



CITY LIGHT COLUMNS BERLIN

wtm [...] außenwerbung

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City Light columns are backlit poster columns that reach high customer contact numbers, regardless of whether during the day or at night. City Light columns can also be ideally combined with City Light posters because the backlit columns can accommodate six 4/1 or three 8/1 City Light posters.

The 8/1 portrait format is particularly popular in the fashion industry and is always fully booked during Fashion Week. City Light columns are usually booked in networks. Alternatively, you can put together your own individual network or book just a single column.



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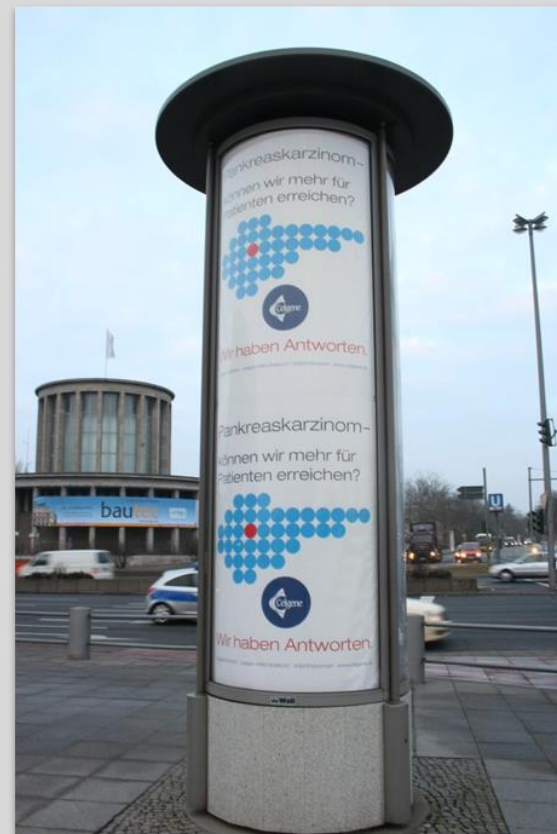
BOOK A NETWORK

You can book a City Light Pillar Network and your advertising will be distributed over the numerous pillars in over 270 advertising spaces throughout Berlin. You can choose either the 4/1 format (1 advertising space, half column) or the 8/1 format (2 advertising spaces, whole column) for your advertising.

	Faces	Network price
Whole Network	270	102.438,00
Berlin Network	135	51.219,00
City Network	125	48.125,00

City Network: Charlottenburg-Wilmersdorf, Mitte, Prenzlauer Berg, Friedrichshain-Kreuzberg, Schöneberg, Tiergarten, Wedding;

Weekly booking and network pricing; All prices plus VAT;
Production excluded



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BOOK SINGLE COLUMNS

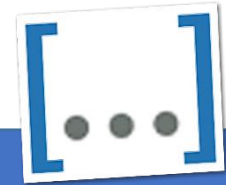
City Light Columns can also be selected individually. Here, you can choose between placing two 4/1 formats on top of each other or stretch your creative over the whole length of the 8/1 format. The daily price per pillar depends on the respective contacts (PPS-class, poster views per location).
Weekly booking interval.

Examples:	Weekly price
Joachimsthaler Platz	1.145,90 €
Seestr. 141	693,00 €
Gneisenastr 115	1.055,60 €
Warschauerstr. 33	783,30 €



All prices plus VAT; Production excluded

CONTACT



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