



# STATION BRANDING

## U-MEHRINGDAMM

wtm [...] außenwerbung

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### STATION BRANDING

A single advertiser gets the exclusive advertising rights on the entire subway station Mehringdamm. All media are available to him alone. All permanently leased media will also be released from all third-party advertising for this period.

You can advertise the entire station or just individual, individually selected media. The approx. 700 m<sup>2</sup> of advertising space offers plenty of space for creative brand presentations.

Passenger frequency      daily est. 100.000  
Booking interval          monthly, 28 days guaranteed

Advertising types          City light posters, billboards,  
showcase posters, banner,  
floorgraphics, pillars, stairs

Advertising area          est. 700 m<sup>2</sup>  
Monthly media            € 80.000,00  
Production est.            € 80.000,00

Production costs can vary greatly depending on the choice of faces in the branding design.

All prices plus VAT.

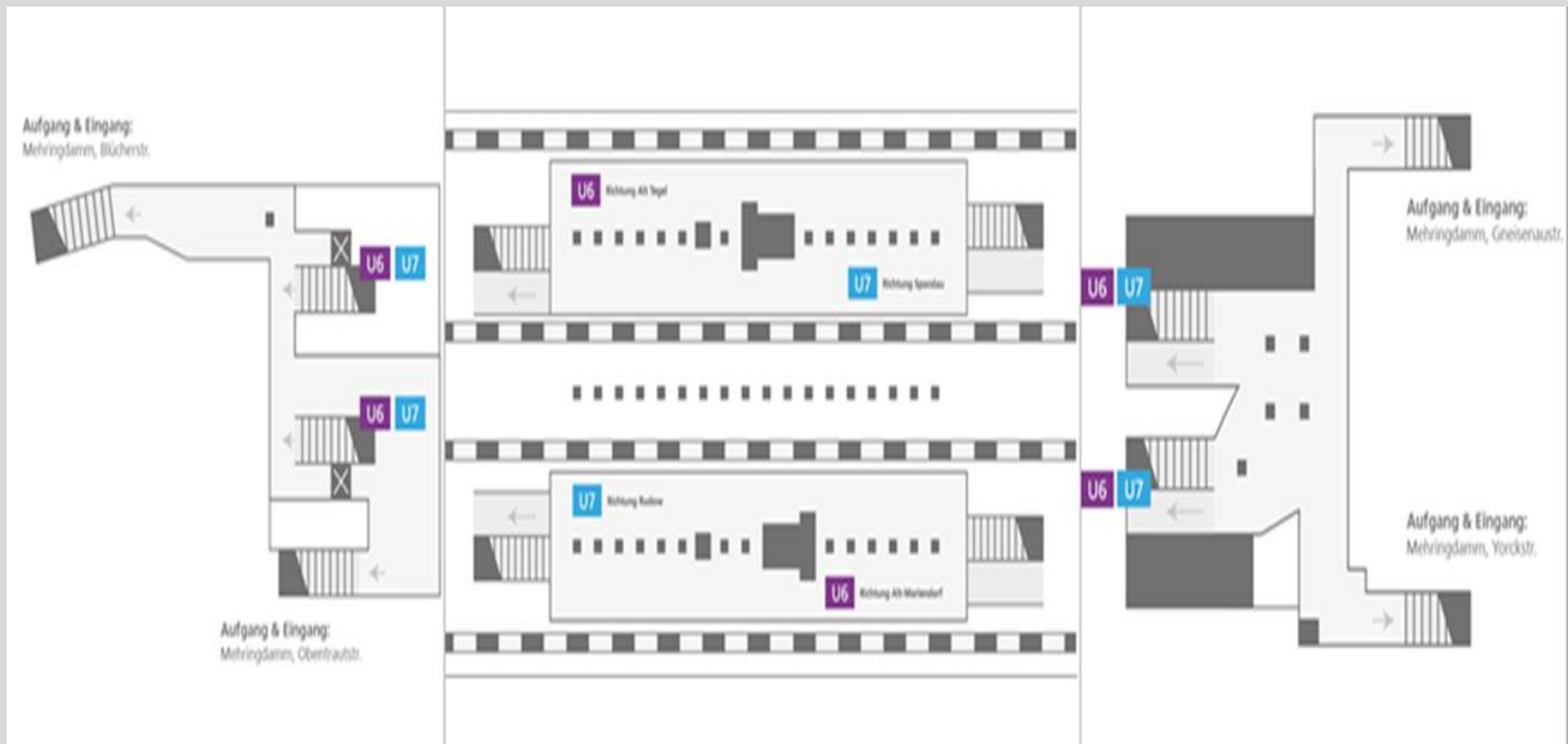


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### OVERALL LAYOUT



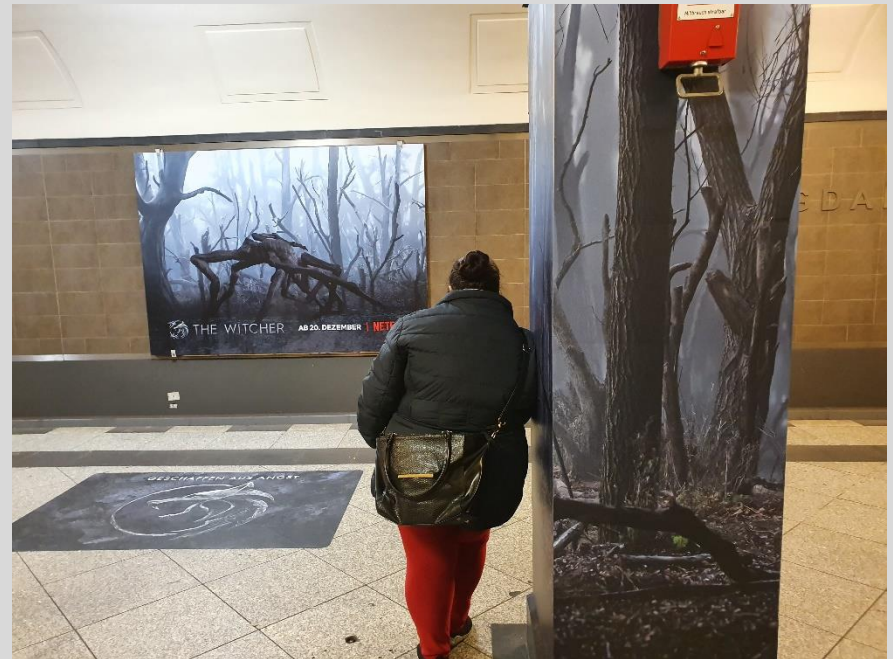
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### TICKET HALL I

| Amount                 | Advertising              | Surface           |
|------------------------|--------------------------|-------------------|
| 9                      | Floorgraphics            | 19m <sup>2</sup>  |
| 8                      | Posters on showcases     | 23m <sup>2</sup>  |
| 5                      | Sidepanels               | 52m <sup>2</sup>  |
| 3                      | Framed posters           | 3m <sup>2</sup>   |
| 2                      | Big posters in showcases | 103m <sup>2</sup> |
| 2                      | Stairs advertisings      | 4m <sup>2</sup>   |
| 1                      | Pillar                   | 5m <sup>2</sup>   |
| Total advertising area |                          | 209m <sup>2</sup> |

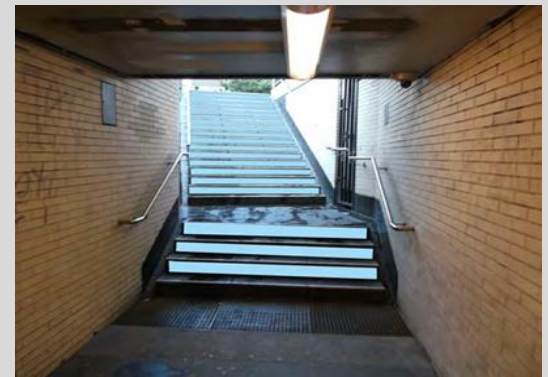


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### TICKET HALL I



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### PLATFORM

| Amount                  | Advertising                | Surface           |
|-------------------------|----------------------------|-------------------|
| 32                      | Floorgraphics              | 70m <sup>2</sup>  |
| 26                      | Columns                    | 170m <sup>2</sup> |
| 16                      | Billboards                 | 144m <sup>2</sup> |
| 12                      | Framed posters             | 12m <sup>2</sup>  |
| 4                       | Big floorgraphics          | 23m <sup>2</sup>  |
| 4                       | Stairs advertising         | 6m <sup>2</sup>   |
| 3                       | Digitale city light poster | 15m <sup>2</sup>  |
| 2                       | City light poster          | 4m <sup>2</sup>   |
| 2                       | Sidepanels                 | 64m <sup>2</sup>  |
| Total advertising areas |                            | 508m <sup>2</sup> |



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### PLATFORM



# STATION BRANDING

## U-MEHRINGDAMM

### TICKET HALL II

| Amount                 | Advertising       | Surface          |
|------------------------|-------------------|------------------|
| 14                     | Framed posters    | 14m <sup>2</sup> |
| 5                      | Columns           | 12m <sup>2</sup> |
| 4                      | Showcase posters  | 11m <sup>2</sup> |
| 2                      | City light poster | 4m <sup>2</sup>  |
| 2                      | Floorgraphics     | 12m <sup>2</sup> |
| Total advertising area |                   | 53m <sup>2</sup> |

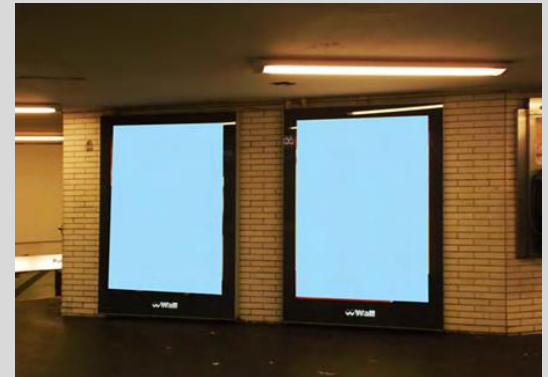


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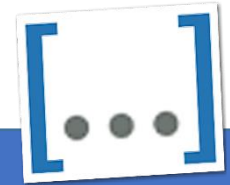
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### TICKET HALL II



# 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