



AIRPORT ADVERTISING

BER Berlin

wtm [...] außenwerbung

AIRPORT ADVERTISING

BER Berlin

wtm [...] außenwerbung

BERLINS NEW AND CENTRALIZED AIRPORT

End of October 2020, the new Berlin airport BER opens and will centralize all Berlin air traffic that had previously been divided between TXL and SFX.

BER will process 36 Mio. passengers, of which 67 % are flying on private vacations and 33% are business travelers.

41% of the travelers remain about 120 minutes at the airport and therefore have plenty of time to consume airport advertising during their wait.



AIRPORT ADVERTISING

BER Berlin

wtm [...] außenwerbung

DIGITAL CITY LIGHT POSTER

With 41 digital City Light Poster at 29 Locations on 3 levels, a campaign on this network reaches everyone in the airport: departure, arrival & meeter and greeter.

The supports are one-sided and double-sided and can be booked per week.

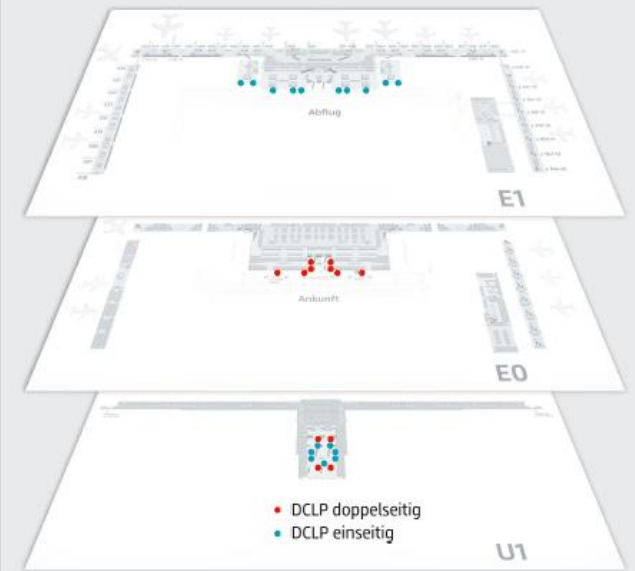
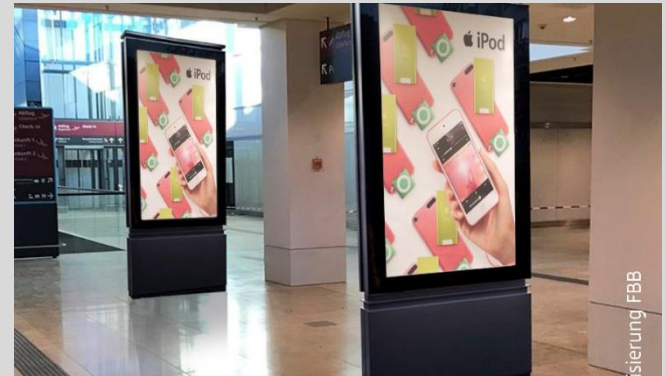
COSTS AND SIZE

Network: 29 CLPs on 41 faces
Media € 18.000,00 / week / net

Minimum booking 1 week, 1 slot à 10 sec.
Max. 6 slots à 10 seconds.

SIZE (WxH) 75/ 85-inch 9:16
Technical specifications upon request

All prices + VAT.



AIRPORT ADVERTISING

BER Berlin

wtm [...] außenwerbung

ARRIVAL NON-SCHENGEN: POSTER-BOXES

In the arrival area of terminal 1, all arriving passengers are directed towards the baggage claim before they reach the exits, stores, gastronomy and car rental. On their way, they pass 2 poster boxes.

COSTS AND SIZE

Network:	2 Poster-Boxes
Media	€ 5.000,00 / month / net
Production	€ 765,00 / net
Minimum booking	1 month

Production size (WxH)	1.210 x 1.910 mm
Visible size (WxH)	1.190 x 1.890 mm

All prices plus VAT.



AIRPORT ADVERTISING

BER Berlin

wtm [...] außenwerbung

ARRIVAL: LANDSCAPE COLORAMEN

On the way to the baggage claim in terminal 1, everyone passes one of the backlight landscape coloramen faces.

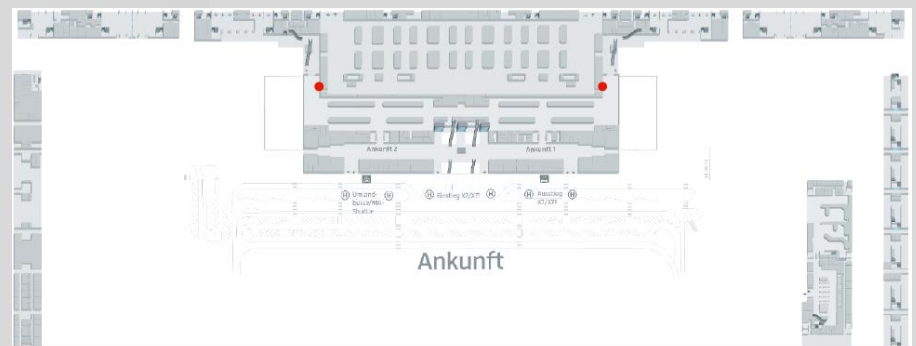
Not to be missed!

COSTS AND SIZE

Network:	2 Landscape faces
Media	€ 17.500,00 / month
Production/Installation	€ 2.115,00

Production size (W x H)	6.210 x 1.255 mm
Visible size (W x H)	6.190 x 1.235 mm

All prices plus VAT.



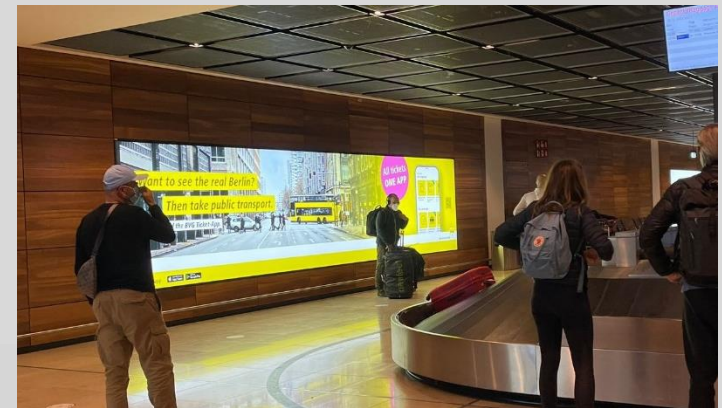
AIRPORT ADVERTISING

BER Berlin

wtm [...] außenwerbung

ARRIVAL: XL LANDSCAPE COLORAMEN BAGGAGE CLAIM

8 XL backlight landscap coloramen are siding the baggage claim and guarantee the attention of all arriving passengers waiting for their luggage.



COSTS AND SIZE

Faces: 8 XL Landscape coloramen

Media € 12.500,00 / month / faces

Production/Installation € 1.680,00 / face

Production size: (WxH) 2.485 x 1.235 mm

Visible size: (WxH) 2.440 x 1.190 mm

All prices plus VAT.



AIRPORT ADVERTISING

BER Berlin

wtm [...] außenwerbung

ARRIVAL: LOST & FOUND

Right between the baggage claim and the lost & found you can find 5 more coloramen.

2 XL landscape coloramen, 2 poster boxes, and 1 M landscape coloramen. Bookable as combo or in smaller networks.

COSTS AND SIZE

Network:	5 faces
Media	€ 18.000,00 / month
Production/Installation	€ 4.740,00

M Landscape coloramen(1):

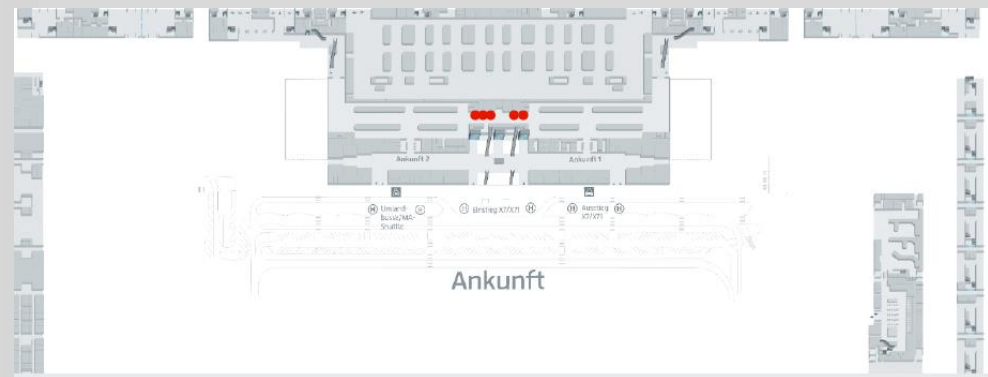
Production size (W x H)	3.710 x 1.910 mm
Visible size (W x H)	3.690 x 1.890 mm

Poster-Boxes (2)

Production size (W x H)	1.210 x 1.910 mm
Visible size (W x H)	1.190 x 1.890 mm

XL Landscape coloramen (2)

Production size (W x H)	8.710 x 1.910 mm
Visible size (W x H)	8.690 x 1.890 mm



All prices plus VAT.

AIRPORT ADVERTISING

BER Berlin

wtm [...] außenwerbung

PROMOTION incl. L LANDSCAPE Coloramen

Next to the baggage claim, there are two designated promotion areas of 24m² including a large landscape coloramen. Ideal to attract the attention of arriving passengers directly face to face.

COSTS AND SIZE

Faces:	2 locations possible (promotion + coloramen)
Media	€ 47.800,00 per month per location
Production/Installation	€ 1.110,00

Production size : (WxH) 6.210 x 1.255 mm
Visible size: (WxH) 6.190 x 1.237 mm



All prices plus VAT.

AIRPORT ADVERTISING

BER Berlin

wtm [...] außenwerbung

POSTER BAGGAGE CLAIM

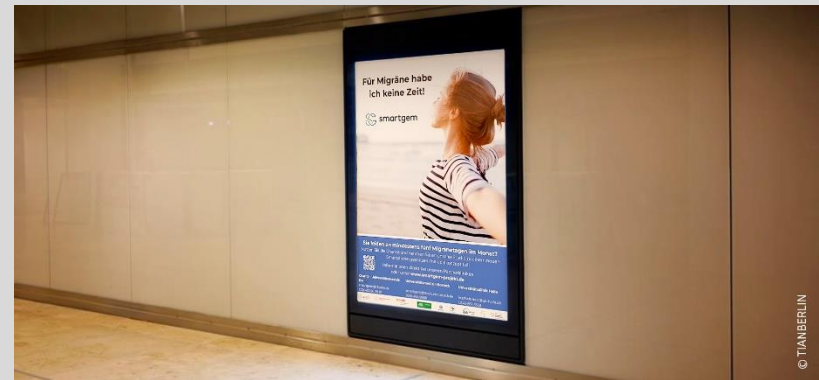
At the baggage claim, there are 3 networks of 2 posters each.
Reach all arriving passengers at terminal 1.

COSTS AND SIZE

Faces:	3 networks of 2 posters each
Media	€ 10.000,00 per month, per network
Production/Installation	€ 685,00

Production size : (WxH) upon request
Visible size: (WxH) 1.190 x 1.750 mm

All prices plus VAT.



AIRPORT ADVERTISING

BER Berlin

wtm [...] außenwerbung

POSTERS: GREETING HALL

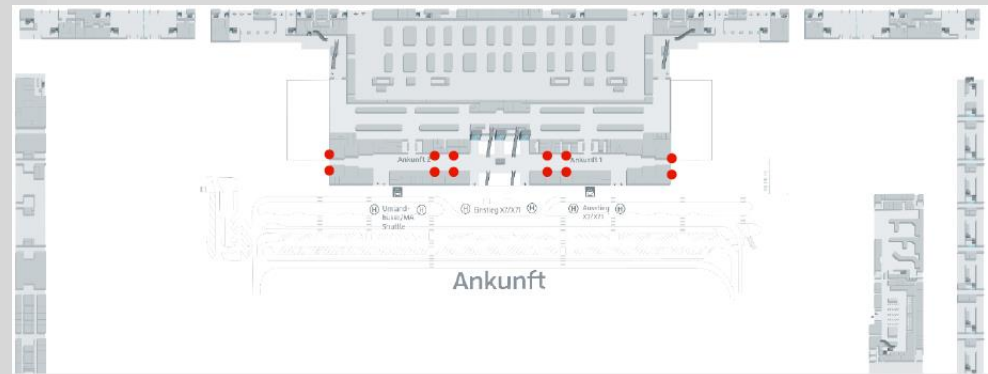
In the public are of terminal 1, 12 poster showcases can be booked individually. Perfect for reaching arriving passengers and their pick-ups.

COSTS AND SIZE

Faces:	12 Poster showcases
Media	€ 5.000,00 per month, per poster
Production/Installation	€ 385,00

Production size : (WxH) upon request
Visible size: (WxH) 1.190 x 1.750 mm

All prices plus VAT.



AIRPORT ADVERTISING

BER Berlin

wtm [...] außenwerbung

ARRIVAL: NON-SCHENGEN M LANDSCAPE COLORAMEN

On Pier 0z, all Non-Schengen passengers are directed towards the escalators to the baggage claim. They pass 4 networks of 2 M Coloramen each.



COSTS AND SIZE

Network:	2 M Landscape coloramen
Media	€ 3.500,00 / month / network
Production/Installation	€ 1.655,00 / network

Production size (WxH)	3.710 x 1.910 mm
Visible size (WxH)	3.690 x 1.890 mm

All prices plus VAT.

- Netz 1
- Netz 2
- Netz 3
- Netz 4



AIRPORT ADVERTISING

BER Berlin

wtm [...] außenwerbung

DEPARTURE: XL LANDSCAPE COLORAMEN CHECK-IN HALL

In the spacious check-in hall at terminal 1, the 8 big counter blocks are adorned with 8 XL landscape coloramen, which can be selected individually.

There are two price categories (red and blue).

COSTS AND SIZE

Faces: 8 XL Landscape coloramen

Media per month per coloramen:

Category 1 € 12.500,00

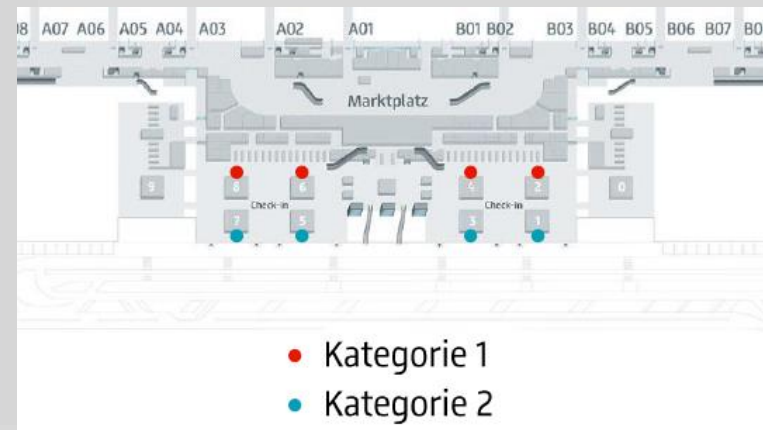
Category 2 € 10.500,00

Production/Installation € 1.680,00 / coloramen

Production size : (WxH) 8.710 x 1.910 mm

Visible size: (WxH) 8.690 x 1.890 mm

All prices plus VAT.



AIRPORT ADVERTISING

BER Berlin

wtm [...] außenwerbung

DEPARTURE: SECURITY LANDSCAPE COLORAMEN

Behind the security check, there are further landscape coloramen for your airport advertising.

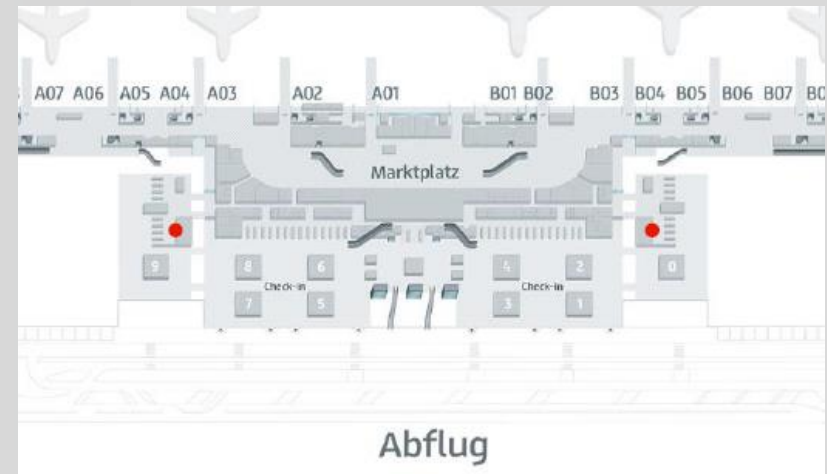
Monthly individual bookings possible.

COSTS AND SIZE

Faces:	2 Landscape Coloramen L
Media	€ 3.500,00 / month / face
Production/Installation	€ 1.215,00 / face

Production size (WxH)	5.020 x 1.970 mm
Visible size (WxH)	5.000 x 1.950 mm

All prices plus VAT.



AIRPORT ADVERTISING

BER Berlin

wtm [...] außenwerbung

MARKET PLAZA QUARTETT

The central market plaza is located directly behind the duty free shops. All passengers linger here. Above their heads, there are 4 big banners, that comprise a network.

COSTS AND SIZE

Network:	4 PVC banner
Media	€ 80.000,00 / month
Production/Installation	€ 9.175,00 / network

Minimum booking: 6 months

Production size (WxH)	upon request
Visible size (WxH)	ca. 7.580 x 3.920 mm

All prices plus VAT.



AIRPORT ADVERTISING

BER Berlin

wtm [...] außenwerbung

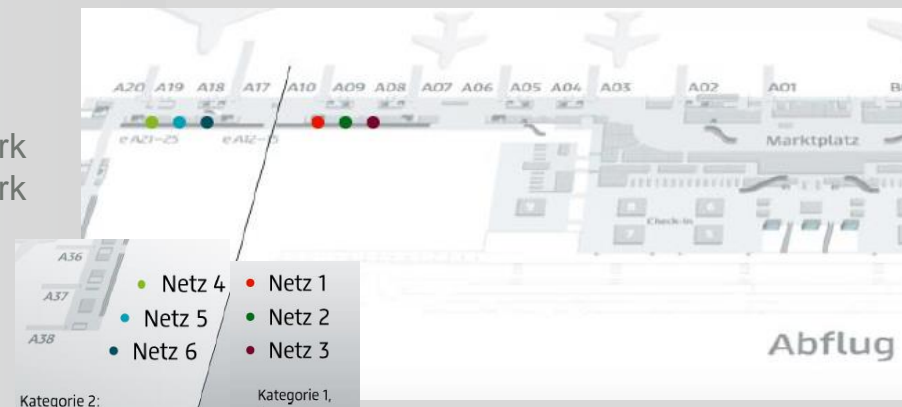
MAINPIER SCHENGEN WALKWAY L LANDSCAPE COLORAMEN

In order to get arriving and departing passengers to their gate faster, passengers can use the moving walkway of the schengen main pier. These walkways are sided by 12 large landscape coloramen that are bookable in networks of 2.



COSTS AND SIZE

Faces:	12 L Landscape coloramen (6 networks)
Media	
Category 1	€ 15.000,00 / month / network
Category 2	€ 9.500,00 / month / network
Production/Installation	€ 2.115,00 / network
Production size (WxH)	6.210 x 1.255 mm
Visible size (WxH)	6.190 x 1.237 mm



All prices plus VAT.

AIRPORT ADVERTISING

BER Berlin

wtm [...] außenwerbung

GIANT POSTER OUTSIDE AREA

Especially the parking garages offer sufficient space to place your brand in large formats. With giant posters on the different facades, the advertising can be seen either by arriving, departing or pick-ups.



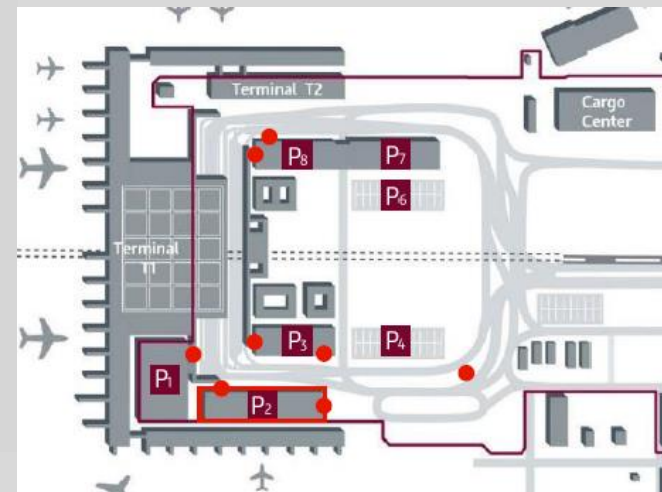
COSTS AND SIZE

Faces:	6 giant posters (PVC banner)
Media (dep. location)	€ 12.500,00 to 55.000,00
Production/Installation	€ 5.000,00 to 14.000,00

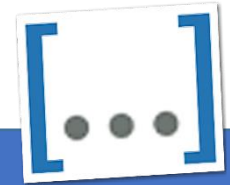
Minimum booking 1 month

Size (WxH) Upon request

All prices plus 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