



BERLIN MAIN STATION

Train station advertising

wtm [...] außenwerbung

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Übersicht Werbemittel

	Werbemittel	Anzahl WT	Anzahl Seiten	Anzahl Flächen	Buchung
Public Video	Public Video Station	34	58		Zeitschienen
	Public Video Infoscreen	4			Zeitschienen
Plakat	City Light Poster (CLP)	62	118	274	Woche
	CLP Dominanz Netz			2x76	Woche
	CLP Dominanz Netz +			76+58	Woche
	Mega-Light-Select	3	6	14	Woche
	Mega-Light Net	4	8	24	Woche
Bahnhof	Big Banner	10			Monat/14 Tage
	Station Tower	2			Monat/14 Tage
	Ground Poster	45			Woche
	XXL-Ground Poster	4			Monat
	Stair Branding	2			Monat
	Spannband	4			Monat
	Auslage DB Information	2			Monat
Event	Eventlocation	1			Tag
	Aktionsfläche	9			Tag
	Mobile Promotion				Tag
Dauer	Backlight	49			Jahr
	Werbeschild	42			Jahr
	Individualwerbung	26			Jahr
	Big Banner (Light Picture)	2			Jahr
	The Wave	2			Jahr
	AD-Plakate	40			Jahr

- **Ebene +2**
Ost-West-Bahnsteige
- **Ebene +1**
Verteilerebene
Shoppinggalerie
- **Ebene 0**
Empfangshallen
Shoppinggalerie
- **Ebene -1**
Verteilerebene
Shoppinggalerie
- **Ebene -2**
Nord-Süd-Bahnsteige

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DIGITAL: Station Video

In Berlin Main Station (Berliner Hauptbahnhof) all locals and travellers are greeted by 58 digital screens of the Station Video network. They are located in the entrance halls, on shopping levels, as well as on the track levels.

COSTS AND SIZE

Network:	58 screens
Size	60-82 Inch display
Playtime	06.00 a.m. – 0.00 a.m.
Booking interval	in time zones of 3 hours
Spot length	10-30 seconds
Media	depending on the spot length & the desired 3 hour time zones.



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POSTER: City Light Poster

The „Domination Network“ in Berlin Main Station consists of 76 backlight City Light Posters. There are two of these networks and they are spread on all levels to ensure overall visibility.

COSTS AND SIZE

Network:	2 network of 76 CLP
Format	1,19 x 1,75 m (4/1)
Media	€ 17.822,00 per week per network

All prices plus VAT; production excluded



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TRAIN STATION HALL: Big Banner

The Main Station offers a multitude of possibilities to present the advertising in small or large formats. Big Banners are the largest formats at the Main Station and can be booked as freely hanging banners or as wall wraps on the vaulting roofs.

COSTS AND SIZE

Example:	Banner S-Bahn train track, Track. 16
Format	1.058 x 944 cm
Media	€ 31.710,00 per month
Media	€ 23.782,00 per 14 days
Production	€ 3.500,00



All prices plus VAT.

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PROMOTION

On various levels of the Main Station, there are designated promotion points for a fixed stall or mobile promoters.

COSTS AND SIZE

Example	1 promotion spot ground level south
Minimum booking	1 day
Daily frequency	320.000
Size	500 x 500 cm (25m ²)

Media:

> 5m ² up to 4 Promoter	€ 1.645,00
Sales Promotion	€ 1.750,00

All prices plus VAT.



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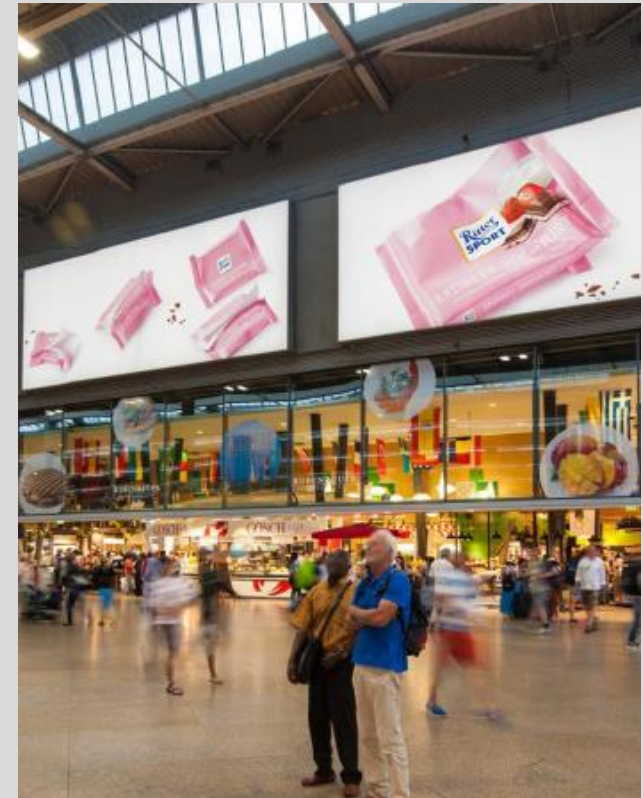
ANNUAL BOOKING: Backlight

On the walls beside the stairs advertisers can place their brand on a backlight surface for annual premium visibility.

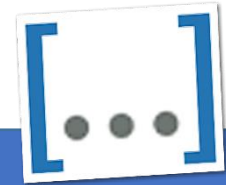
COSTS AND SIZE

Example	Level 2+ middle staircase Track. 15/16, package of 3 surfaces
Format	667,5 x 59,6 cm (per backlight 218,58 cm)
Minimum booking	1 year
Media	€ 1.830,00 (per month)
Additional costs	€ 33,00 (per month)
Production	€ 1.160,00

All prices plus VAT.



CONTACT



SVENJA SCHWARZ

WTM MARKETING UND VERTRIEBSCONSULTING GMBH
SCHARNWEBERSTRASSE 14
13405 BERLIN

MAIL SVENJA.SCHWARZ@WTM-AUSSENWERBUNG.DE
PHONE +49 (0)30 224 58 997
MOBILE +49 (0)177 392 13 43