

# COLUMN BILLBOARDS



wtm [...] außenwerbung

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## BERLIN

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### COLUMN NETWORK „CITY“

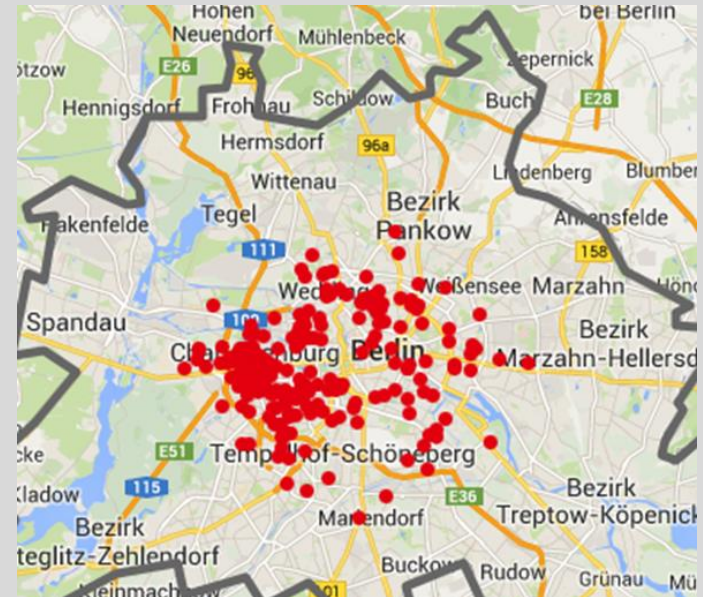
The city network reaches Berliners and tourists in the city center; the concentration is within the S-Bahn ring with 300 locations.

Format	Weekly price
4/1	€ 8.820,00
A0	€ 4.410,00
A1	€ 2.205,00

Weekly bookin; starting mondays

Plus production.

All prices plus VAT.



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## COLUMN NETWORK „SZENE“

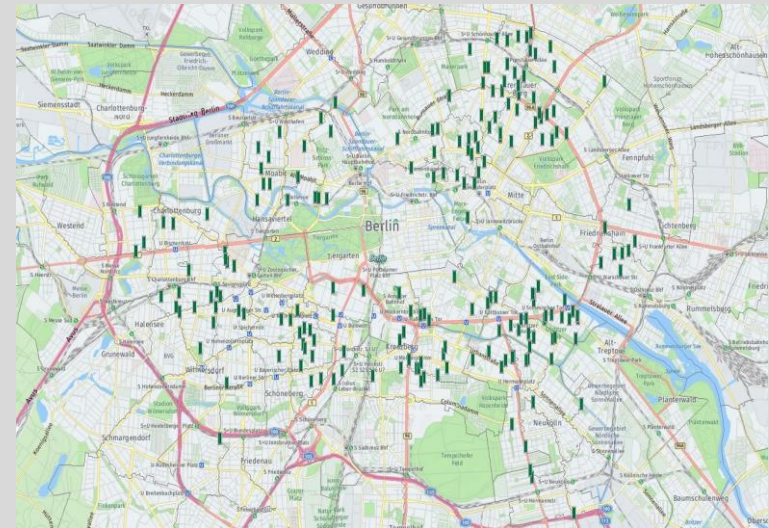
The scene network with 200 locations primarily reaches Berlin's outgoing audience. The locations are in the trendy districts of Charlottenburg-Wilmersdorf, Friedrichshain-Kreuzberg, Mitte, Neukölln and Prenzlauer Berg.

Format	Weekly price
4/1	€ 6.160,00
A0	€ 3.080,00
A1	€ 1.540,00

Weekly booking; starting thursdays

Plus production.

All prices plus VAT



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## EXCLUSIVE POSITION WITH 6/1 OR 8/1

Other columns can be booked exclusively („Ganzsäule“). The advertiser can wrap the column with 6/1 or 8/1 billboard formats. Positioned all over the city, in central as well as decentralized locations, they are often the last advertising surface before the point of sale (pos).

Bookable in single locations and decades of 10/11 days.

Price, depending on single location, between € 23,70 and € 52,00 per day.

Plus production.

All prices plus VAT



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## EXAMPLE: COST CALCULATION

The media cost for 6/1 and 8/1 are the same.

Example Locations	Price per decade
Kurfürstendamm 64	€ 434,50
Schönhauser Allee 85	€ 434,50
Clayallee	€ 434,50
Johannisthaler Chaussee 276	€ 572,00
Kreuzberg/Hasenheide 1-5	€ 434,50

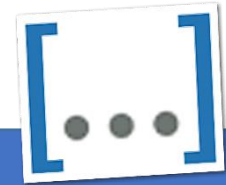
We will be happy to assemble an individual network for you.

Plus production.

All prices plus VAT



# KONTAKT



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