



# LARGE BILLBOARDS BERLIN

wtm [...] außenwerbung

# LARGE BILLBOARDS

## SELECT INDIVIDUAL LOCATIONS

wtm [...] außenwerbung

### BOOKED INDIVIDUALLY

Large billboards can be selected and booked nationally, regionally and locally.

These billboards have the following size: 356 cm x 252 cm (18/1 format).

Minimum booking period: 1 decades (10 or 11 days).

Large billboards in the street area are all evaluated according to their contact quality (PpS).

Depending on the location and the quality index (PpS), the daily price for one billboard location lies around € 12,00 to € 72,00 and more.



# LARGE BILLBOARDS

PpS

## PPS VALUE

PpS is a German abbreviation for "poster viewer per location" and is based on a study to determine the gross contacts of an advertising medium.

To determine the PpS value, 15.000 GPS data per week were collected, the frequency atlas of the Fraunhofer Institute was used, 51.000 telephone interviews were carried out and the location parameters of 260.000 advertising media (visibility, angle to flowing traffic, lighting...) were included.

The average PpS for large areas in cities with more than 500.000 inhabitants is 32.900. This means that the individual large area reaches 32.900 gross contacts in a decade.



# LARGE BILLBOARDS

## CALCULATION

### EXAMPLE CALCULATION

We have selected 10 large billboards at random and calculated an average daily price of € 36.00 per location.

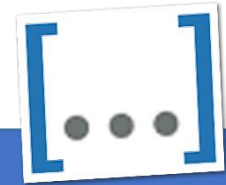
#### EXAMPLE

Large billboards:	10
ØDaily price	€ 36,00
Media cost per 11 days	€ 3.960,00

All prices plus production and VAT.



# CONTACT



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