



# DIGITAL CITY LIGHT POSTER

## U-BAHN BERLIN

wtm [...] außenwerbung

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### DIGITAL MEDIA

Take advantage of the citywide digital City Light Poster network at Berlin underground stations. With more than 1.54 million passengers daily, Berlin has the largest public transport network in Germany.

You can set your out-of-home advertising in motion by placing your spot on 72 digital screens at 26 stations. Digital City Light Posters are extremely flexible and can therefore present moving images or videos. Spot lengths of up to 10s are possible.

With modern technologies like iBeacon, QR Codes, NFC or HTML5 interactive advertising messages can be designed, and young technically affine clientele can be inspired.



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## DIGITAL MEDIA

The popular digital City Light Posters are backlit screens in 81 x 144 cm format and are booked in a network.

The digital CLPs let your advertising shine razor sharp, because your 10 second spot is broadcast in Full HD (1,080 x 1,920).

If you wish, a different spot can be displayed every day.

You will attract the attention of passing passengers.

In darker subway stations they are also very present due to the lighting.



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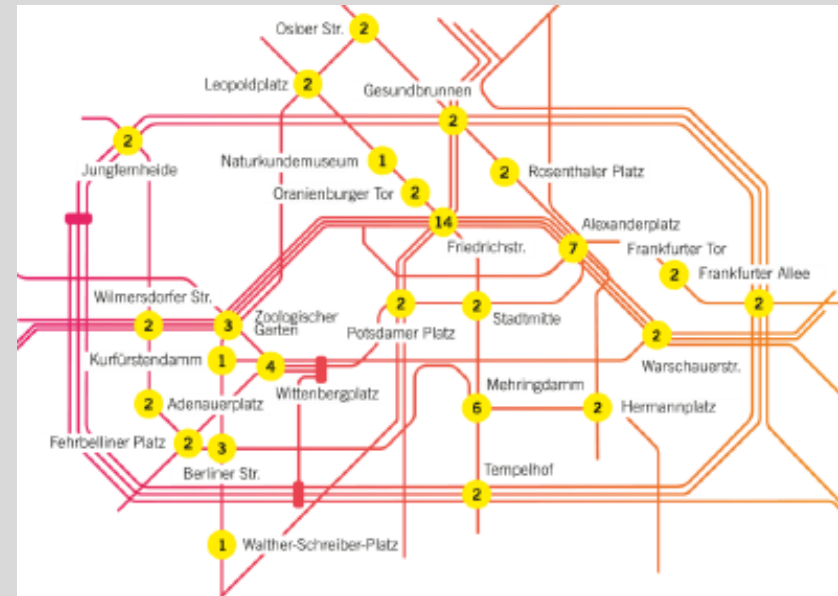
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### LOCATIONS

The grid covers 26 stations with a total of 72 locations in highly frequented stations:

Friedrichstraße (U6)  
Alexanderplatz (U2/U5/U8)  
Mehringdamm (U6/U7)  
Wittenbergplatz (U1/U2/U3)  
Berliner Straße (U7/U9)  
Zoologischer Garten (U2/U9)  
Hermannplatz (U7/U8)  
Stadtmitte (U2/U6)  
Gesundbrunnen (U8)  
Walter-Schreiber-Platz (U9)  
Warschauer Straße (U1)  
Adenauer Platz (U7)

Wilmsdorfer Straße (U7)  
Fehrbelliner Platz (U3/U7)  
Potsdamer Platz (U2)  
Frankfurter Tor (U5)  
Jungfernheide (U7)  
Osloer Straße (U8/U9)  
Oranienburger Tor (U6)  
Tempelhof (Südring) (U6)  
Leopoldplatz (U6/U9)  
Kurfürstendamm (U1)  
Naturkundemuseum (U6)  
Rosenthaler Platz (U8)



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## COSTS AND CONDITIONS

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### Package M

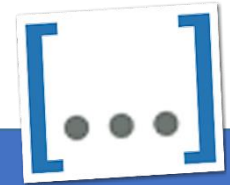
Network weekly price	€ 36.288,00 per week
Network daily price	€ 6.588,00
Network size	72 digital screens at 26 stations
Display on time	21h / day
Spot length	10 seconds
Spot repetition	54 spots an hour
Campaign duration	Daily or weekly booking (7 days)

### Packages S – XL

Spot repetitions	18 – 90 spots pro hour possible
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All prices plus VAT.

# CONTACT



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