

# Media Data 2024

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 = 0,89€ per poster / day **          |
|           | A0 = 1,78€ per poster / day */**        |
|           | 4/1 = 3,56€ per poster / day **         |

\*A0 portrait get billed like 4/1 (3,56€ 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](http://Kulturplakatierung.de)





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## Minibanner 12/1

|           |                                                                                                |
|-----------|------------------------------------------------------------------------------------------------|
| booking:  | net booking*                                                                                   |
| duration: | 14 days (starting on Monday)                                                                   |
| size:     | 3,6 x 1,7m                                                                                     |
| prices:   | 200,00€ for net booking starting from 20 banners**<br>selected single locations upon request** |

\*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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## 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.

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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.

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## Premiumbanner

|           |                                                  |
|-----------|--------------------------------------------------|
| booking:  | single locations*                                |
| duration: | 14 days (starting on Monday)                     |
| size:     | Locations are temporary special implementations. |
| prices:   | upon request**                                   |

\*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.

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## A0 – Premium-Frames

|           |                              |
|-----------|------------------------------|
| booking:  | net booking* (upon request)  |
| duration: | 14 days (starting on Friday) |
| size:     | A0 portrait                  |
| prices:   | A0=2,98€ 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.

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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 = 4,95€ 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.

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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.

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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.

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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.

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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.

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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.

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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 m<sup>2</sup>

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

substrate: 3mm alu dibond plate,

price: one-off 130,00€ per m<sup>2</sup>

Note:

All prices plus statutory VAT.

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



# contact details

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Berkenbrücker Steig 20  
D-13055 Berlin  
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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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