rent per month: € 9,40

Installation/removal € 5,00

Printing costs upon request and depending on the total amount. All prices do not include VAT.







## Side strips in Underground

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

Minimum amount: 50

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

Format S-Bahn: 135 cm w x 20 cm h

### Costs per surface Underground:

Rent per month € 4,70

Installation/Removal € 5,00

Printing costs upon request and depending on the total amount. All prices do not include VAT.

# Advertising in the public transportation

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## Front wall surfaces in underground and bus

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.

Minimum amount: 50

Minimum duration: 1 month

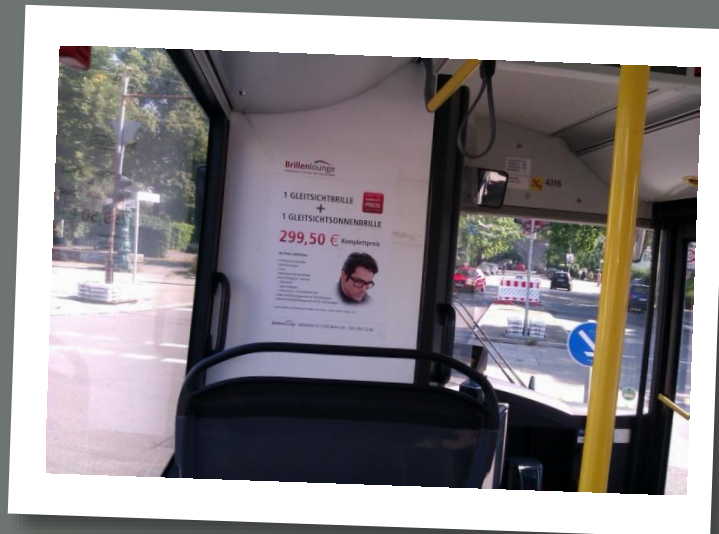
Format : 40,8cm w x 58cm h

### Costs per surface :

Rent per month € 11,40

Installation/Removal € 5,00

Printing costs upon request and depending on the total amount. All prices do not include VAT.



# Advertising in the public transportation

## Side posters in underground and tram

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

Minimum amount: 50

Minimum duration: 1 month

Format underground: 28,5 cm (w) x 40,5 cm (h)

Format tram: 40,5 cm (w) x 28,5 cm (h)

### Costs per surface:

Rent € 9,90

Installation/Removal € 5,00

Printing costs upon request and depending on the total amount.  
All prices do not include VAT.





## A2 poster S-Bahn

Poster formats can also be booked in the Berliner S-Bahn, in the format DIN A2. The posters are mostly located at the front walls.

Minimum amount: 50

Total number: 2.400

Minimum duration: 1 month

Format: 42cm w x 59,4cm h

### Costs per surface:

1 month € 22,-/ month

3 months € 16,-/ month

6 months € 14,-/ month

Printing costs upon request and depending on the total amount.  
All prices do not include VAT.







## Passenger TV underground

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 traincars.

### 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,- plus VAT.
Contacts:	about 5.179.723

Other campaigns upon request.



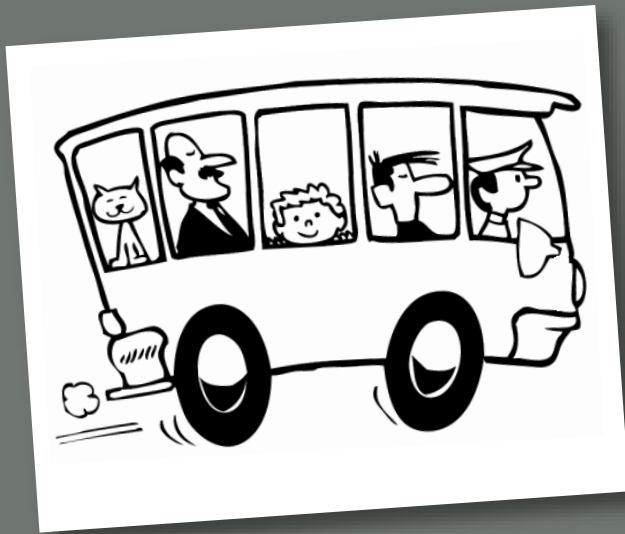
# The public transportation in numbers

## The public transportation network in Berlin

Surface:	890 km <sup>2</sup>
Population:	3.4 million
Public transportation:	2.4 million travels per day with the BVG (buses, Underground, trams) 1.3 million travels per day with the S-Bahn
Per year	906 million travels with the BVG 376 million travels with the S-Bahn



# The public transportation in numbers



## Contingent

Buses:	<b>1.310</b>	<ul style="list-style-type: none"><li>• 388 Double Deckers</li><li>• 517 Standard buses</li><li>• 311 Extended buses</li><li>• 94 Special trips, Pool buses</li></ul>
Tram:	<b>574</b> traincars	
Underground:	<b>1.274</b> traincars	
S-Bahn:	<b>1.380</b> traincars	

Berlin has a total of more than 335 train stations and more than 6.000 bus stops.

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