

Media Data 2023

KULTURPLAKATIERUNG BERLIN GMBH

advertising
at eye level



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Cultural Advertising Spaces

booking:	starting from 100 A1-posters
duration:	14 days (starting on Monday)
size:	A1 portrait, A0 landscape, 4/1 portrait
prices:	A1 = 0,85€ per poster / day **
	A0 = 1,70€ per poster / day */**
	4/1 = 3,40€ per poster / day **

*A0 portrait get billed like 4/1 (3,40€ per poster / day).

**Plus 5% advertising fee for Berlin (WUB) on the total net volume, after deduction of possible discounts + commissions.

All prices plus VAT.

Our general terms and conditions apply and can be found on Kulturplakatierung.de



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Citybanner 5m

booking:	single locations*
duration:	14 days (starting on Monday)
size:	5 x 2m
	5 x 1,7m
prices:	975,00€ per banner**

*We will gladly send you an up to date location overview (Ratecards).

**Plus 5% advertising fee for Berlin (WUB) on the total net volume, after deduction of possible discounts + commissions.

All prices plus statutory VAT.

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Citybanner 10m

booking:	single locations*
duration:	14 days (starting on Monday)
size:	10 x 2m
	10 x 1,7m
prices:	1.950,00€ per banner**

*We will gladly send you an up to date location overview (Ratecards).

**Plus 5% advertising fee for Berlin (WUB) on the total net volume, after deduction of possible discounts + commissions.

All prices plus statutory VAT.

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A0 – Premium-Frames

booking:	net booking* (upon request)
duration:	14 days (starting on Friday)
size:	A0 portrait
prices:	A0=2,60€ per poster / day**

*We will gladly send you an up to date net-/ location overview.

**Plus 5% advertising fee for Berlin (WUB) on the total net volume, after deduction of possible discounts + commissions.

All prices plus statutory VAT.

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Cultural Showcases

booking:	net booking* (starting from 50 posters)
duration:	14 days (starting on Tuesday)
size:	4/1 portrait
prices:	4/1 = 4,80€ per poster / day

*We will gladly send you an up to date net-/ location overview.

All prices plus statutory VAT.

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A1 – Scene-Frames „Premium-Net“

booking:	net booking* (starting from 100 posters)
duration:	14 days (starting on Monday)
size:	A1 portrait
prices:	A1 = 1,69€ per poster / day*

*We will gladly send you an up to date net-/ location overview.

All prices plus statutory VAT.

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A1 – Scene-Frames „Berlin-Net“

booking:	net booking* (starting from 100 posters)
duration:	14 days (starting on Monday)
size:	A1 portrait
prices:	A1 = 1,42€ per poster / day*

*We will gladly send you an up to date net-/ location overview.

All prices plus statutory VAT.

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Outdoorframes and Citybikes

booking:	net booking*
duration:	14 days (starting on Thursday in a 2-week-rhythm)
size:	A1 portrait
prices:	A1 = 1,42€ per poster / day**

*We will gladly send you an up to date net-/ location overview.

**Plus 5% advertising fee for Berlin (WUB) on the total net volume, after deduction of possible discounts + commissions.

All prices plus statutory VAT.

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Kiez Advertisement

booking:	selective single booking of the side panel*
duration:	at least 6 months
size:	25cm x 90cm (Type KvZ) 45cm x 100cm (Type MFG)
prices:	6 months = 45,00€ per month 12 months = 30,00€ per month

*The rent includes monthly cleaning costs.

One-time costs for montage and production of the advertising plates plus possible permit / administrative fees of the city are added.

All prices plus statutory VAT.

Our general terms and conditions apply and can be found on Kulturplakatierung.de



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Production of Kiez Advertisement

Print:

- material: self-adhesive-foil on 2mm PVC foam board, laminate mat
- color: 4c
- draft: printable PDF

Printing costs:

without anti-graffiti coating

- Type KvZ = 38,00 Euro netto per piece/ motive
- Type MFG = 52,00 Euro netto per piece/ motive

with anti-graffiti coating

- Type KvZ = 53,00 Euro netto per piece/ motive
- Type MFG = 68,00 Euro netto per piece/ motive



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CityCubes: KvZ-1-Door

booking:	selective single booking*
duration:	at least 12 months
size:	upon request
prices:	12 months = 105,00€ per month
	24 months = 95,00€ per month
	36 months = 85,00€ per month

*The rent includes monthly cleaning costs. One-time costs for montage and production of the advertising plates plus possible permit / administrative fees of the city are added.

All prices plus statutory VAT.

Our general terms and conditions apply and can be found on Kulturplakatierung.de



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CityCubes: KvZ-2-Doors

booking:	selective single booking*
duration:	at least 12 months
size:	upon request
prices:	12 months = 135,00€ per month
	24 months = 125,00€ per month
	36 months = 115,00€ per month

*The rent includes monthly cleaning costs. One-time costs for montage and production of the advertising plates plus possible permit / administrative fees of the city are added.

All prices plus statutory VAT.

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CityCubes: MFG-2/3-Doors

booking:	selective single booking*
duration:	at least 12 months
size:	upon request
prices:	12 months = 180,00€ per month
	24 months = 170,00€ per month
	36 months = 160,00€ per month

*The rent includes monthly cleaning costs. One-time costs for montage and production of the advertising plates plus possible permit / administrative fees of the city are added.

All prices plus statutory VAT.

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A1 long-term Advertisement

booking:	selective single booking
duration:	at least 6 months
size:	A1 portrait
prices:	6 months = 72,50€ per month
	12 months = 70,50€ per month
	24 months = 68,50€ per month
	36 months = 66,50€ per month

All prices plus statutory VAT.

Our general terms and conditions apply and can be found on [Kulturplakatierung.de](https://www.kulturplakatierung.de)



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Production of long-term Advertisement Plates

print / material / price

1. print in 4c on high-performance-film (anti-graffiti coating included)

substrate: 2mm PVC foam board

price: one-off 110,00€ per m²

2. print in 4c on high-performance-film (anti-graffiti coating included)

substrate: 3mm alu dibond plate,

price: one-off 130,00€ per m²

Note:

All prices plus statutory VAT.

Our general terms and conditions apply and can be found on Kulturplakatierung.de

contact details

business address:

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Berkenbrücker Steig 20
D-13055 Berlin
phone: +49 30 / 86 32 947 00
fax: +49 30 / 86 32 947 19

media consulting: mo.-fr.: 9.00 a.m.-5.00 p.m.

delivery address:

Kulturplakatierung Berlin GmbH
-Plakatlager-
Köpenicker Chaussee 49
D-10317 Berlin
phone: +49 30 / 86 32 947 77

acceptance of posters: mo.-fr.: 8.00 a.m.-5.00 p.m.

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