MEDIA GUIDE 2027



WallDecaux

Premium Out of Home

Version 1.1 – 06.11.2026

PRESENCE IN 10 TOP CITIES

Top 15 cities by population

Berlin	**3,685,265**
Hamburg	**1,862,565**
Munich	**1,505,005**
Cologne	**1,024,621**
Frankfurt am Main	756,021
Düsseldorf	**618,685**
Leipzig	612,663
Dortmund	**611,850**
Stuttgart	**603,462**
Essen	586,271
Bremen	**574,682**
Dresden	**564,904**
Hannover	529,508
Nuremberg	**522,131**
Duisburg	502,270

Source: Statistisches Bundesamt (Destatis), GV-ISys Municipal Directory: Cities by Area, Population, and Population Density, as of 31.12.2024 (Based on the 2022 Census)



CONTENT

The WallDecaux-Portfolio	4
SmartNet	9
City Lights	15
Digital & Programmatic	35
Posters	66
Transport	76
GTC	85
Sales offices	98



The WallDecaux-Portfolio

CITY POPULATION	6-SHEETS	BACKLIGHT COLUMNS	BACKLIGHT BILLBOARDS	DIGITAL	BILLBOARDS	FULL POSTING LOCATIONS	GENERAL POSTING LOCATIONS	TRANSPORT
Baden-Baden/Rastatt 107,622	✓							
Berlin 3,685,265	✓	✓		✓	✓			✓
Bremen 574,682	✓	✓		✓				
Cologne 1,024,621	✓			✓				
Dortmund 611,850				✓				
Dresden 564,904	✓			✓				
Düsseldorf[1] 618,685	✓			✓	✓			
Hamburg 1,862,565	✓			✓				

The WallDecaux-Portfolio

CITY POPULATION	6-SHEETS	BACKLIGHT COLUMNS	BACKLIGHT BILLBOARDS	DIGITAL	BILLBOARDS	FULL POSTING LOCATIONS	GENERAL POSTING LOCATIONS	TRANSPORT
Kaiserslautern 100,426								
Karlsruhe 309,050								
Lübeck[1] 216,889								
Ludwigshafen[1] 177,222								
Mannheim 318,035								
Munich[2] 1,505,005								
Nuremberg[3] 522,131								

1 Plakatunion Außenwerbe-Marketing GmbH & CO. KG is responsible for billboard advertising locations.
2 Marketing by DSMDecaux GmbH.
3 Marketing by Stadtreklame Nürnberg, T +49 911 92686-39

The WallDecaux-Portfolio

CITY POPULATION	6-SHEETS	BACKLIGHT COLUMNS	BACKLIGHT BILLBOARDS	DIGITAL	BILLBOARDS	FULL POSTING LOCATIONS	GENERAL POSTING LOCATIONS	TRANSPORT
Potsdam 184,754								
Reutlingen[1] 118,852								
Rostock 205,307								
Saarbrücken 182,971								
Stuttgart 603,462								

1 Plakatunion Außenwerbe-Marketing GmbH & CO. KG is responsible for billboard advertising locations.

Research & Strategy



Prices for Marketing Research

TARGET AUDIENCE ANALYSIS

Target Audience Insights	Online- & Mobile survey to explore target groups	Short version: up to 10 questions, 300 cases	€2,500–3,000
		Long version: up to 20 questions, 400 cases	

CREATION/PRETESTS

Créaction	Urban simulation tool for interactive optimization of advertising images	Workshop: preparation, implementation (3 hrs to full day), and follow-up	€8,500
		Remote: preparation, implementation (30–60 min.) and follow-up	€4,000
		Light-package: Presentation, including images, animations, and initial recommendations for improvement	€2,000
Creative Survey	Online- & Mobile survey to explore performance (e.g. A/B-Test)	Price per study*	€3,500–5,000
Creative Heatmap	AI-driven heatmaps incl. expert assessment and advices for optimization	Light analysis (1 motive)	€2,500
		Detailed analysis (2-5 motives)	€5,000

AD IMPACT TESTS

Campaign Test	Impact contributed by OOH within the scope of mixed media campaign; one or several waves	Small scale regional test	€5,000–10,000
		Large scale national test	€10,000–15,000
Brand Uplift Study	Documentation of ad impact using standardized methods for programmatic campaigns	Price per study	€4,000-7.000
Drive-to-store report	OOH performance measurement	Price per report	€5,000 and up

List prices do not include applicable VAT.
*maximum 4 motives possible



SMARTNET

SmartNet 10

SmartNet

By leveraging new data on the local environment of our advertising locations, we can create customized 6-sheet networks that are tailored to specific target audiences. With SmartNet audience targeting, building effective reach has never been easier.

CITY	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Baden-Baden/Rastatt	from 100[3]	19.10	from 13,370.00
	from 50[3]	21.20	from 7,420.00
Berlin	from 1,500	37.70	from 395,850.00
	from 1,200	41.80	from 351,120.00
	from 1,000	47.30	from 331,100.00
	from 900	48.20	from 303,660.00
	from 700	53.10	from 260,190.00
	from 600	54.30	from 228,060.00
	from 500	56.30	from 197,050.00

1 Price per advertising space, plus VAT.
2 Plus VAT.
3 Faces in Rastatt included.

SmartNet

CITY	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Bremen[3]	from 400	20.50	from 57,400.00
	from 300	22.20	from 46,620.00
	from 200	24.00	from 33,600.00
Cologne[4]	from 700	32.50	from 159,250.00
	from 600	34.80	from 146,160.00
	from 400	38.20	from 106,960.00
	from 300	40.90	from 85,890.00
	from 200	43.70	from 61,180.00
Dresden	from 400	23.10	from 64,680.00
	from 300	25.50	from 53,550.00
	from 200	27.40	from 38,360.00

1 Price per advertising space, plus VAT.
2 Plus VAT.
3 The network may include backlight columns.
4 10% Carnival-extra charge in CW 5 (02.02.-08.02.2027).

SmartNet

CITY	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Düsseldorf[3]	from 400	34.50	from 96,600.00
	from 300	38.40	from 80,640.00
	from 200	43.00	from 60,200.00
Hamburg	from 700	47.30	from 231,770.00
	from 600	49.20	from 206,640.00
	from 500	50.50	from 176,750.00
	from 300	56.20	from 118,020.00
Kaiserslautern	from 100	17.30	from 12,110.00
	from 50	20.00	from 7,000.00

1 Price per advertising space, plus VAT.
2 Plus VAT.
3 10% Carnival-extra charge in CW 5 (02.02.-08.02.2027).

SmartNet

CITY	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Lübeck[3]	from 200	21.80	from 30,520.00
	from 100	25.10	from 17,570.00
Ludwigshafen[3]	from 200	16.70	from 23,380.00
	from 100	19.50	from 13,650.00
Mannheim	from 200	20.90	from 29,260.00
	from 100	24.80	from 17,360.00
Munich[3.4]	from 820	51.50	from 295,610.00
	from 500	59.30	from 207,550.00
	from 250	75.10	from 131,425.00
Nuremberg[3.5]	from 400	23.20	from 64,960.00
	from 200	32.00	from 44,800.00

1 Price per advertising space, plus VAT.
2 Plus VAT.
3 The network may include backlight columns.
4 Marketing by DSMDecaux GmbH. 10% IAA-extra charge in CW 36 (07.09.-13.09.2027). 10% Oktoberfest-extra charge in CW 37-39 (14.09.-04.10.2027).
5 Marketing by Stadtreklame Nürnberg, T +49 911 92686-39

SmartNet

CITY	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Potsdam[3]	from 100	21.90	from 15,330.00
Rostock[3]	from 200	16.70	from 23,380.00
	from 100	18.80	from 13,160.00
Saarbrücken[3]	from 200	16.80	from 23,520.00
	from 100	19.50	from 13,650.00
Stuttgart[3]	from 400	31.10	from 87,080.00
	from 300	34.20	from 71,820.00
	from 200	36.90	from 51,660.00

1 Price per advertising space, plus VAT.
2 Plus VAT.
3 The network may include backlight columns.

Please note the specifications for 6-sheets. You can find these here or at www.walldecaux.de/downloads.
Possible changes due to installation and deinstallation.

CITY LIGHTS

6-sheets	16
Backlight columns	23
Backlight billboards	25
DriversNet	28
GRPNet	30
Booking schedule	31
Specifications	33



6-sheets



CITY		ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Baden-Baden/Rastatt		100[3]	16.60	11,620.00
		60[4]	18.40	7,728.00
Berlin		1,500	32.80	344,400.00
		1,000	41.10	287,700.00
		750	46.40	243,600.00
	Underground	250	28.60	50,050.00
		125	31.90	27,912.50

1 Price per advertising space, plus VAT.
2 Plus VAT.
3 Including Rastatt with 48 faces.
4 Including Rastatt with 25 faces.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.

6-sheets

CITY	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Bremen[3]	450	17.60	55,440.00
	225	20.90	32,917.50
Cologne[4]	740	28.30	146,594.00
	400	33.30	93,240.00
	200	38.00	53,200.00
Dresden	410	20.10	57,687.00
	205	23.80	34,153.00

1 Price per advertising space, plus VAT.
2 Plus VAT.
3 The network may include backlight columns.
4 10% Carnival-extra charge in CW 5 (02.02.-08.02.2027).

6-sheets

CITY	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Düsseldorf[3]	510[4]	27.70	96,642.00
	300[5]	33.40	67,844.00
Hamburg	840[6]	35.80	205,240.00
	620[7]	43.00	182,980.00
	520[7]	43.90	156,030.00
	420[7]	45.50	129,780.00
Kaiserslautern	100	15.00	10,500.00
	50	17.40	6,090.00

1 Price per advertising space, plus VAT.
2 Plus VAT.
3 10% Carnival-extra charge in CW 5 (02.02.-08.02.2027).
4 Including 30 faces in the surrounding region for €17.00 each.
5 Including 20 faces in the surrounding region for €17.00 each.
6 Including 40 faces in the surrounding region for €17.00 each. The network may include faces on airport.
7 Including 20 faces in the surrounding region for €17.00 each. The network may include faces on airport.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.

6-sheets

CITY	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Karlsruhe	100[3]	20.70	14,490.00
	60	23.70	9,954.00
Lübeck[4]	200	19.00	26,600.00
	100	21.80	15,260.00
Ludwigshafen[4]	170	14.50	17,255.00
	115	16.90	13,604.50
Mannheim	285	18.10	36,109.50
	140	21.50	21,070.00

1 Price per advertising space, plus VAT.
2 Plus VAT.
3 The network includes 20 backlight columns.
4 The network may include backlight columns.

6-sheets

CITY	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Munich[3,4]	820	44.80	257,152.00
	500	51.60	180,600.00
	250	65.30	114,275.00
Nuremberg[5]	400	19.80	55,440.00
	330	22.80	52,668.00
	200	27.50	38,500.00
Potsdam[3]	130	16.80	15,288.00
	100	19.10	13,370.00

1 Price per advertising space, plus VAT.
2 Plus VAT.
3 The network may include backlight columns.
4 Marketing by DSMDecaux GmbH. 10% IAA-extra charge in CW 36 (07.09.-13.09.2027). 10% Oktoberfest-extra charge in CW 37-39 (14.09.-04.10.2027).
5 Marketing by Stadtreklame Nürnberg, T +49 911 92686-39

6-sheets



CITY	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Reutlingen[3]	110	17.00	13,090.00
	75	20.30	10,657.50
Rostock[3]	240	14.50	24,360.00
	120	16.40	13,776.00
Saarbrücken[3]	200	14.60	20,440.00
	100	16.90	11,830.00
Stuttgart[3]	430	27.10	81,571.00
	215	32.00	48,160.00

1 Price per advertising space, plus VAT.
2 Plus VAT.
3 The network may include backlight columns.

Please note the specifications for 6-sheets. You can find these here or at www.walldecaux.de/downloads.
Possible changes due to installation and deinstallation.

CREATIVE OUT OF HOME OUR SERVICES FOR SPECIAL EMOTIONAL IMPLEMENTATION AND EXPERIENCES

- Modifications and conversions can transform conventional OOH formats into unique experiential spaces.
- Transforming Bus, Train, and Tram Waiting Areas into Your Product or Message
- Examples of special implementations: Holograms, foil branding, interactive elements, or decorations





Can only be booked in combination with citywide advertising space network.
Possible cities: Berlin, Hamburg, Düsseldorf and Bremen
Minimum booking volume/requirements:
Berlin, Hamburg: 100,000.00 | Düsseldorf: 50,000.00 | Bremen: CLP city network 2

Backlight columns

CITY	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Berlin	225	65.70	103,477.50
	115	65.70	52,888.50
Karlsruhe	100	35.50	24,850.00
Lübeck	30	37.90	7,959.00
Nuremberg[3]	40	52.90	14,812.00
Potsdam	10	33.50	2,345.00

1 Price per advertising space, plus VAT.
2 Plus VAT.
3 Marketing by Stadtreklame Nürnberg, T +49 911 92686-39

Please note the specifications for backlight columns. You can find these here or at www.walldecaux.de/downloads.
Possible changes due to installation and deinstallation.

Flex backlight columns – individual posting locations

CITY	PPS-CLASS 1 UP TO 19,999	2 20,000–29,999	3 30,000–39,999	4 40,000–49,999	5 50,000–59,999	6 60,000–69,999	7 70,000–79,999	8 80,000–89,999	9 90,000–99,999	10 100,000 AND UP
Berlin	59.70	76.40	93.00	109.10	125.70	142.00	158.40	174.90	191.60	207.90
Karlsruhe	30.40	38.40	46.60	54.60	62.40	70.30	78.90	90.30	108.30	126.20
Lübeck	28.30	36.10	43.30	50.80	58.30	65.50	73.20	84.30	100.80	117.20
Potsdam	24.80	31.60	38.00	44.60	51.00	57.70	63.00	75.50	90.30	105.00

Prices per advertising space/day in Euros; plus VAT.
Flex backlight columns at “Kurfürstendamm” and “Tauentzienstraße” are calculated with one price (€207.90 per day).

Explanation: The performance value “Poster viewers per site” (PPS) from ma Out of Home is defined as the gross rating point of an advertising medium in the booking period.

Please note the specifications for backlight columns. You can find these here or at www.walldecaux.de/downloads.
Possible changes due to installation and deinstallation.

Backlight billboards

CITY	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Kaiserslautern[3]	15	59.90	6,289.50
Karlsruhe[3]	37	76.90	19,917.10
	19	81.10	10,786.30
Lübeck	38	76.90	20,455.40
	19	81.10	10,786.30
Ludwigshafen[3]	28	61.50	12,054.00
	14	64.70	6,340.60

1 Price per advertising space, plus VAT.
2 Plus VAT.
3 Bookings of analogue backlight billboards during the week CW 43 2027 cannot be removed for the following week and remain posted.

Please note: Bookings of analogue backlight billboards during the weeks CW 14 and CW 19 (all cities) 2027 cannot be removed for the following week and remain posted.

Backlight billboards

CITY	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Nuremberg[3]	60	78.00	32,760.00
	50	80.60	28,210.00
Reutlingen[4]	14	62.80	6,154.40
Saarbrücken[4]	15	62.80	6,594.00

1 Price per advertising space, plus VAT.
2 Plus VAT.
3 Marketing by Stadtreklame Nürnberg, T +49 911 92686-39. Additional partial networks are available upon request.
4 Aookings of analogue backlight billboards during the week CW 43 2027 cannot be removed for the following week and remain posted.

Please note: Bookings of analogue backlight billboards during the weeks CW 14 and CW 19 (all cities) 2027 cannot be removed for the following week and remain posted.

Please note the specifications for backlight billboards. You can find these here or at www.walldecaux.de/downloads.
Possible changes due to installation and deinstallation.

Flex backlight billboard – individual posting locations

CITY	PPS-CLASS 1 10,000–39,999	2 40,000–49,999	3 50,000–59,999	4 60,000–69,999	5 70,000–79,999	6 80,000–99,999	7 100,000–129,999	8 130,000 AND UP
Kaiserslautern	53.10	62.40	67.70	81.90	94.00	107.90	124.10	142.70
Karlsruhe	63.10	74.00	90.90	95.50	110.90	126.10	141.60	163.20
Lübeck	58.60	68.50	78.90	87.20	95.90	114.70	139.30	168.20
Ludwigshafen	44.40	51.80	60.70	65.70	73.40	84.20	105.70	133.10
Reutlingen	45.10	55.20	58.80	75.60	88.50	103.20	119.80	139.70
Saarbrücken	42.10	51.80	55.10	56.90	69.80	80.40	102.00	129.30

Prices per advertising space/day in Euros; plus VAT.

Please note: Bookings of analogue backlight billboards during the weeks CW 14 and CW 19 (all cities) 2027 cannot be removed for the following week and remain posted.

Explanation: The performance value “Poster viewers per site” (PPS) from ma Out of Home is defined as the gross rating point of an advertising medium in the booking period.

Please note the specifications for backlight billboards. You can find these here or at www.walldecaux.de/downloads.
Possible changes due to installation and deinstallation.

DriversNet

The advertising locations in this 6-sheet network face oncoming traffic and are thus highly visible to the occupants of passing vehicles.

CITY	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Baden-Baden/Rastatt	20	24.80	3,472.00
Berlin	200	50.40	70,560.00
Bremen	100	28.00	19,600.00
Dresden	100	32.90	23,030.00
Düsseldorf[3]	100	43.60	30,520.00
Hamburg	200	64.30	90,020.00
Kaiserslautern	20	21.40	2,996.00
Cologne[3]	200	44.10	61,740.00
Lübeck	50	30.70	10,745.00

1 Price per advertising space, plus VAT.
2 Plus VAT.
3 10% Carnival-extra charge in CW 5 (02.02.-08.02.2027).

DriversNet

CITY	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Ludwigshafen	50	21.90	7,665.00
Mannheim	50	24.80	8,680.00
Munich[3]	50	67.10	23,485.00
Nuremberg[4]	100	39.70	27,790.00
Potsdam	25	23.40	4,095.00
Reutlingen	20	27.40	3,836.00
Rostock	50	20.70	7,245.00
Saarbrücken	50	23.40	8,190.00
Stuttgart	100	43.60	30,520.00

1 Price per advertising space, plus VAT.
2 Plus VAT.
3 Marketing by DSMDecaux GmbH. The network may include backlight columns. 10% IAA-extra charge in CW 36 (07.09.-13.09.2027). 10% Oktoberfest-extra charge in CW 37-39 (14.09.-04.10.2027).
4 Marketing by Stadtreklame Nürnberg, T +49 911 92686-39

GRPNet 1,200

GRPNet 1,200 is a 6-sheet network designed to ensure high impact campaigns, offering an average GRP of 1,200
The GRP level is based on the size of the city.

	ADVERTISING SPACES/ GRP TARGET	PRICE NET/WEEK IN EUROS[1]
All cities in GRPNet 1.20[2]	4,952	1,023,919.40

GRPNet 600

GRPNet 600 is a 6-sheet network designed to ensure high impact campaigns, offering an average GRP of 600
The GRP level is based on the size of the city.

	ADVERTISING SPACES/ GRP TARGET	PRICE NET/WEEK IN EUROS[1]
All cities in GRPNet 60[2]	2,492	518,670.60

1 Plus VAT.
2 Network includes backlight columns.

Cologne and Düsseldorf: 10% Carnival-extra charge in CW 5 (02.02.-08.02.2027). Munich: Marketing by DSMDecaux GmbH. The network may include backlight columns. 10% IAA-extra charge in CW 36 (07.09.-13.09.2027). 10% Oktoberfest-extra charge in CW 37-39 (14.09.-04.10.2027).Nuremberg: Marketing by Stadtreklame Nürnberg. The network may include backlight columns.

Booking schedule 2027

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
January					1							2							3							4					
February		5							6							7							8								
March		9							10							11							12							13	
April						14							15							16							17				
May				18							19							20						21							
June	22							23							24							25						26		
July						27						28								29						30				
August			31							32							33						34							35
September							36							37							38						39			
October					40							41							42						43					
November		44							45							46							47						48	
December							49							50							51						52			

The weekly booking of City Light Media starts between Monday and Wednesday depending on the media type and the city. The main posting day is Tuesday.

Notes

BOOKING

City Light Media are generally only bookable on a network basis. Flex backlight billboard and Flex backlight columns are exceptions and can also be booked on an individual basis.
Backlight billboards and 6-sheets are generally available as scrolling poster displays. A complete booking of all cities takes precedence over individual bookings.

SCHEDULING

City Light Media can be booked on a weekly basis in accordance with WallDecaux's booking schedule.

POSTER DELIVERY

All City Light Media must be deilivered postage paid at least 14 days before the posting date.
Posters are stored on the pallets used for shipping until further processing/posting. For this reason, we reserve the right to refuse acceptance of posters delivered on defective pallets.

IDENTIFICATION OF THE POSTER DELIVERY

The delivery note for poster deliveries to WallDecaux must contain the following details:
– Address, telephone and fax number of the printer
– Advertiser and agency
– Poster image (brand, product and description)
– Order confirmation number(s) from WallDecaux
– Posting date (week)
– Format
– Number of posters

Including the WallDecaux order confirmation number(s) on the delivery note simplifies the posting process. When sending multiple deliveries, a picture of the poster image should be included on the outside of each package. When sending multiple poster images, a separate description of the number of posters, poster image and posting location must be included for each poster image and the images must be clearly separated from each other.

Please observe our
Special Terms and Conditions for City Light Media.

The current delivery addresses for WallDecaux can be found at www.walldecaux.de/downloads.

Specifications

	6-SHEET	BACKLIGHT COLUMN
PAPER FORMAT	118.5 x 175 cm (w x h), Visible area: 115 x 170 cm (w x h), Size varies for Cologne and Hamburg: For further Information see: www.walldecaux.de	118.5 x 350 cm (w x h), Visible area: 113 x 337 cm (w x h)
MATERIAL	135 – 150 g/m^2 matt-white coated; specially produced art paper for backlighting	135 – 150 g/m^2 matt-white coated; specially produced art paper for backlighting
PRINTING	Offset or digital printing Recommendation: double-sided offset color print over complete surface	Offset or digital printing Recommendation: double-sided offset color print over complete surface, uniform grain direction on all sheets
IMAGE OVERLAP		The poster sheets must have a border of at least 8 mm wide on the areas in which they overlap.
BACKUP POSTERS	10% per poster image and city; between 1 and 30 posters: 20% per poster image and city	10% per poster image and city; between 1 and 30 posters: 20% per poster image and city
DELIVERY	Posters should be delivered as one piece, laid flat on a palette with the front side down, cut to proper dimensions, separated by poster image, on separate palettes for each customer and in the case of more than 100 sheets per medium on different palettes; max. of 1,500 sheets per palette. Sender must bear postage costs and the posters must be received at the proper delivery address(es) at the latest 14 days prior to the posting start date.	Posters should be delivered as 2-piece, laid flat on a palette with the front side down, cut to proper dimensions, separated by poster image, on separate palettes for each customer and in the case of more than 100 sheets per medium on different palettes; max. of 1,500 sheets per palette. Sender must bear postage costs and the posters must be received at the proper delivery address(es) at the latest 14 days prior to the posting start date.

Please note the Notes.

Specifications

	BACKLIGHT BILLBOARD
PAPER FORMAT	18/1 format, 356 x 252 cm (w x h), visible area: 340 x 240 cm (w x h)
MATERIAL	170g/m² matt-white coated, specially produced art paper for backlighting
PRINTING	Offset (4-piece) or digital printing (1- and 2-piece), recommendation: double-sided offset color print over complete surface, uniform grain direction on all sheets
IMAGE OVERLAP	The poster sheets must have a border of at least 3 mm wide on the areas in which they overlap
BACKUP POSTERS	10% per poster image and city, between 1 and 30 posters: 20% per poster image and city
DELIVERY	Posters should be delivered as 1- ,2- or 4-piece. Sender must bear postage costs and the posters must be received at the proper delivery address(es) at the latest 14 days prior to the posting start date. **4-piece:** Poster sheets should be dimensioned for paper format above and include additionally a 15–20 mm border on all sheet edges for cutting; posters should be separated by image; please send one set of poster sheets per image lying face up and flat on a palette. Poster sheets should be on separate palettes for each customer and in the case of more than 100 sheets per medium on different palettes; max. of 1,500 sheets per palette. **2-piece:** Poster sheets should be dimensioned for paper format above and include additionally a 15–20 mm border on all sheet edges for cutting; ship up to 15 pieces separated by image in heavy duty cardboard. **1-piece:** Poster sheet should be cut to the paper format listed above; ship up to 15 pieces separated by image in heavy duty cardboard.
NOTES	Laminating, cutting and labelling of the backlight billboard posters must take place at a print shop that has been certified by WallDecaux. Recommended lamination thickness: 12 µm on the back side. Please observe clause 3 of our Special Terms and Conditions for City Light Media

Please note the Notes.

DIGITAL & PROGRAMMATIC

DigitalDeluxeNet (DDN)	36
DigitalCityNet (DCN)	41
DigitalCityNet Hubs	47
Digital City Icon (DCI)	53
Digital Underground Berlin (DUB)	54
Digital Poster Gallery Berlin	56
Digital backlight billboards	57
DigitalAllNet (DAN)	61
Programmatic	63
Dynamic Campaigns	64
Motion Design and Case documentation	65



DigitalDeluxeNet (DDN)

For campaigns that get noticed: This network contains premium advertising locations in each city.

CITY	BOOKING PACKAGE	SPOTS PER HOUR SPH	ADVERTISING SPACES/NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Berlin	Small (S)	18	50	72.60	25,410.00
	Kompakt (K)	36	50	133.00	46,550.00
	Medium (M)[3]	54	50	181.20	63,420.00
Bremen	Small (S)	18	20	64.70	9,058.00
	Kompakt (K)	36	20	118.60	16,604.00
	Medium (M)[4]	54	20	161.70	22,638.00
Cologne[5]	Small (S)	18	50	72.60	25,410.00
	Kompakt (K)	36	50	133.00	46,550.00
	Medium (M)[3]	54	50	181.20	63,420.00

1 Price per advertising space, plus VAT.
2 The list price is for a 10-second spot, plus VAT.
3 For DDN advertising can be booked on a daily basis with Booking Package M for €280.80/day/advertising space.
4 For DDN advertising can be booked on a daily basis with Booking Package M for €246.30/day/advertising space.
5 10% Carnival-extra charge in CW 5 (02.02.-08.02.2027).

On our DigitalDeluxeNet (DDN digital 6-sheets) only visual-dynamic advertising media of 10 seconds is permitted. Beforehand the visual-dynamic advertising media has to be sent to WallDecaux for verification and confirmation.
Many thanks for your understanding.

10% extra charge in Q4/2027 (CW 39-52).

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.
Possible changes due to installation and deinstallation.

DigitalDeluxeNet (DDN)

CITY	BOOKING PACKAGE	SPOTS PER HOUR SPH	ADVERTISING SPACES/NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Dortmund	Small (S)	18	50	64.70	22,645.00
	Kompakt (K)	36	50	118.60	41,510.00
	Medium (M)[3]	54	50	161.70	56,595.00
Dresden	Small (S)	18	34	64.70	15,398.60
	Kompakt (K)	36	34	118.60	28,226.80
	Medium (M)[3]	54	34	161.70	38,484.60
Düsseldorf[4]	Small (S)	18	50	72.60	25,410.00
	Kompakt (K)	36	50	133.00	46,550.00
	Medium (M)[5]	54	50	181.20	63,420.00

1 Price per advertising space, plus VAT.
2 The list price is for a 10-second spot, plus VAT.
3 For DDN advertising can be booked on a daily basis with Booking Package M for €246.30/day/advertising space.
4 10% Carnival-extra charge in CW 5 (02.02.-08.02.2027).
5 For DDN advertising can be booked on a daily basis with Booking Package M for €280.80/day/advertising space.

On our DigitalDeluxeNet (DDN digital 6-sheets) only visual-dynamic advertising media of 10 seconds is permitted. Beforehand the visual-dynamic advertising media has to be sent to WallDecaux for verification and confirmation.
Many thanks for your understanding.

10% extra charge in Q4/2027 (CW 39-52).

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.
Possible changes due to installation and deinstallation.

DigitalDeluxeNet (DDN)

CITY	BOOKING PACKAGE	SPOTS PER HOUR SPH	ADVERTISING SPACES/NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Hamburg	Small (S)	18	50	72.60	25,410.00
	Kompakt (K)	36	50	133.00	46,550.00
	Medium (M)[3]	54	50	181.20	63,420.00
Kaiserslautern	Small (S)	18	10	56.80	3,976.00
	Kompakt (K)	36	10	104.20	7,294.00
	Medium (M)[4]	54	10	142.20	9,954.00
Ludwigshafen/Mannheim	Small (S)	18	25	56.80	9,940.00
	Kompakt (K)	36	25	104.20	18,235.00
	Medium (M)[4]	54	25	142.20	24,885.00

1 Price per advertising space, plus VAT.
2 The list price is for a 10-second spot, plus VAT.
3 For DDN advertising can be booked on a daily basis with Booking Package M for €280.80/day/advertising space.
4 For DDN advertising can be booked on a daily basis with Booking Package M for €212.10/day/advertising space.

On our DigitalDeluxeNet (DDN digital 6-sheets) only visual-dynamic advertising media of 10 seconds is permitted. Beforehand the visual-dynamic advertising media or full-motion motifs has to be sent to WallDecaux for verification and confirmation. Many thanks for your understanding.

10% extra charge in Q4/2027 (CW 39-52).

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.
Possible changes due to installation and deinstallation.

DigitalDeluxeNet (DDN)

CITY	BOOKING PACKAGE	SPOTS PER HOUR SPH	ADVERTISING SPACES/NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Munich[3]	Small (S)	18	50	72.60	25,410.00
	Kompakt (K)	36	50	133.00	46,550.00
	Medium (M)[4]	54	50	181.20	63,420.00
Nuremberg[5]	Small (S)	18	30	64.70	13,587.00
	Kompakt (K)	36	30	118.60	24,906.00
	Medium (M)[6]	54	30	161.70	33,957.00
Potsdam	Small (S)	18	6	56.80	2,385.60
	Kompakt (K)	36	6	104.20	4,376.40
	Medium (M)[6]	54	6	142.20	5,972.40

New product

1 Price per advertising space, plus VAT.
2 The list price is for a 10-second spot, plus VAT.
3 Marketing by DSMDecaux GmbH. Please note that in Munich only static image is allowed. Please refer to the specs. 10% IAA-extra charge in CW 36 (07.09.-13.09.2027). 10% Oktoberfest-extra charge in CW 37-39 (14.09.-04.10.2027).
4 For DDN advertising can be booked on a daily basis with Booking Package M for €280.80/day/advertising space.
5 Please note that in Nuremberg only static image is allowed. Please refer to the specs.
6 For DDN advertising can be booked on a daily basis with Booking Package M for €212.10/day/advertising space.

On our DigitalDeluxeNet (DDN digital 6-sheets) only visual-dynamic advertising media of 10 seconds is permitted. Beforehand the visual-dynamic advertising media or full-motion motifs has to be sent to WallDecaux for verification and confirmation. Many thanks for your understanding.

10% extra charge in Q4/2027 (CW 39-52).

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.
Possible changes due to installation and deinstallation.

DigitalDeluxeNet (DDN)

CITY	BOOKING PACKAGE	SPOTS PER HOUR SPH	ADVERTISING SPACES/NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Reutlingen	Small (S)	18	5	56.80	1,988.00
	Kompakt (K)	36	5	104.20	3,647.00
	Medium (M)[3]	54	5	142.20	4,977.00
Rostock	Small (S)	18	12	56.80	4,771.20
	Kompakt (K)	36	12	104.20	8,752.80
	Medium (M)[3]	54	12	142.20	11,944.80
Saarbrücken	Small (S)	18	15	56.80	5,964.00
	Kompakt (K)	36	15	104.20	10,941.00
	Medium (M)[3]	54	15	142.20	14,931.00
Stuttgart	Small (S)	18	50	64.70	22,645.00
	Kompakt (K)	36	50	118.60	41,510.00
	Medium (M)[4]	54	50	161.70	56,595.00

New product

1 Price per advertising space, plus VAT.
2 The list price is for a 10-second spot, plus VAT.
3 For DDN advertising can be booked on a daily basis with Booking Package M for €212.10/day/advertising space.
4 For DDN advertising can be booked on a daily basis with Booking Package M for €246.30/day/advertising space.

On our DigitalDeluxeNet (DDN), visually dynamic motifs with a length of 10 seconds and in full motion are permitted in Saarbrücken. Until further notice, visually dynamic or full-motion motifs must be sent to WallDecaux in advance for review and approval. Many thanks for your understanding.

10% extra charge in Q4/2027 (CW 39-52).

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.
Possible changes due to installation and deinstallation.

DigitalCity**Net** (DCN)

This network features digital advertising displays located in the urban centers of each city.

CITY		BOOKING PACKAGE	SPOTS PER HOUR SPH	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Berlin		Small (S)	18	460	56.80	182,896.00
		Kompakt (K)	36	460	104.20	335,524.00
		Medium (M)[3]	54	460	142.20	457,884.00
	Partial Network	Small (S)	18	230	62.50	100,625.00
		Kompakt (K)	36	230	114.70	184,667.00
		Medium (M)[4]	54	230	156.30	251,643.00

Inventory expansion

1 Price per advertising space, plus VAT.
2 The list price is for a 10-second spot, plus VAT.
3 In the DCN city network, advertising can be booked on a daily basis with Booking Package M for €212.40/day/advertising space.
4 In the DCN partial network, advertising can be booked on a daily basis with Booking Package M for €234.90/day/advertising space.

A booking of 20% and 25% share of time is available upon request.

On our DigitalCityNet (DCN) only visual-dynamic advertising media of 10 seconds is permitted. Beforehand the visual-dynamic advertising media has to be sent to WallDecaux for verification and confirmation.
Many thanks for your understanding.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.
Possible changes due to installation and deinstallation.

DigitalCity**Net** (DCN)

CITY	BOOKING PACKAGE	SPOTS PER HOUR SPH	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Bremen	Small (S)	18	30	50.60	10,626.00
	Kompakt (K)	36	30	92.90	19,509.00
	Medium (M)[3]	54	30	126.90	26,649.00
Cologne[4]	Small (S)	18	28	56.80	11,132.80
	Kompakt (K)	36	28	104.20	20,423.20
	Medium (M)[5]	54	28	142.20	27,871.20
Dresden	Small (S)	18	36	50.60	12,751.20
	Kompakt (K)	36	36	92.90	23,410.80
	Medium (M)[3]	54	36	126.90	31,978.80

1 Price per advertising space, plus VAT.
2 The list price is for a 10-second spot, plus VAT.
3 In the DCN city network, advertising can be booked on a daily basis with Booking Package M for €189.30/day/advertising space.
4 10% Carnival-extra charge in CW 5 (02.02.-08.02.2027).
5 In the DCN city network, advertising can be booked on a daily basis with Booking Package M for €212.40/day/advertising space.

A booking of 20% and 25% share of time is available upon request.

On our DigitalCityNet (DCN) only visual-dynamic advertising media of 10 seconds is permitted. Beforehand the visual-dynamic advertising media has to be sent to WallDecaux for verification and confirmation.
Many thanks for your understanding.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.
Possible changes due to installation and deinstallation.

DigitalCity**Net** (DCN)

CITY		BOOKING PACKAGE	SPOTS PER HOUR SPH	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Düsseldorf[3]		Small (S)	18	76	56.80	30,217.60
		Kompakt (K)	36	76	104.20	55,434.40
		Medium (M)[4]	54	76	142.20	75,650.40
Hamburg		Small (S)	18	260	56.80	103,376.00
		Kompakt (K)	36	260	104.20	189,644.00
		Medium (M)[4]	54	260	142.20	258,804.00
	Partial Network	Small (S)	18	130	62.50	56,875.00
		Kompakt (K)	36	130	114.70	104,377.00
		Medium (M)[5]	54	130	156.30	142,233.00

1 Price per advertising space, plus VAT.
2 The list price is for a 10-second spot, plus VAT.
3 10% Carnival-extra charge in CW 5 (02.02.-08.02.2027).
4 In the DCN city network, advertising can be booked on a daily basis with Booking Package M for €212.40/day/advertising space.
5 In the DCN partial network, advertising can be booked on a daily basis with Booking Package M for €234.90/day/advertising space.

A booking of 20% and 25% share of time is available upon request.

On our DigitalCityNet (DCN) only visual-dynamic advertising media of 10 seconds is permitted. Beforehand the visual-dynamic advertising media has to be sent to WallDecaux for verification and confirmation.
Many thanks for your understanding.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.
Possible changes due to installation and deinstallation.

DigitalCity**Net** (DCN)

CITY	BOOKING PACKAGE	SPOTS PER HOUR SPH	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Karlsruhe	Small (S)	18	1	56.80	397.60
	Kompakt (K)	36	1	104.20	729.40
	Medium (M)[3]	54	1	142.20	995.40
Munich[4]	Small (S)	18	145	56.80	57,652.00
	Kompakt (K)	36	145	104.20	105,763.00
	Medium (M)[3]	54	145	142.20	144,333.00
Partial Network	Small (S)	18	73	62.50	31,937.50
	Kompakt (K)	36	73	114.70	58,611.70
	Medium (M)[5]	54	73	156.30	79,869.30

Inventory expansion

1 Price per advertising space, plus VAT.
2 The list price is for a 10-second spot, plus VAT.
3 In the DCN city network, advertising can be booked on a daily basis with Booking Package M for €212.40/day/advertising space.
4 Marketing by DSMDecaux GmbH. Please note that in Munich only static image is allowed. Please refer to the specs. 10% IAA-extra charge in CW 36 (07.09.-13.09.2027). 10% Oktoberfest-extra charge in CW 37-39 (14.09.-04.10.2027).
5 In the DCN partial network, advertising can be booked on a daily basis with Booking Package M for €234.90/day/advertising space.

A booking of 20% and 25% share of time is available upon request.

On our DigitalCityNet (DCN) only visual-dynamic advertising media of 10 seconds is permitted. Beforehand the visual-dynamic advertising media has to be sent to WallDecaux for verification and confirmation.
Many thanks for your understanding.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.
Possible changes due to installation and deinstallation.

DigitalCity**Net** (DCN)

CITY	BOOKING PACKAGE	SPOTS PER HOUR SPH	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Nuremberg	Small (S)	18	50	50.60	17,710.00
	Kompakt (K)	36	50	92.90	32,515.00
	Medium (M)[3]	54	50	126.90	44,415.00
Partial Network	Small (S)	18	25	55.80	9,765.00
	Kompakt (K)	36	25	102.20	17,885.00
	Medium (M)[4]	54	25	139.50	24,412.00

Inventory expansion

1 Price per advertising space, plus VAT.
2 The list price is for a 10-second spot, plus VAT.
3 In the DCN city network, advertising can be booked on a daily basis with Booking Package M for €189.30/day/advertising space.
4 In the DCN partial network, advertising can be booked on a daily basis with Booking Package M for €209.40/day/advertising space.

A booking of 20% and 25% share of time is available upon request.

On our DigitalCityNet (DCN) only visual-dynamic advertising media of 10 seconds is permitted. Beforehand the visual-dynamic advertising media has to be sent to WallDecaux for verification and confirmation.
Many thanks for your understanding.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.
Possible changes due to installation and deinstallation.

DigitalCityNet (DCN)

CITY		BOOKING PACKAGE	SPOTS PER HOUR SPH	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Rostock		Small (S)	18	38	44.40	11,810.40
		Kompakt (K)	36	38	81.70	21,732.20
		Medium (M)[3]	54	38	111.60	29,685.60
	Partial Network	Small (S)	18	19	49.10	6,530.30
		Kompakt (K)	36	19	89.70	11,930.10
		Medium (M)[4]	54	19	122.70	16,319.10
Stuttgart		Small (S)	18	20	50.60	7,084.00
		Kompakt (K)	36	20	92.90	13,006.00
		Medium (M)[5]	54	20	126.90	17,766.00

New product

1 Price per advertising space, plus VAT.
2 The list price is for a 10-second spot, plus VAT.
3 In the DCN city network, advertising can be booked on a daily basis with Booking Package M for €166.50/day/advertising space.
4 In the DCN partial network, advertising can be booked on a daily basis with Booking Package M for €184.20/day/advertising space.
5 In the DCN city network, advertising can be booked on a daily basis with Booking Package M for €189.30/day/advertising space.

A booking of 20% and 25% share of time is available upon request.

On our DigitalCityNet (DCN) only visual-dynamic advertising media of 10 seconds is permitted. Beforehand the visual-dynamic advertising media has to be sent to WallDecaux for verification and confirmation.
Many thanks for your understanding.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.
Possible changes due to installation and deinstallation.

DigitalCity**Net** (DCN) HUBs

With this booking option you can select highly desirable streets and neighborhoods in Berlin, Dresden and Hamburg for the display of your advertising campaign.

CITY	HUB	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Berlin	Alexanderplatz	66	168.00	77,616.00
	Alexanderplatz partial network I	33	168.00	38,808.00
	Alexanderplatz partial network II	33	168.00	38,808.00
	Frankfurter Allee	20	168.00	23,520.00
	Friedrichstraße Nord	40	168.00	47,040.00
	Friedrichstraße Süd	7	168.00	8,232.00
	Hackescher Markt	8	168.00	9,408.00
	Hauptbahnhof	15	168.00	17,640.00
	Kastanienallee	9	168.00	10,584.00
	Kreuzberg	18	168.00	21,168.00
	Kurfürstendamm West	18	168.00	21,168.00
	Messe (daily)	14	245.10	3,431.40

1 Price per advertising space, plus VAT.
2 The list price is for a 10-second spot, plus VAT.

Equivalent to our M Booking Package, which contains 54 spots per hour.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.
Possible changes due to installation and deinstallation.

DigitalCity**Net** (DCN) HUBs

CITY	HUB	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Berlin	Neukölln	23	168.00	27,048.00
	Neukölln-Süd	16	168.00	18,816.00
	Pankow	8	168.00	9,408.00
	Potsdamer Platz	32	168.00	37,632.00
	Regierungsviertel	7	168.00	8,232.00
	Rosenthaler Platz / Torstraße	24	168.00	28,224.00
	Spandau	8	168.00	9,408.00
	Steglitz	28	168.00	32,928.00
	Tempelhofer Feld	13	168.00	15,288.00
	Treptow/Köpenick	9	168.00	10,584.00
	Unter den Linden	10	168.00	11,760.00
	Warschauer Straße / Schlesisches Tor	26	168.00	30,576.00
	Wedding	20	168.00	23,520.00
	Wilmersdorfer Straße	20	168.00	23,520.00

1 Price per advertising space, plus VAT.
2 The list price is for a 10-second spot, plus VAT.

Equivalent to our M Booking Package, which contains 54 spots per hour.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.
Possible changes due to installation and deinstallation.

DigitalCity**Net** (DCN) HUBs

CITY	HUB	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Dresden	Hauptbahnhof	10	151.50	10,605.00
	Postplatz	26	151.50	27,573.00

1 Price per advertising space, plus VAT.
2 The list price is for a 10-second spot, plus VAT.

Equivalent to our M Booking Package, which contains 54 spots per hour.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.
Possible changes due to installation and deinstallation.

DigitalCity**Net** (DCN) HUBs

CITY	HUB	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Hamburg	Altona-Altstadt	13	168.00	15,288.00
	Altstadt & Hafencity	28	168.00	32,928.00
	Altstadt & Hafencity Partial Network I	14	168.00	16,464.00
	Altstadt & Hafencity Partial Network II	14	168.00	16,464.00
	Altona-Nord & Eimsbüttel	17	168.00	19,992.00
	Eppendorf	12	168.00	14,112.00
	Hammerbrook	10	168.00	11,760.00
	Hoheluft	14	168.00	16,464.00
	Messe (tageweise)	25	245.10	6,127.50
	Messe Plus (tageweise)	36	245.10	8,823.60
	Mönckebergstrasse	35	168.00	41,160.00

1 Price per advertising space, plus VAT.
2 The list price is for a 10-second spot, plus VAT.

Equivalent to our M Booking Package, which contains 54 spots per hour.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.
Possible changes due to installation and deinstallation.

DigitalCity**Net** (DCN) HUBs

CITY	HUB	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Hamburg	Mönckebergstrasse Partial Network I	17	168.00	19,992.00
	Mönckebergstrasse Partial Network II	17	168.00	19,992.00
	Neustadt	26	168.00	30,576.00
	Neustadt Teilnetz I	13	168.00	15,288.00
	Neustadt Teilnetz II	13	168.00	15,288.00
	Ottensen	5	168.00	5,880.00
	Rotherbaum/ Grindel	13	168.00	15,288.00
	Rotherbaum/ Harvestehude	23	168.00	27,048.00
	St. Georg & Hohenfelde	18	168.00	21,168.00
	St. Pauli & Sternschanze	19	168.00	22,344.00
	Uhlenhorst & Barmbek-Süd	13	168.00	15,288.00
	Winterhude	15	168.00	17,640.00

1 Price per advertising space, plus VAT.
2 The list price is for a 10-second spot, plus VAT.

Equivalent to our M Booking Package, which contains 54 spots per hour.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.
Possible changes due to installation and deinstallation.

DigitalCity**Net** (DCN) HUBs

CITY	HUB	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]	
Rostock	City	25	122.70	21,472.50	New product
	Warnemünde	13	122.70	11,165.70	
Nuremberg	City Nord	17	151.50	18,028.50	
	City Ost	13	151.50	13,786.50	New product
	City Süd	20	151.50	21,210.00	

1 Price per advertising space, plus VAT.
2 The list price is for a 10-second spot, plus VAT.

Equivalent to our M Booking Package, which contains 54 spots per hour.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.
Possible changes due to installation and deinstallation.

Digital City Icon (DCI)

New product

The 7 m² digital city light.

CITY	BOCKING PACKAGE	SPOTS PER HOUR SPH	ADVERTISING SPACES/NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Rostock	Small (S)	18	6	41.70	1,751.40
	Kompakt (K)	36	6	80.40	3,376.80
	Medium (M)[3]	54	6	114.90	4,825.80

Flex Digital City Icon (DCI)

	IPS-CLASS **1** 0–9.9	**2** 10-19.9	**3** 20-39.9	**4** 40-69.9	**5** 70 AND UP
Digital City Icon	114.30	117.30	123.30	127.50	138.00

1 Price per advertising space, plus VAT.
2 The list price is for a 10-second spot, plus VAT.
3 Advertising can be booked on a daily basis with Booking Package M for €172.20/day/advertising space.

A booking of 20% and 25% share of time is available upon request.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.
Possible changes due to installation and deinstallation.

On our Digital City Icon (DCI only visual-dynamic advertising media of 10 seconds is permitted. Beforehand the visual-dynamic advertising media has to be sent to WallDecaux for verification and confirmation.
Many thanks for your understanding.

Digital Underground Berlin (DUB)

This network features digital 6-sheets in Berlin's busiest subway stations.

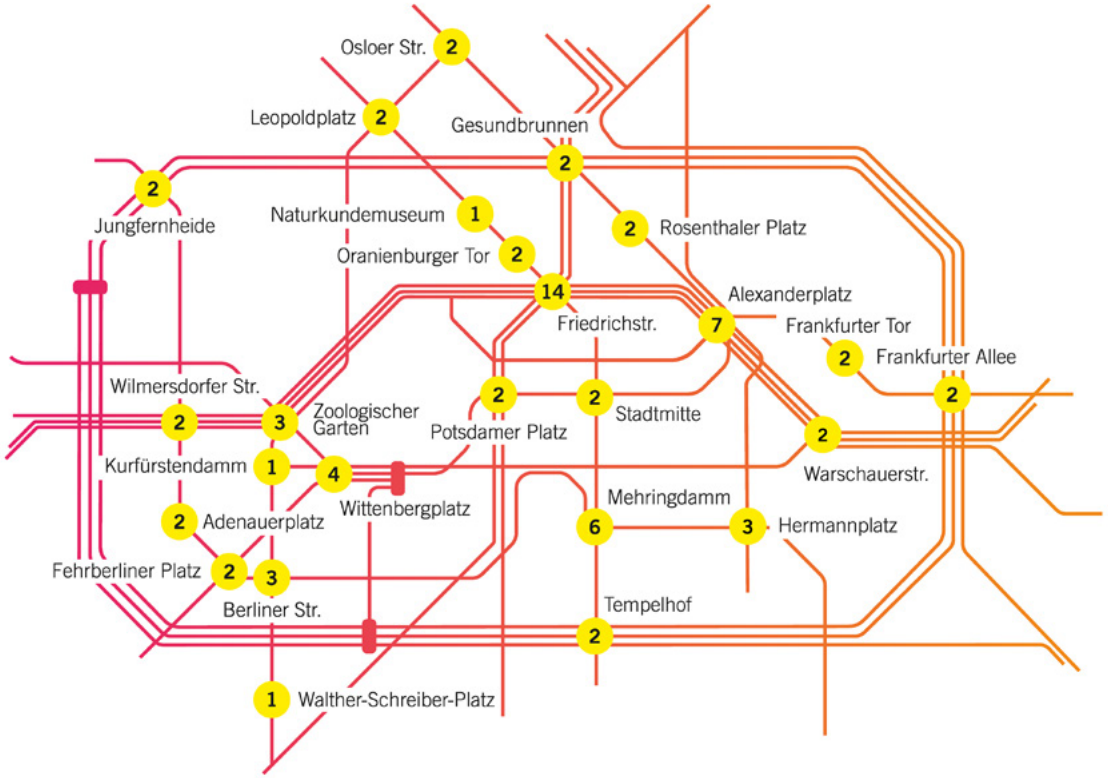
CITY	BOCKING PACKAGE	SPOTS PER HOUR SPH	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Berlin	Small (S)	18	73	37.40	19,111.40
	Kompakt (K)	36	73	68.20	34,850.20
	Medium (M)[3]	54	73	93.30	47,676.30

1 Price per advertising space, plus VAT.
2 The list price is for a 10-second spot, plus VAT.
3 Advertising can be booked on a daily basis with Booking Package M for €117.90/day/advertising space.

A booking of 20% and 25% share of time is available upon request.

Operating hours of digital media are from 6 am to 12 am. Berlin Underground excluded. Operating hours may vary or be restricted due to contractual and/or statutory regulations.
Possible changes due to installation and deinstallation.

Digital Underground Berlin (DUB)



Digital Poster Gallery Berlin

Turn one of Berlin's busiest stations into an immersive showcase for your advertising message: With all 12 large-format screens at the Friedrichstraße subway at your disposal, you can run a single spot on all screens simultaneously or creatively integrate various video clips.

CITY	BOCKING PACKAGE	SPOTS PER HOUR SPH	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Berlin	Small (S)	18	12	56.10	4,712.40
	Kompakt (K)	36	12	103.70	8,710.80
	Medium (M)[3]	54	12	141.60	11,894.40

1 Price per advertising space, plus VAT.
2 The list price is for a 10-second spot, plus VAT.
3 Advertising can be booked on a daily basis with Booking Package M for €159.00/day/advertising space.

A booking of 20% and 25% share of time is available upon request.

Operating hours of digital media are from 6 am to 12 am. Berlin Underground excluded. Operating hours may vary or be restricted due to contractual and/or statutory regulations.
Possible changes due to installation and deinstallation.

Digital backlight billboards – weekly packages

CITY	BOCKING PACKAGE	SPOTS PER HOUR SPH	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Berlin	Small (S)	18	100	54.50	38,150.00
	Kompakt (K)	36	100	105.30	73,710.00
	Medium (M)	54	100	150.30	105,210.00
Potsdam	Small (S)	18	13	32.30	2,939.30
	Kompakt (K)	36	13	62.10	5,651.10
	Medium (M)	54	13	88.50	8,053.50

New product

1 Price per advertising space, plus VAT.
2 The list price is for a 10-second spot, plus VAT.

A booking of 20% and 25% share of time is available upon request.

On our digital backlight billboards only visual-dynamic advertising media of 10 seconds is permitted. Beforehand the visual-dynamic advertising media has to be sent to WallDecaux for verification and confirmation.
Many thanks for your understanding.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.
Possible changes due to installation and deinstallation.

Digital backlight billboards – per diem

CITY	BOCKING PACKAGE	SPOTS PER HOUR SPH	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/DAY IN EUROS[2]
Berlin	Small (S)	18	100	83.80	8,380.00
	Kompakt (K)	36	100	167.20	16,720.00
	Medium (M)	54	100	228.30	22,830.00
Potsdam	Small (S)	18	13	49.70	646.10
	Kompakt (K)	36	13	98.70	1,283.10
	Medium (M)	54	13	134.40	1,747.20

New product

1 Price per advertising space, plus VAT.
2 The list price is for a 10-second spot, plus VAT.

A booking of 20% and 25% share of time is available upon request.

On our digital backlight billboards only visual-dynamic advertising media of 10 seconds is permitted. Beforehand the visual-dynamic advertising media has to be sent to WallDecaux for verification and confirmation.
Many thanks for your understanding.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.
Possible changes due to installation and deinstallation.

Digital backlight billboards

CITY	BOCKING PACKAGE	ADVERTISING SPACES/ NETWORK	PRICE NET/WEEK IN EUROS[1]
Berlin	KombiNet I[2]	12 (Underground) + 100 (citywide)	117,104.40
	KombiNet II[2]	12 (Underground) + 50 (citywide)	69,854.40

1 The list price is for a 10-second spot, plus VAT.
2 Equivalent to our M Booking Package, which contains 54 spots per hour.

A booking of 20% and 25% share of time is available upon request.

On our digital backlight billboards only visual-dynamic advertising media of 10 seconds is permitted. Beforehand the visual-dynamic advertising media has to be sent to WallDecaux for verification and confirmation.
Many thanks for your understanding.

Operating hours of digital media are from 6 am to 12 am. Berlin Underground excluded. Operating hours may vary or be restricted due to contractual and/or statutory regulations.

Please note the specifications for backlight billboards. You can find these here or at www.walldecaux.de/downloads.
Possible changes due to installation and deinstallation.

Flex digital backlight billboards – individual posting locations

CITY	CLASS 1 0-39.999	2 40,000-49.999	3 50,000-79.999	4 80,000-149.999	5 150,000 AND UP
Berlin	148.80	152.70	160.50	166.20	180.00
Potsdam	87.90	90.00	94.80	98.10	106.20

New product

Equivalent to our M Booking Package, which contains 54 spots per hour.

Price in euros/advertising space/day; plus VAT; Minimum occupancy: 1 calendar week.

On our digital backlight billboards only visual-dynamic advertising media of 10 seconds is permitted. Beforehand the visual-dynamic advertising media has to be sent to WallDecaux for verification and confirmation.
Many thanks for your understanding.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.
Possible changes due to installation and deinstallation.

DigitalAll**Net** (DAN)

Dominate the digital domain by booking all of our digital advertising networks in all cities nationwide.

CITY	DDN	DCN	DUB	DCLB	DCLB-U	DCI	SCREEN COUNT
Berlin							695
Bremen							48
Cologne							78
Dortmund							50
Dresden							70
Düsseldorf							126
Hamburg							310
Kaiserslautern							10
Karlsruhe							1
Ludwigshafen							5
Mannheim							20
Munich							195
Nuremberg							80
Potsdam							19
Reutlingen							5
Rostock							56
Saarbrücken							15
Stuttgart							70

Operating hours of digital media are from 6 am to 12 am. Berlin Underground excluded. Operating hours may vary or be restricted due to contractual and/or statutory regulations.
Possible changes due to installation and deinstallation.

DigitalAll**Net** (DAN)

With this premium package your campaign appears in all of our digital advertising networks.

NETWORK	CITIES	ADVERTISING SPACES/NETWORK			PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
DigitalCityNet	Berlin, Cologne[3], Düsseldorf[3], Hamburg, Karlsruhe, Munich[4]	970			56.80	385,672.00
	Bremen, Dresden, Nuremberg, Stuttgart	136			50.60	48,171.20
	Rostock	38			44.40	11,810.40
DigitalDeluxeNet[5]	Berlin, Cologne[3], Düsseldorf[3], Hamburg, Munich[4.5]	250			72.60	127,050.00
	Bremen, Dortmund, Dresden, Nuremberg, Stuttgart	184			64.70	83,333.60
	Kaiserslautern, Ludwigshafen, Mannheim, Potsdam, Reutlingen, Rostock, Saarbrücken	73			56.80	29,024.80
Digital Underground Berlin	Berlin	73			37.40	19,111.40
Digital City Light Boards	Berlin		100		54.50	38,150.00
	Potsdam		13		32.30	2,939.30
DigitalCityIcon	Rostock			6	41.70	1,751.40
Digital Poster Gallery	Berlin (U-Bhf. Friedrichstraße)			12	56.10	4,712.40
DigitalAllNet			**1,855**			**751,726.50**

1 Price per advertising space, plus VAT.
2 Plus VAT.
3 10% Carnival-extra charge in CW 5 (02.02.-08.02.2027).
4 Marketing by DSMDecaux GmbH. Please note that in Munich only static image is allowed. Please refer to the specs. 10% IAA-extra charge in CW 36 (07.09.-13.09.2027). 10% Oktoberfest-extra charge in CW 37-39 (14.09.-04.10.2027).
5 10% extra charge in Q4/2027 (CW 39-52).

The listed package price is for video spots of 10 second duration shown 18 times each hour in the above digital advertising networks.
This campaign option can only be booked as a complete nationwide package.

Operating hours of digital media are from 6 am to 12 am. Berlin Underground excluded. Operating hours may vary or be restricted due to contractual and/or statutory regulations.
Possible changes due to installation and deinstallation.

Programmatic Guaranteed/Non-Guaranteed

Premium Programmatic from WallDecaux gives you automated access to our high-reach digital spaces.
A wide range of targeting options and the possibilities of dynamic creation are available to you for your individual branding goals.

PRODUCT	CITIES	MEDIA	DEAL[1]	BASIS CPM[1]	TARGETING ADDITION: DAY/TIME	TARGETING ADDITION: TARGET GROUP/POI/MEDIA	MANAGED SERVICE CPM
WallDecaux „Metropolen“[2.3]	Berlin, Bremen, Cologne, Dortmund, Dresden, Düsseldorf, Hamburg, Nuremberg, Stuttgart	DCLP	Guaranteed	15.00	3.50	7.00	25.50
			Non-guaranteed	18.00			
WallDecaux „City Plus“[3]	DCLB Berlin, Berlin U-Bahn, Kaiserslautern, Karlsruhe, Ludwigshafen, Mannheim, DCLB Potsdam, Reutlingen, DCI Rostock, Rostock, Saarbrücken	DigitalCityIcon, Digital Billboards, Digital 6-Sheets, Subway, Digital Poster Gallery	Guaranteed	9.00	3.50	7.00	19.50
			Non-guaranteed	12.00			
Munich[3.4]	Munich	DCLP	Guaranteed	19.00	3.50	7.00	29.50
			Non-guaranteed	24.00			

1 Plus VAT.
2 10% Carnival-extra charge for Cologne and Düsseldorf in CW 5 (02.02.-08.02.2027).
3 10% extra charge in Q4/2027 (CW 39-52).
4 10% IAA-extra charge in CW 36 (07.09.-13.09.2027). 10% Oktoberfest-extra charge in CW 37-39 (14.09.-04.10.2027).

Booking information:: At least 15 screens. Minimum booking volume „Metropolen & Munich“: €10,000.00 agency net per city. Minimum booking volume „City Plus“: €5,000.00 agency net per city.
All non-guaranteed deals are created as floor-price deals. Documentary pictures can be additonally booked for €50.00 per picture. Documentary pictures are inclued in all managed service campaigns.

Operating hours of digital media are from 6 am to 12 am. Operating hours may vary or be restricted due to contractual and/or statutory regulations.
WallDecaux's terms and conditions apply. You can find these here or at www.walldecaux.de.

Dynamic Campaigns

Our digital displays are made for highly dynamic and creative advertising campaigns.
There are two different implementation scenarios:

SCENARIO	FEATURES	DEAL	PRICE MODEL	IMPRESSIONS (A14+)	PRICE IN EUROS[1]
Dynamic elements	– Place a layer over an existing motif (motif + Data layer) – Abruf von API's[2] (Counter/Wetter/Feeds abrufen) – Use of an HTML5 advertising medium	Guaranteed	Package price	up to 5.0 Mio.	5,300.00[3]
			CPM	from 5.0 Mio.	1.00
		Non-guaranteed[4]	Package price		5,300.00
			One-time set up fee[5]		2,700.00
Dynamic creations	– Real-time motif playback based on a rule set and/or creation of a custom API[2] – A rule set is created by WallDecaux (with the customer) based on the available data. – Use of an HTML5 advertising medium	Guaranteed	Package price	up to 5.0 Mio.	10,600.00[3]
			CPM	from 5.0 Mio.	2.00
		Non-guaranteed[4]	Package price		10,600.00
			One-time set up fee[5]		2,700.00

Further prices on request.

1 Prices apply to one advertising medium format, e.g. portrait format (9:16) or landscape format (16:9) or Digital Billboards (4.4:3).
2 The customer may select freely accessible or subscription-based APIs. Additional costs will result for APIs that require a subscription
3 A flat fee for technical costs is charged for dynamic elements when campaigns have 5 million impressions or less.
4 With Non-Guaranteed Deals, the set-up fee and package price are billed as technical costs before the start of the campaign.
5 The one-time set-up fee per format in a non-guaranteed deal includes the testing and adaptation of the motifs on our advertising media, the server costs and the use of all JCDecaux software.

WallDecaux's terms and conditions apply. You can find these here or at www.walldecaux.de.

Current information about our dynamic campaigns can be found at our website.

Motion Design and Case documentation

We offer various motion design services. Simply select a service package or contact us to discuss your needs.

PACKAGE	FEATURES[1]		PRICE IN EUROS[2]
Basic Package	Animation based on layout template of client – scaling, rotation, screening of up to 5 graphic elements included. Extended animation with a more complex storyboard; Storyboard and main graphic elements provided by client.		from 1,000.00
Premium Package	Complete creation of storyboard developed by us; main graphic elements provided by client.		from 2,000.00
Motion Design / Digital creations	Hourly rate		130.00
	Daily rate		1,100.00
Video documentation	Video documentation of a (D)OOH campaign; Post-production, including integration of text, graphic elements & color grading; Optional background music and voice-over	Basic: 1 location, 15 seconds, Berlin only - other cities on request	from 1,000.00
		Premium: 3 locations, 30 - 40 seconds, subject to availability	from 3,000.00
Casefilm incl. Storyboard	Development of a storyboard in collaboration with the client; Video production, including at least one day of shooting; Post-production, including color grading, video compositing, audio mastering, and integration of text and graphic elements; Background music and voice-overs (optional)		from 5,000.00
3D Package	Creation of a deepscreen 3D motif according to customer specifications. Delivery of all graphic assets by the customer (incl. 3D model of the product to be animated as OBJ, FBX, 3DS, or similar and associated texture files)		from 7,000.00
3D Pro Package	Creation of a deepscreen 3D motif according to customer specifications including modeling and shading of the 3D elements (product, etc.) and animation. Delivery of the graphic assets (logos, etc.) by the customer.		from 9,000.00

1 Includes two rounds of customer feedback for optimization of developed material.
2 Plus VAT.

Subject to available capacities.

Don't forget to consult our Ten golden Rules for optimal ad design.



POSTERS

Billboards	67
Poster Gallery	69
Full Posting Location	70
General Posting Location	71
Booking schedule (decade)	72
Specifications	75

Billboards

CITY	PPS-CLASS 1 UP TO 7,999	2 8,000 – 15,999	3 16,000 – 23,999	4 24,000 – 31,999	5 32,000 – 39,999	6 40,000 – 47,999
Berlin Metroboards, Underground	25.90	29.60	32.50	34.20	37.40	39.90
	Olympiastadion	Güntzelstraße Oranienburger Tor	Alt-Mariendorf Alt-Tempelhof Altstadt Spandau Blissestraße Eisenacher Straße Gleisdreieck Jakob-Kaiser-Platz Jannowitzbrücke Kaiserdamm Kleistpark Naturkundemuseum Pankow Rosenthaler Platz Strausberger Platz Weinmeisterstraße	Adenauerplatz Alt-Tegel Bayerischer Platz Frankfurter Tor Gneisenaustr. Karl-Marx-Straße Kochstraße Lichtenberg Richard-Wagner-Platz	Samariterstraße Seestraße Tempelhof Walther-Schreiber-Platz	Bundesplatz Fehrbelliner Platz Hermannstraße Kurfürstendamm Möckernbrücke Turmstraße Wilmersdorfer Straße

Price in euros/advertising space/day; plus VAT.
All ad surfaces in a subway station have the same daily price; minimum booking of one 10-day booking period.

Explanation: The performance value “Poster viewers per site” (PPS) from ma Out of Home is defined as the gross rating point of an advertising medium in the booking period.

Possible changes due to installation and deinstallation.

Billboards

CITY	PPS-CLASS 7 48,000 – 63,999	8 64,000 – 71,999	9 72,000 – 79,999	10 80,000 – 87,999	11 88,000 AND UP
Berlin Metroboards, Underground	42.20	47.10	49.60	52.30	57.10
	Hallesches Tor Neukölln Rathaus Steglitz Spichernstraße Stadtmitte Tierpark Warschauer Straße Wedding Wittenau	Berliner Straße Hauptbahnhof Nollendorfplatz Wittenbergplatz	Kottbusser Tor	Bismarckstraße Jungfernheide Mehringdamm	Alexanderplatz Frankfurter Allee Gesundbrunnen Hermannplatz Johannisthaler Chaussee Leopoldplatz Osloer Straße Rathaus Neukölln Zoologischer Garten

Price in euros/advertising space/day; plus VAT.
All ad surfaces in a subway station have the same daily price; minimum booking of one 10-day booking period.

Note: Billboards in Düsseldorf, Erkrath, Lübeck, Ludwigshafen, Reutlingen: Marketing by Plakatunion Außenwerbe-Marketing GmbH & Co. KG; Nuremberg: Marketing by Stadtreklame Nürnberg, T +49 911 92686-39.
Explanation: The performance value “Poster viewers per site” (PPS) from ma Out of Home is defined as the gross rating point of an advertising medium in the booking period.

Possible changes due to installation and deinstallation.

Poster Gallery

Poster Galleries are long chains of digital or analog metroboards. Located at busy subway platforms, they are impossible to overlook and generate considerable publicity.

CITY		UNDERGROUND STATION[1]	ADVERTISING SPACES	PRICE SPACE/DAY[2] IN EUROS[3]
Berlin		Alexanderplatz U5	14	1,561.00
		Alexanderplatz U8	22	1,561.00
		Kottbusser Tor U8	16	1,561.00
		Hermannplatz U8	16	1,424.00
		Kurfürstendamm U9	14	1,424.00
		Mehringdamm U6/U7	16	1,424.00
		Potsdamer Platz U2	33	1,424.00
		Potsdamer Platz U2 (Mini Poster Gallery)	28	655.00
		Rosenthaler Platz U8	20	1,424.00
		Walther-Schreiber-Platz U9	12	1,424.00
		Weinmeister Straße U8	17	1,424.00
		Zoologischer Garten U9	12	1,424.00
	Digital Poster Gallery[4]	Friedrichstraße	12	47,577.60

1 Further stations on demand.
2 The booking duration for this campaign is three decades (10-day booking periods). The campaign start date and expenses depend on the selected subway station block (A or B) and the total number of posting days.
3 Not including production, posting, removal; plus VAT.
4 Equivalent to our M Booking Package, which contains 54 spots per hour.

Operating hours of digital media are from 6 am to 12 am. Berlin Underground excluded. Operating hours may vary or be restricted due to contractual and/or statutory regulations.
Possible changes due to installation and deinstallation.

Full Posting Location

CITY		CLASS 1 UP TO 7,999	2 8,000 – 15,999	3 16,000 – 23,999	4 24,000 – 31,999	5 32,000 – 39,999	6 40,000 – 47,999	7 48,000 – 55,999	8 56,000 – 63,999	9 64,000 – 71,999	10 72,000 – 79,999	11 80,000 – 87,999	12 88,000 AND UP
Karlsruhe	Illuminated	28.00	30.80	31.50	32.20	33.00	33.70	34.60	35.40	36.20	37.00	38.10	38.70
	Non-illuminated	20.30	21.70	22.50	23.20	24.00	25.00	25.60	26.80	27.60	28.20	29.30	30.00
Ludwigshafen	Non-illuminated	21.10	22.50	23.20	24.00	25.00	25.60	26.80	27.60	28.20	29.30	30.00	30.80
Lübeck	Illuminated	32.50	35.40	37.00	40.40	42.00	43.50	45.00	48.70	50.20	51.70	54.00	55.60
	Non-illuminated	23.90	26.80	28.20	30.00	31.50	33.00	34.60	36.20	38.10	39.60	41.50	43.00
Reutlingen	Illuminated	25.00	26.80	27.60	28.20	29.30	30.00	30.80	31.50	32.20	33.00	33.70	34.60
	Non-illuminated	17.80	18.60	19.40	20.30	21.10	21.70	22.50	23.20	24.00	25.00	25.60	26.80

Price in euros/day/advertising location; plus VAT; Minimum occupancy of one 1-day booking period.
Please note the specifications for Full Posting Locations. You can find these here or at www.walldecaux.de/downloads.

General Posting Location

CITY	NETWORK	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/DECADE IN EUROS[2]
Karlsruhe	1/1 sheet	179	1.55	2,774.50
Lübeck	1/1 sheet	120	1.45	1,740.00
Ludwigshafen	1/1 sheet	80	1.55	1,240.00
Reutlingen	1/1 sheet	34	1.35	459.00

Other formats on request.

1 Price per advertising space and 1/1 sheet, plus VAT.
2 Plus VAT.

Please note the specifications for General Posting Locations. You can find these here or at www.walldecaux.de/downloads.

Booking schedule (decade) 2027

MONTH	BOCKING PERIOD	BLOCK A	DAYS	BLOCK B	DAYS	BLOCK C	DAYS	CW
January	01	Tue 29.12.26 – Mon 11.01.27	14	Fri 01.01.27 – Thur 14.01.27	14	Tue 05.01.27 – Mon 18.01.27	14	1
	02	Tue 12.01.27 – Thur 21.01.27	10	Fri 15.01.27 – Mon 25.01.27	11	Tue 19.01.27 – Thur 28.01.27	10	2/3
February	03	Fri 22.01.27 – Mon 01.02.27	11	Tue 26.01.27 – Thur 04.02.27	10	Fri 29.01.27 – Mon 08.02.27	11	4
	04	Tue 02.02.27 – Thur 11.02.27	10	Fri 05.02.27 – Mon 15.02.27	11	Tue 09.02.27 – Thur 18.02.27	10	5/6
	05	Fri 12.02.27 – Mon 22.02.27	11	Tue 16.02.27 – Thur 25.02.27	10	Fri 19.02.27 – Mon 01.03.27	11	6/7
March	06	Tue 23.02.27 – Thur 04.03.27	10	Fri 26.02.27 – Mon 08.03.27	11	Tue 02.03.27 – Thur 11.03.27	10	8/9
	07	Fri 05.03.27 – Mon 15.03.27	11	Tue 09.03.27 – Thur 18.03.27	10	Fri 12.03.27 – Mon 22.03.27	11	9/10
	08	Tue 16.03.27 – Thur 25.03.27	10	Fri 19.03.27 – Mon 29.03.27	11	Tue 23.03.27 – Thur 01.04.27	10	11/12
April	09	Fri 26.03.27 – Mon 05.04.27	11	Tue 30.03.27 – Thur 08.04.27	10	Fri 02.04.27 – Mon 12.04.27	11	12/13
	10	Tue 06.04.27 – Thur 15.04.27	10	Fri 09.04.27 – Mon 19.04.27	11	Tue 13.04.27 – Thur 22.04.27	10	14/15
	11	Fri 16.04.27 – Mon 26.04.27	11	Tue 20.04.27 – Thur 29.04.27	10	Fri 23.04.27 – Mon 03.05.27	11	16
May	12	Tue 27.04.27 – Thur 06.05.27	10	Fri 30.04.27 – Mon 10.05.27	11	Tue 04.05.27 – Thur 13.05.27	10	17/18
	13	Fri 07.05.27 – Mon 17.05.27	11	Tue 11.05.27 – Thur 20.05.27	10	Fri 14.05.27 – Mon 24.05.27	11	19/20
	14	Tue 18.05.27 – Thur 27.05.27	10	Fri 21.05.27 – Mon 31.05.27	11	Tue 25.05.27 – Thur 03.06.27	10	20/21
June	15	Fri 28.05.27 – Mon 07.06.27	11	Tue 01.06.27 – Thur 10.06.27	10	Fri 04.06.27 – Mon 14.06.27	11	22
	16	Tue 08.06.27 – Thur 17.06.27	10	Fri 11.06.27 – Mon 21.06.27	11	Tue 15.06.27 – Thur 24.06.27	10	23/24
	17	Fri 18.06.27 – Mon 28.06.27	11	Tue 22.06.27 – Thur 01.07.27	10	Fri 25.06.27 – Mon 05.07.27	11	25

The booking schedule consists of 10 and 11 day periods known as "decades" (Dekaden) in German. Minor changes to the above timetable may occur.
For example, technical issues may cause the display of your advertising to start or end one day earlier or later. Fourteen-day booking blocks are billed as 11 days.

Booking schedule (decade) 2027

MONTH	BOCKING PERIOD	BLOCK A	DAYS	BLOCK B	DAYS	BLOCK C	DAYS	CW
July	18	Tue 29.06.27 – Thur 08.07.27	10	Fri 02.07.27 – Mon 12.07.27	11	Tue 06.07.27 – Thur 15.07.27	10	26/27
	19	Fri 09.07.27 – Mon 19.07.27	11	Tue 13.07.27 – Thur 22.07.27	10	Fri 16.07.27 – Mon 26.07.27	11	28
	20	Tue 20.07.27 – Thur 29.07.27	10	Fri 23.07.27 – Mon 02.08.27	11	Tue 27.07.27 – Thur 05.08.27	10	29/30
August	21	Fri 30.07.27 – Mon 09.08.27	11	Tue 03.08.27 – Thur 12.08.27	10	Fri 06.08.27 – Mon 16.08.27	11	31
	22	Tue 10.08.27 – Thur 19.08.27	10	Fri 13.08.27 – Mon 23.08.27	11	Tue 17.08.27 – Thur 26.08.27	10	32/33
	23	Fri 20.08.27 – Mon 30.08.27	11	Tue 24.08.27 – Thur 02.09.27	10	Fri 27.08.27 – Mon 06.09.27	11	34
September	24	Tue 31.08.27 – Thur 09.09.27	10	Fri 03.09.27 – Mon 13.09.27	11	Tue 07.09.27 – Thur 16.09.27	10	35/36
	25	Fri 10.09.27 – Mon 20.09.27	11	Tue 14.09.27 – Thur 23.09.27	10	Fri 17.09.27 – Mon 27.09.27	11	37
	26	Tue 21.09.27 – Thur 30.09.27	10	Fri 24.09.27 – Mon 04.10.27	11	Tue 28.09.27 – Thur 07.10.27	10	38/39
October	27	Fri 01.10.27 – Mon 11.10.27	11	Tue 05.10.27 – Thur 14.10.27	10	Fri 08.10.27 – Mon 18.10.27	11	40
	28	Tue 12.10.27 – Thur 21.10.27	10	Fri 15.10.27 – Mon 25.10.27	11	Tue 19.10.27 – Thur 28.10.27	10	41/42
	29	Fri 22.10.27 – Mon 01.11.27	11	Tue 26.10.27 – Thur 04.11.27	10	Fri 29.10.27 – Mon 08.11.27	11	43
November	30	Tue 02.11.27 – Thur 11.11.27	10	Fri 05.11.27 – Mon 15.11.27	11	Tue 09.11.27 – Thur 18.11.27	10	44/45
	31	Fri 12.11.27 – Mon 22.11.27	11	Tue 16.11.27 – Thur 25.11.27	10	Fri 19.11.27 – Mon 29.11.27	11	46
	32	Tue 23.11.27 – Thur 02.12.27	10	Fri 26.11.27 – Mon 06.12.27	11	Tue 30.11.27 – Thur 09.12.27	10	47/48
December	33	Fri 03.12.27 – Mon 13.12.27	11	Tue 07.12.27 – Thur 16.12.27	10	Fri 10.12.27 – Mon 20.12.27	11	49
	34	Tue 14.12.27 – Mon 27.12.27	14	Fri 17.12.27 – Thur 30.12.27	14	Tue 21.12.27 – Mon 03.01.28	14	50–52

The booking blocks are subdivided into posting blocks A, B, and C for logistic reasons. The information regarding calendar weeks is based on Block A.
Any republication of this timetable must indicate the source.

Notes

BOOKING

Physical posting of advertisements usually takes place within the scope of 10 or 11 day booking period. General posting locations can only be booked on a network basis. See the weekly and 10/11-day booking schedules for information on posting periods.

BACKUP POSTERS

10% is required for each image and city. When the number of posters is between 1 and 30, a backup poster quantity of 20% is required for each image and city.

POSTER DELIVERY

All poster media must be delivered postage paid at least 8 days before the posting date.

IDENTIFICATION OF THE POSTER DELIVERY

The delivery note for poster deliveries to WallDecaux must contain the following details:

– Address, telephone and fax number of the printer
– Advertiser and agency
– Poster image (brand, product and description)
– Order confirmation number(s) from WallDecaux
– Posting date (week or decade)
– Format
– Number of posters

Including the WallDecaux order confirmation number(s) on the delivery note simplifies the posting process. When sending multiple deliveries, a picture of the poster image should be included on the outside of each package. When sending multiple poster images, a separate description of the poster count, poster image and posting location should be included for each poster image.

Please observe our

Special Terms and Conditions for poster media.

The current delivery addresses for WallDecaux can be found at www.walldecaux.de/downloads.

Specifications

	BILLBOARDS	FULL POSTING LOCATION	GENERAL POSTING LOCATION
PAPER FORMAT	**18/1 format:** 356 × 252 cm (w × h)	**6/1 format:** 119 × 252 cm (w × h) **8/1 format:** 119 × 336 cm (w × h)	**DIN A1 (1/1-sheet):** Portrait format 59.4 × 84.1 cm (w × h), Landscape format 84.1 × 59.4 cm (w × h) **DIN A0:** Portrait format 84.1 × 118.9 cm (w × h), Landscape format 118.9 × 84.1 cm (w × h) **4/1-Format:** 119 × 168 cm (w × h)
MATERIAL	115 g/m² opaque, wet-strength affiche paper	115 g/m² opaque, wet-strength affiche paper	At least 115 g/m² opaque, wet-strength affiche paper
PRINTING	Offset printing, depending on number of posters	Offset printing, depending on number of posters	Offset printing, depending on number of posters
DELIVERY	4 or 6 sheets with 1 cm overlap; each sheet must be numbered and the spots for gluing must be noted; folded and mapped.	**6/1 format:** In 3 parts **8/1 format:** In 4 parts In the event you want something other than the white cover, please provide it to us in a folded state with your poster material.	**DIN A1 and DIN A0:** In 1 part. For 500 posters and up, the posters should be delivered flat on a palette. **In 4/1 format** should be delivered as two separate pieces with a 1 cm overlap; folded and mapped.

TRANSPORT

Transport media - exterior branding	77
Transport media - interior branding	80
Specifications	81
Digital Poster Gallery Berlin	82
Poster Gallery	83
Station Branding	84



Transport media - exterior branding

CITY	FORMAT		VEHICLE TYPE	SERVICE PRICE IN EUROS/MONTH PER SPECIFIED CAMPAIGN PERIOD[1] 1	3	6	12
Berlin	**General overview plus**		Double-deck bus	30,433.00	16,983.00	12,437.00	7,797.00
			Single-deck bus	17,672.00	8,513.00	5,769.00	3,490.00
			Articulated bus	22,811.00	11,413.00	7,904.00	4,832.00
			Tram	34,291.00	16,179.00	10,830.00	6,511.00
	General overview		Double-deck bus	28,772.00	15,609.00	11,277.00	7,028.00
			Single-deck bus	16,994.00	7,972.00	5,317.00	3,191.00
			Articulated bus	21,814.00	10,624.00	7,246.00	4,397.00
			Tram	33,301.00	15,313.00	10,087.00	6,016.00
			Underground ((1 train = 2 cars))	27,211.00	13,083.00	8,856.00	5,354.00

1 Price per vehicle per month, based on minimum coverage; no route restrictions; for yearly bookings; incl. production, posting, removal; plus VAT. Divergent booking on demand.

Transport media - exterior branding

CITY	FORMAT		VEHICLE TYPE	SERVICE PRICE IN EUROS/MONTH PER SPECIFIED CAMPAIGN PERIOD[1] 1	3	6	12
Berlin	**Detailed overview Side and roof collar**		Single-deck bus	7,062.00	3,130.00	2,013.00	1,186.00
			Articulated bus	9,266.00	4,458.00	3,019.00	1,825.00
	Detailed overview Side		Double-deck bus	8,831.00	4,572.00	3,226.00	1,989.00
			Single-deck bus	5,140.00	2,332.00	1,523.00	904.00
			Articulated bus	7,134.00	3,429.00	2,321.00	1,403.00
			Tram	11,949.00	5,653.00	3,790.00	2,280.00
			Underground ((1 train = 2 cars))	7,231.00	3,183.00	2,038.00	1,197.00

1 Price per vehicle per month, based on minimum coverage; no route restrictions; for yearly bookings; incl. production, posting, removal; plus VAT. Divergent booking on demand.

Transport media - exterior branding

CITY	FORMAT		VEHICLE TYPE	MINIMUM OCCUPANCY	SERVICE PRICE IN EUROS/MONTH PER SPECIFIED CAMPAIGN PERIOD[1] 1	3	6	12
Berlin	**Traffic Board 18/1**		Tram	1 month	3,671.00	2,217.00	1,682.00	1,070.00
	Bouncer/door		Underground	1 month	2,052.00	1,418.00	1,133.00	736.00
	Rear surface		Articulated/single-deck bus	3 month	–	704.00	551.00	355.00
	FollowMe L		Articulated/single-deck bus	1 month	2,487.00	1,671.00	1,322.00	855.00
	FollowMe XL		Double-deck bus	1 month	4,162.00	2,842.00	2,260.00	1,466.00
	FollowMe XXL		Double-deck bus	1 month	6,404.00	4,202.00	3,293.00	2,124.00

New product

1 Price per surface, incl. production, posting and removal; plus VAT. Longer terms on request.

Transport media - interior branding

CITY			QUANTITY	MINIMUM OCCUPANCY	SERVICE PRICE IN EUROS/MONTH[1]
Berlin	**Side windows**	Tram	ab 250 Flächen	1 month	50.50
	Side strip	Underground	ab 250 Flächen	1 month	40.20
	Side wall	Underground	ab 100 Flächen	1 month	46.40
	Front wall	Underground	ab 100 Flächen	1 month	58.80

1 Price per surface, incl. production, posting and removal; plus VAT. Longer terms on request.

Specifications

		SIDE WINDOW	SIDE STRIP	SIDE WALL	FRONT WALL
Berlin	Tram	50 × 15 cm (w × h)			
	Underground		**U1, U2, U3, U4:** 53 × 9.5 cm (w × h) **U5, U6, U7, U8, U9:** 69 × 13 cm (w × h) plus 10 mm outer margin for punching, setting trim marks	28.5 × 40.5 cm (w × h)	40.8 × 58 cm (w × h)

Digital Poster Gallery Berlin

Turn one of Berlin's busiest stations into an immersive showcase for your advertising message: With all 12 large-format screens at the Friedrichstraße subway at your disposal, you can run a single spot on all screens simultaneously or creatively integrate various video clips.

CITY	BOOKING PACKAGE	SPOTS PER HOUR SPH	ADVERTISING SPACES/ NETWORK	PRICE SPACE/DAY IN EUROS[1]	PRICE NET/WEEK IN EUROS[2]
Berlin	Small (S)	18	12	56.10	4,712.40
	Kompakt (K)	36	12	103.70	8,710.80
	Medium (M)[3]	54	12	141.60	11,894.40

Digital backlight billboards

CITY	BOOKING PACKAGE	ADVERTISING SPACES/ NETWORK	PRICE NET/WEEK IN EUROS[1]
Berlin	KombiNet I[2]	12 (Underground) + 100 (citywide)	117,104.40
	KombiNet II[2]	12 (Underground) + 50 (citywide)	69,854.40

1 Price per advertising space, plus VAT.
2 The list price is for a 10-second spot, plus VAT.
3 Advertising can be booked on a daily basis with Booking Package M for €159.00/day/advertising space.
4 Equivalent to our M Booking Package, which contains 54 spots per hour.

A booking of 20% and 25% share of time is available upon request.

Operating hours of digital media are from 6 am to 12 am. Berlin Underground excluded. Operating hours may vary or be restricted due to contractual and/or statutory regulations.
Possible changes due to installation and deinstallation.

Poster Gallery

Poster Galleries are long chains of digital or analog metroboards. Located at busy subway platforms, they are impossible to overlook and generate considerable publicity.

CITY		U-BAHNHOF[1]	ADVERTISING SPACES	PRICE SPACE/DAY[2] IN EUROS[3]
Berlin		Alexanderplatz U5	14	1,561.00
		Alexanderplatz U8	22	1,561.00
		Kottbusser Tor U8	16	1,561.00
		Hermannplatz U8	16	1,424.00
		Kurfürstendamm U9	14	1,424.00
		Mehringdamm U6/U7	16	1,424.00
		Potsdamer Platz U2	33	1,424.00
		Potsdamer Platz U2 (Mini Poster Gallery)	28	655.00
		Rosenthaler Platz U8	20	1,424.00
		Walther-Schreiber-Platz U9	12	1,424.00
		Weinmeister Straße U8	17	1,424.00
		Zoologischer Garten U9	12	1,424.00
	Digital Poster Gallery[4]	Friedrichstraße	12	47,577.60

1 Further stations on demand.
2 The booking duration for this campaign is three decades (10-day booking periods). The campaign start date and expenses depend on the selected subway station block (A or B) and the total number of posting days.
3 Not including production, posting, removal; plus VAT.
4 Equivalent to our M Booking Package, which contains 54 spots per hour.

Operating hours of digital media are from 6 am to 12 am. Berlin Underground excluded. Operating hours may vary or be restricted due to contractual and/or statutory regulations.
Possible changes due to installation and deinstallation.

Station Branding

Station Branding offers the individual booking of the entire subway station for the creation of a unique and immersive advertising environment.

CITY	UNDERGROUND STATION		PRICE SPACE/DAY IN EUROS[1]
Berlin	Mehringdamm	all DUB slots included	4,140.00

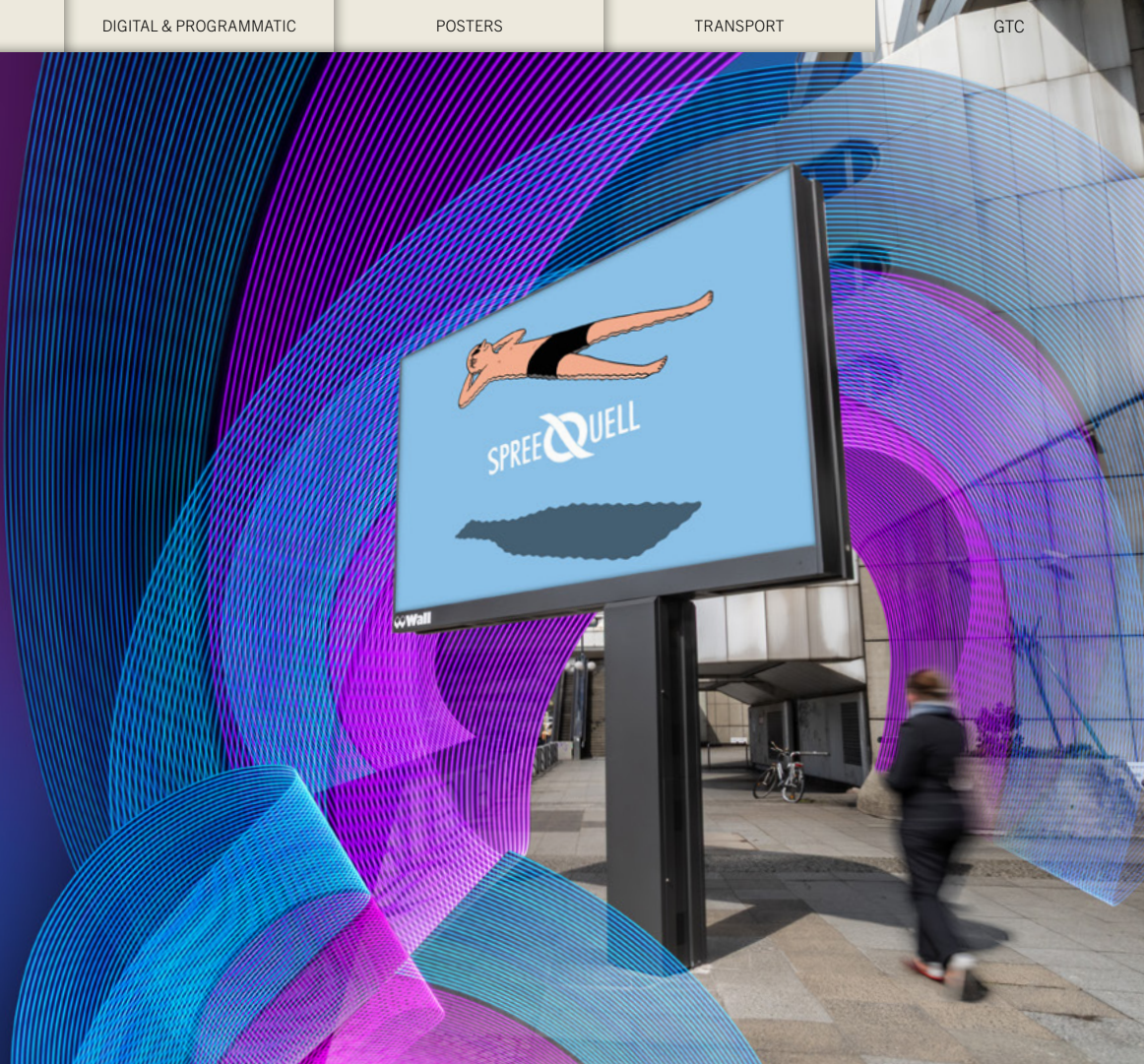
Price per day is €4,140.00 including all 6 digital slots (DUB Mehringdamm), €3,349.00 including 1 slot.

1 Not including production, posting, removal; plus VAT. On request.
2 The booking duration for this campaign is three decades (10-day booking periods). The campaign start date and expenses are based on the A-Block and the total number of posting days.
Possible changes due to installation and deinstallation.

GTC

General terms and conditions 2027
WallDecaux – a division of Wall GmbH

As of 10.08.2026



General terms and conditions 2027

WallDecaux – a division of Wall GmbH

General terms and conditions

1. SCOPE

1.1 These General Terms and Conditions apply to all offers, contracts, and performances rendered by Wall GmbH for clients who are served by its WallDecaux division – hereinafter referred to as "WallDecaux". In addition, Special Terms and Conditions, which contain additions to and deviations from these General Terms and Conditions, apply to individual advertising media; these are, specifically:
(a) City Light Media,
(b) Digital media,
(c) Poster media, and
(d) Transport media (public transportation and rail station media).
The following order of precedence applies to individual contractual elements: Individual agreements take precedence over the General and Special Terms and Conditions (jointly "General Terms and Conditions of Business"); furthermore, provisions in the Special Terms and Conditions take precedence over provisions in the General Terms and Conditions. If multiple advertising media are booked in a single order, then the respective Special Conditions for each advertising medium shall apply.
1.2 Solely the General Terms and Conditions of Business of WallDecaux shall apply. Divergent or supplementary terms and conditions of business maintained by the client shall be valid only if and insofar as WallDecaux has agreed to them expressly in writing. The General Terms and Conditions of Business of WallDecaux shall also apply for future offers, contracts, and performances, even if these General Terms and Conditions are not agreed to separately again.

Note: City Light Posters on public streets in Munich are governed by the General Terms and Conditions of Business of DSMDecaux GmbH. These Terms and Conditions will be provided upon request.

2. PLACEMENT OF ORDER / CONCLUSION OF CONTRACT / ADVERTISING CONTENT

2.1 WallDecaux's offers are subject to change and are not binding. By placing an order, the client submits a binding offer to enter into a contract within the meaning of Art. 145 of the BGB (German Civil Code). A contract does not arise until WallDecaux provides written order confirmation.
2.2 When an order is placed, the client must identify the advertiser and the product type that is to be advertised. Orders placed by advertising agencies and other intermediaries will only be accepted if documentation is provided that their client has officially retained them by contract. Furthermore, the advertisers and product types must be identified by name in orders placed with WallDecaux. Subsequent changes in the advertising campaign by the client require the express written approval of WallDecaux.
2.3 WallDecaux is entitled to require submission of the advertising content (e.g. images, advertising media) seven calendar days before the agreed advertising start date. WallDecaux is entitled to reject orders - including individual orders within the scope of a larger order - on the basis of content, origin, or technical format, provided WallDecaux cites uniform, objectively justified principles for this rejection. On these same grounds WallDecaux may also temporarily or permanently halt advertising campaigns that have already begun. Instead of rejecting or permanently halting the campaign, WallDecaux may require the client to change the advertising content. In particular, WallDecaux may take such measures, if the advertising content violates laws, regulations, or orders by judicial or regulatory authorities, or if WallDecaux cannot reasonably be expected to publish them. Publication will be considered as unreasonable particularly if the advertising content is xenophobic, glorifying of violence, dehumanizing, extremist, or likely to endanger the morals or welfare of children or young people. If WallDecaux requests changes, the client remains bound to the order or contract. Any additional costs incurred as a result of change requests, in particular for motif changes or shipping costs, shall be borne by the client. In such cases, the client shall have no claims for compensation against WallDecaux. WallDecaux is entitled, but not obliged, to review advertising content for compliance with the preceding provisions before publication. Such a review does not constitute legal advice and does not release the client from his own responsibility or liability for the legal admissibility of the advertising content (in all other respects, section 9 applies).
2.4 WallDecaux's confirmation that it will use the advertising content provided by the client does not constitute a confirmation that said advertising content are legally permissible.
2.5 WallDecaux is entitled to reject or terminate an advertising campaign if WallDecaux cannot reasonably be expected to post or place the advertising media for structural or operational reasons.
2.6 In the aforementioned cases (Sections 2.3 and 2.5), WallDecaux shall be entitled to withdraw from existing contracts or advertising campaigns that are already underway.
2.7 WallDecaux is entitled to use third-parties (e.g. partner companies, subcontractors, and freelancers) to fulfill its contractual performance obligations. WallDecaux shall select and supervise these third-parties

General terms and conditions 2027

WallDecaux – a division of Wall GmbH

with the diligence customary in the industry with a view to proper and expert fulfillment of the contract.
2.8 The approval of the other party to the contract is required to assign to third-parties rights and obligations arising from or contained within the contract. However, WallDecaux is entitled without the approval of the client to assign to an affiliated company within the meaning of Art. 15 ff. of the German Companies Act (AktG) rights and obligations arising from or contained within the contract.
2.9 Irrespective of Sections 2.3 and 2.5, WallDecaux shall be entitled to terminate the contract without notice if the contractual advertising rights granted to WallDecaux or the official permits for advertising locations no longer apply (special right of termination). The contractual relationship shall end at the latest upon invalidity of the advertising rights or official permits. In such cases, the client shall receive back overpaid remuneration for the period following termination on a pro rata basis. The client shall not have any further claim to recover damages arising from such termination.
2.10 The Code of Conduct, which can be downloaded at www.walldecaux.de/downloads/code-conduct in a version that can be saved, also applies.

3. TERM

The length of the advertising period shall be determined according to WallDecaux's booking schedule, which the client will be informed of and can be viewed at www.walldecaux.de.

4. LOCATION PREFERENCES / EXCLUSION OF COMPETITION

4.1 In the case of network bookings, the client has no right to select specific advertising locations.
4.2 WallDecaux undertakes no warranty that competitors will be excluded from using its advertising services.

5. WITHDRAWAL BY THE CLIENT

The client may withdraw from the contract in writing up to 60 calendar days prior to the agreed first posting date. The client must bear all costs that have accrued up to the point of withdrawal (e.g. production costs).

6. PRICES / TERMS OF PAYMENT

6.1 The stated prices do not include any applicable value added tax. Prices published in WallDecaux's media portfolio are subject to change and are not binding.
6.2 If a client places an order for the first time or for the first time in three years (and is thus a new customer), the client is obligated to make advance payment. WallDecaux must receive advertising fees in full prior to the start of the advertising campaign. If advance payment has not been agreed to, then invoiced amounts shall be due at the latest eight calendar days after the agreed upon advertising start date.
6.3 If WallDecaux grants a discount for early invoice payment ("Skonto"), then this discount does not apply to additional costs that result within the course of the advertising campaign (e.g. technical costs, production costs, or posting costs), but rather to media services. These additional costs are due without any discounts for early payment.
6.4 If the client owes additional costs or interest payments, the client's payments shall be credited to the additional costs first, then to the interest payments owed, and finally to the principal amount due.
6.5 A payment shall be deemed to have been made only once WallDecaux has the funds at its disposal. Checks shall be accepted only for the purpose of payment, without an obligation arising in this regard. Payment by check is not deemed to have been made until the cashed check is actually credited to WallDecaux's account. All fees or expenses incurred during collection shall be borne by the client.
6.6 Statutory default interest shall be charged in the event of non-payment or deferment of payment.
6.7 If the client is in default of payment or WallDecaux becomes aware, after conclusion of contract, of circumstances that justify objective and substantial doubts about the client's creditworthiness and jeopardize WallDecaux's collection of payment, WallDecaux can make the realization or continuation of the advertising campaign contingent on an advance payment or the provision of a security. If WallDecaux's demand for advance payment or the provision of a security is not fulfilled within a reasonable period to be set by WallDecaux, WallDecaux shall be entitled to cancel the contract and/or demand compensation for damages.
6.8 The client is entitled to offset payments it owes with receivables owed to it by WallDecaux, but only if receivables owed to the client are uncontested or have been confirmed by a court of law.
6.9 The client shall only be entitled to offset or retain payments if the receivables owed to the client are based on the same contractual relationship and have been confirmed by a court of law or are uncontested.

General terms and conditions 2027

WallDecaux – a division of Wall GmbH

7. GROUP ACCOUNTING CLAUSE

WallDecaux is entitled to offset receivables owed by the client to it or affiliated companies with payables owed to the client by it or affiliated companies. If requested, WallDecaux will provide information to the client about the companies with which it is affiliated. The client hereby agrees that all securities it provides shall also serve to indemnify debts owed by the client to companies with which WallDecaux is affiliated. Furthermore, all securities provided by the client to companies with which WallDecaux is affiliated shall also serve to indemnify monies owed to WallDecaux by the client – regardless of the legal basis for these monies being owed.

8. MATERIAL DELIVERY

8.1 The delivery and production of the advertising material and content shall be at the expense and risk of the client. The technical requirements placed on the advertising material and content to be delivered and the deadlines for delivery are specified in the Special Terms and Conditions valid for each advertising media.
8.2 If WallDecaux cannot carry out the order or cannot carry it out on time because the advertising materials were not delivered, were delivered late, or were not delivered in the correct number or format, this shall not release the client from its payment obligations. Nevertheless, WallDecaux shall credit the client for avoided expenses. If the client is late in providing the advertising materials but does provide them before expiration of the contracted advertising campaign, WallDecaux shall use its best efforts to post said advertising materials, potentially for a shortened advertising period, although there is no obligation in this regard. In the event of successful late posting, the client shall be obligated to pay WallDecaux the special expenses resulting from late delivery or delivery in an inappropriate format. If the client rejects late posting because of the special expenses, the client nevertheless remains obligated to pay the contracted fees for normal posting.

9. RESPONSIBILITY FOR ADVERTISING CONTENT / GRANT OF RIGHTS

9.1 Responsibility for advertising content and third-party content to which reference is made in the advertising posted by WallDecaux shall be borne exclusively by the client. Furthermore, the client is solely responsible for the design, recognizability, and suitability of advertising content. In particular, the client is responsible for ensuring that said content does not violate legal, regulatory, or contractual regulations, court orders, third-party copyrights or other third-party property rights. Where the advertising content is AI-generated or AI-edited, the client shall, in particular, ensure that the transparency obligations set out in Regulation (EU) 2024/1689 are complied with and that the advertising content includes any labelling required by law. By placing an order, the client transfers to WallDecaux all rights that are necessary for the realization of the advertising campaign. In particular, this includes all usage rights, ancillary copyrights, and other rights that are necessary for the publication of the content in analog and digital advertising media as part of the client's order. The client guarantees that he has the aforementioned rights at its disposal and is entitled to transfer them. The foregoing provisions also apply to advertising content that is drafted or designed by WallDecaux at the request of the client, insofar as WallDecaux acted in accordance with the client's specifications.
9.2 The client indemnifies and holds harmless WallDecaux from all third-party claims in this regard. In the event of a third-party claim, the client shall immediately, truthfully, and completely provide WallDecaux with all information necessary to review the claims and mount a defense. Without prejudice to any further claims for the recovery of damages on the part of WallDecaux, the client shall reimburse WallDecaux for reasonable expenditures and expenses arising from claims lodged by third-parties. The foregoing shall apply in particular to costs that arise for mounting a necessary legal defense.

10. PRECEDENCE FOR STATION BRANDING, DIGITAL BRANDING AREAS, POSTER GALLERIES AND AREA DOMINATION

10.1 WallDecaux points out that, after the order has been placed for the contractual booking, location deviations or alternative spaces may occur in the following cases for a limited period of time. These include priority third-party bookings for:

(a) Station Brandings (i.e. when all advertising surfaces in a subway station available to WallDecaux and affiliated companies are provided for a limited time to a single client), or
(b) a Digital Branding Area (i.e. the exclusive booking of all digital advertising surfaces in a subway station or waiting area), or
(c) a Poster Gallery (i.e. when all posting locations behind the track in a subway station available to WallDecaux and affiliated companies are provided for a limited time to a single client), or
(d) an Area Domination (i.e. all digital and analog advertising spaces available to WallDecaux and affiliated companies in a specific area are assigned to a single client).

General terms and conditions 2027

WallDecaux – a division of Wall GmbH

10.2 In the cases referred to in section 10.1, WallDecaux shall notify the client immediately and designate other advertising locations that shall be provided to the client as a substitute. Alternatively, WallDecaux will increase the frequency of display at the remaining locations. If the client is not interested in the designated substitute advertising locations, the client shall be entitled to cancel the order, but only with regard to the affected advertising locations. If the client does not object in writing within 14 calendar days after notification of necessary relocation for Station Branding, a Digital Branding Area, or Poster Gallery, WallDecaux shall assume that the client consents to the posting of the client's advertising media in the designated substitute locations.

11. DEFAULT IN PERFORMANCE / GUARANTEES

11.1 WallDecaux shall not be liable for non-execution, interruption, premature termination, delay, defective performance, or other disruption of the advertising in cases in which WallDecaux is not responsible or when the causes are beyond the control of WallDecaux, in particular due to force majeure (e.g. insurrection, regulatory interventions, construction and demolition measures carried out or commissioned by public institutions, power outages, IT breakdowns, strikes, operational disturbances, weather conditions, damage, or other impairments to the advertising surfaces caused by third-parties). Cases beyond the control of WallDecaux also include warning messages (MoWaS/KATWARN) published by WallDecaux due to force majeure events (e.g. storm surge, major fire, severe weather warning, etc.).
11.2 WallDecaux is also entitled to suspend the performance of advertising campaigns or to temporarily or permanently discontinue advertising campaigns that have already commenced if there are reasonable grounds, based on specific facts, to believe that the performance of the advertising campaign may pose a significant risk to the safety of persons, in particular employees, significantly disrupt proper operations, or pose a risk to the functionality or integrity of the advertising media, vehicles, installations or other facilities of WallDecaux, its affiliated companies or the respective owners, operators or contractual partners of the relevant advertising sites, and such risks or disruptions cannot be averted by reasonable organisational, technical or other measures.
11.3 WallDecaux shall check on the posted advertising material periodically at reasonable intervals. In the event of non-execution, interruption, premature termination, delay, defective performance, or other disruption of the advertising in cases in which WallDecaux is not responsible, WallDecaux shall, at WallDecaux's discretion, provide substitute advertising in place of the affected advertising location or surface by (i) posting at another advertising location or surface or (ii) extending the advertising period of the remaining advertising surfaces or media, or by (iii) crediting the customer. The measure to be implemented will be selected based how long the advertisement was impaired in relation to the booking period. If a substitute posting is undertaken and this substitute posting fails to adhere to contract, the client may demand a proportional decrease in advertising fees or withdraw from the contract in this regard. If it is objectively no longer possible to achieve the intended purpose of the advertising through a substitute posting, WallDecaux shall refund to the client the advertising fees already paid for the individual advertising media or surfaces that have actually been lost or otherwise affected.
11.4 The client shall not be entitled to any further claims of recompense.
11.5 Minor deviations or departures from the terms agreed to for the posting of the advertising shall not constitute a defect or default in performance, provided this deviation is of a nature customary in the industry. A one-day deviation from the planned start or end date for the advertising campaign shall be considered a minor deviation. Minor interruptions to the display of the advertising that are caused by maintenance or cleaning shall not constitute a defect or default in performance.
11.6 The client shall give notice in writing of obvious defects immediately after they come to the client's attention – at the latest, however, within 30 calendar days after the end of the advertising period. The client must state in detail the reason for the complaint and submit image material.

12. OTHER LIABILITY

12.1 WallDecaux shall bear liability for damages arising from willful intent and gross negligence, including that of its agents, in accordance with statutory provisions. The foregoing shall also apply to wrongful death, injury, or impairment of health that occurs from negligence. In the case of damage to property and pecuniary loss caused by negligence, WallDecaux and its agents shall only bear liability when core contractual obligations have been breached; furthermore, the amount of liability will be limited to damages that are typical for the type of contract and were foreseeable at the time of the conclusion of contract; core contractual obligations are defined as key elements of the contract, the fulfillment of which the client can depend on.
12.2 To the extent that WallDecaux provides technical information or acts in an advisory capacity and said information or advice is not part of the contractual scope of performance, this is done free of charge and to the exclusion of any liability.

General terms and conditions 2027

WallDecaux – a division of Wall GmbH

13. ASSIGNMENT OF RECEIVABLES AS SECURITY BY ADVERTISING SERVICE PROVIDERS

If the client is an advertising agency and/or intermediary, the client shall assign to WallDecaux as a security the receivables to which the client is entitled in in the scope to which the advertising campaign is carried out by WallDecaux. WallDecaux shall accept the assignment. The client shall remain entitled to collect the receivables provided that the client ensures that WallDecaux's share of the fee or compensation is paid properly to WallDecaux. If the client is unable to fulfill this condition, WallDecaux shall be notified in writing so that WallDecaux can disclose the assignment and demand payment on the basis of the assignment.

14. DATA PROTECTION

Should personal data be processed, this will be done in accordance with legal requirements applicable at the time. The data protection policy of WallDecaux can be found under the following link: www.walldecaux.de/datenschutz.

15. SEVERABILITY CLAUSE

If the provisions of these General Terms and Conditions or the Special Terms and Conditions or other agreements between WallDecaux and the client should be or become invalid or impracticable in whole or in part, this shall not affect the remaining valid provisions. Valid provisions that most closely approximate the economic purpose of the invalid provision will be adopted and shall apply. If reinterpretation is impossible for legal reasons, the contractual partners undertake to stipulate supplementary provisions in accordance with the preceding clause. The preceding provision shall apply analogously if a gap requiring supplementation becomes apparent during the interpretation or performance of the order underlying the General Terms and Conditions of Business or other agreements.

16. LEGAL VENUE / APPLICABLE LAW

16.1 If the client is a businessperson, a legal entity in public law or a special fund regulated by public law, the sole legal venue shall be Berlin. The same shall apply in the event that the client's residence or habitual abode is unknown at the time when legal action is instituted. Nevertheless, WallDecaux shall be entitled to file suit against the client at the court of jurisdiction that presides over the client's business or residential address.
16.2 WallDecaux's legal relations with the client, including these General Terms and Conditions as well as the Special Terms and Conditions, shall be subject to the laws of the Federal Republic of Germany, excluding the United Nations Convention on Contracts for the International Sale of Goods (CISG).

Special terms and conditions for City Light Media

1. SCOPE

1.1 These Special Terms and Conditions are valid for WallDecaux's offers, contracts, and performances in the area of City Light Media, including specifically:
(a) City Light Posters (CLPs), including Subway City Light Posters (Subway CLPs), Airport City Light Posters (Airport CLPs), and ShoppingNet CLPs,
(b) City Light Pillars (CLSs), and
(c) City Light Boards (CLBs), including Airport City Light Boards (Airport CLBs).
1.2 If the client books a multimedia advertising package in which City Light Media are combined with others forms of advertising, the Special Terms and Conditions for each respective advertising media shall apply.

2. ADVERTISING SURFACES

City Light Media are glass-clad advertising displays that provide a surface for the posting of advertisements. There are many forms of City Light Media, including tram and bus shelters, advertising pillars, advertising notice boards, display cabinets, scrolling poster displays for the rotating display of up to three posters, as well as other street furniture, all of which are generally backlit. Lighting is activated based on the operational hours of the local public lighting system and may partially be restricted due to contractual and/or statutory regulations.

General terms and conditions 2027

WallDecaux – a division of Wall GmbH

3. DELIVERY OF THE ADVERTISING MEDIA / BACKUP POSTERS

3.1 The poster material required for the realization of the advertising campaign, including backup posters pursuant to Section 3.4 of these Special Terms and Conditions, shall be delivered at the client's risk and expense no later than 14 calendar days before the agreed initial posting date to the respective address designated for the network booked. The client will be informed of the delivery addresses; the current address list can be viewed at www.walldecaux.de/downloads.
3.2 The advertising material must be delivered in the format, quality, etc. specified by WallDecaux. The client will be notified of the delivery requirements; the current technical specifications can be viewed at www.walldecaux.de/downloads.
3.3 Laminating, cutting and labeling must take place at a print shop that has been certified by WallDecaux. If City Light Board posters are delivered that have not been laminated, WallDecaux shall be entitled to have the posters laminated at the client's expense.
3.4 For an order volume of 1 to 30 posters, the client is obligated to deliver 20% backup posters per image and city; for more than 30 posters, the client is obligated to deliver 10% backup posters per image and city.
3.5 If the client fails to deliver the advertising material, or fails to deliver said material on time and according to the preceding requirements, Section 8.2 of the General Terms and Conditions shall apply. If WallDecaux is nevertheless able to carry out the campaign, the client shall bear the special expenses caused by late delivery or necessary adaptation of the print data. In the event of late delivery, this shall amount to:
(a) 20 euros per CLP (all formats pursuant to Section 1.1 (a) of these Special Terms and Conditions; this also applies to ShoppingNet CLPs),
(b) 40 euros per City Light Pillar, and
(c) 65 euros per City Light Board (all formats pursuant to Section 1.1 (c) of these Special Terms and Conditions).

In the event of necessary adaptation, the special expenses may be higher. Approval from the client for these expenses shall be obtained in advance.

4. DEFAULT IN PERFORMANCE / GUARANTEES

The General Terms and Conditions apply in this regard, particularly Sections 11 and 12. Within the scope of network bookings for CLPs, CLSs and CLBs, if the number of advertisements actually posted deviates from the number of booked advertisements by 3% or less (higher or lower), then the contract will still be considered to have been fulfilled by WallDecaux.

5. SPECIAL CONDITIONS FOR CITY LIGHT PILLARS AND CITY LIGHT BOARDS

When the client books individual City Light Pillars or City Light Boards within the scope of the "FlexCLS" or "FlexCLB" service offer (for the booking of individual displays), WallDecaux reserves the right to modify the position of the poster when scrolling poster displays are being used.

6. WITHDRAWAL BY THE CLIENT

Section 5 of the General Terms and Conditions apply.

7. RETURN OF POSTER MATERIAL / DISPOSAL

WallDecaux shall return unused poster material to the client only at the client's request and expense, provided that the client requests this in writing within seven calendar days after the end of the posting period. Otherwise the poster material shall become property of WallDecaux – without a right to compensation arising for the client – and WallDecaux may dispose of it.

Special terms and conditions for Digital Media

1. SCOPE

1.1 These Special Terms and Conditions are valid for WallDecaux's offers, contracts, and performances in the area of digital media, including specifically:
(a) Digital City Light Boards (DCLBs) on public streets,
(b) Digital City Light Boards (DCLBs) in subway stations,
(c) Digital City Light Posters (DCLPs) on public streets,
(d) Digital City Light Posters (DCLPs) in subway stations,
(e) Digital City Icons (DCI) on public streets, as well as for Programmatic campaigns.

1.2 If the client books a multimedia advertising package in which digital media advertising is combined with other forms of advertising, the Special Terms and Conditions for each respective advertising media shall apply.

General terms and conditions 2027

WallDecaux – a division of Wall GmbH

2. ADVERTISING MATERIALS / DELIVERY

2.1 The client shall bear the risk and expense for the production and delivery of the advertising materials no later than 5 working days before the agreed upon start of the advertising period.
2.2 The advertising materials must be delivered in the format, quality, folding, etc. specified by WallDecaux. The client will be notified of format requirements; the current technical specifications can be viewed at www.walldecaux.de/downloads.
2.3 If the client fails to deliver the advertising materials, or fails to deliver said materials on time and according to the preceding requirements, Section 8.2 of the General Terms and Conditions shall apply.
2.4 If WallDecaux is nevertheless able to carry out the campaign, the client shall bear the special expenses caused by late delivery or necessary adaptation of the advertising materials. To cover special expenses in this regard, WallDecaux will charge a fee of 90 Euros per Digital City Light Poster or per Digital City Light Board. For the necessary adaptation of the advertising materials, WallDecaux will charge additional costs equal to 150 Euros plus VAT per hour. WallDecaux will communicate the amount of special expense incurred, in order to obtain approval from the client.
2.5 WallDecaux can undertake minor postproduction services to adapt unsuitable advertising materials, but only at the client's expense and if timely arrangements are made.

3. DISPLAY OF ADVERTISING MEDIA

3.1 The advertising materials will be displayed without sound.
3.2 The advertising displays used by WallDecaux are maintained periodically and properly.
3.3 The daily display of digital media depends on the operating hours (currently from 6 am to approx. 10 pm). These may also partly be or become restricted due to contractual and/or legal regulations.

4. DEFAULT IN PERFORMANCE / GUARANTEES

4.1 The General Terms and Conditions, particularly Sections 11 and 12, apply in this regard. The client acknowledges that digital displays are susceptible to minor deviations in chromatic appearance, due, for example, to short-term changes in environmental factors (e.g. changes in the weather). Such deviations do not constitute defects. Furthermore, minor display flaws that neither negatively impact the recognizability of the advertising content nor comprise more than 3% of the surface of the display affected in each case may not be construed as a defect. Furthermore, WallDecaux shall not be liable for failures or delays in the performance of its obligations under this contract due to failures or interruptions to telecommunication, internet, or network services; computer hacking; or other causes beyond WallDecaux's control.
4.2 If there is a shortfall in the number of times the advertisement is shown, but this shortfall does not deviates by 3% or less (higher or lower), then the contract will still be considered to have been fulfilled by WallDecaux.
4.3 WallDecaux shall not be liable for third-parties contracted by the client, particularly providers of text or image content, as well as for their performances. If WallDecaux uses third-parties (e.g. partner companies, subcontractors, and freelancers) to deliver text or image content, the General Terms and Conditions shall apply.

5. LOCATION PREFERENCES / EXCLUSION OF COMPETITION

Section 4 of the General Terms and Conditions shall apply in this regard. The client has no right to insist on the display of advertising content in a specific order. Furthermore, the client has no right to insist on the display or non-display of its advertising content next to or in connection with specific editorial or informational content.

6. COMPENSATORY ADVERTISING / CAMPAIGN EXTENSIONS

6.1 If the targeted volume of advertising is not reached by the end of the contract term, WallDecaux shall be entitled, but not obliged, to carry out advertising measures for a maximum period of three additional months ("compensatory period") until the targeted volume is reached.
6.2 If WallDecaux does not reach the volume targeted by the end of the compensatory period or if WallDecaux does not exercise its right to conduct compensatory advertising measures, the client shall not be required to pay for the undelivered share of advertising.

7. WITHDRAWAL BY THE CLIENT

Section 5 of the General Terms and Conditions shall apply in this regard.

8. RETURN / DISPOSAL OF ADVERTISING MATERIALS

The advertising materials will be stored by WallDecaux up to 30 calendar days following the last day on which the advertising is shown. After 30 calendar days WallDecaux shall be authorized to destroy or delete the advertising materials.

General terms and conditions 2027

WallDecaux – a division of Wall GmbH

9. PROGRAMMATIC CAMPAIGNS

9.1 Definitions for Programmatic Campaigns:
9.1.1 Auctions Advertising inventory can be offered within the framework of "Auctions"
(a) In Open Auctions, advertising in WallDecaux's inventory is offered by auction to any client for a fixed minimum price (floor price), either as a guaranteed deal or as a non-guaranteed deal.
(b) In Private Auctions, advertising in WallDecaux's inventory is offered by auction exclusively to selected and individually approved clients for a fixed minimum price (floor price), either as a guaranteed deal or as a non-guaranteed deal.

9.1.2 Preferred Deals In Preferred Deals, the parties agree on a fixed price for bookings (rather than a floor price) and a campaign duration.
(a) In Guaranteed Deals, advertising in WallDecaux's inventory is offered to a specific client for a limited term at a fixed price, together with assurance of a certain inventory volume and impression count.
(b) In Non-Guaranteed Deals, advertising in WallDecaux's inventory is not offered to a specific client. The campaign duration and inventory potential are offered at a fixed or floor price.

9.1.3 Full / Managed Service In the case of a Full / Managed Service, the entire order is handled by WallDecaux. The parties agree to specific volumes (duration, inventory, impressions, etc.) at a fixed price.

9.2 If WallDecaux does not offer programmatic impressions via Open Auction, WallDecaux and the client shall coordinate in advance through a Supply Side Platform (SSP) in order to mutually determine the format (Private Auction, Preferred Deal, Guaranteed Deal, or Non-Guaranteed Deal) and other relevant conditions.

9.3 If the parties have agreed that the client is to be offered advertising impressions, WallDecaux shall offer the relevant inventory through a Supply Side Platform (SSP) under the agreed conditions. The client shall accept the inventory through the SSP at the agreed conditions, insofar as required by the bidding format. If the parties have agreed that the client is to be admitted to a Private Auction initiated by WallDecaux, then WallDecaux shall activate the Private Auction and admit the client accordingly.

9.4 Programmatic campaigns are invoiced as follows on the basis of the impression counts that have been agreed to with WallDecaux:
(a) Within thirty (30) days after the end of each calendar month, WallDecaux shall invoice media costs to the client for advertising inventory purchased from WallDecaux's digital portfolio over the previous calendar month. In the case of campaigns that extend over multiple months, invoicing shall be pro-rated accordingly.
(b) Invoicing shall be based on the number of impressions sold to the client and the CPM-based offer price for each sold impression listed in the WallDecaux booking system. In the case of non-guaranteed deals, invoicing shall take place based on the number of delivered impressions.
(c) When booking guaranteed deals, the client shall commit to accepting the agreed impression count in full. If less than the agreed impression count is accepted, the full price will still be charged.
(d) In the absence of an express and divergent agreement between the parties, the price information is given as net cost per thousand impressions (CPM), to which potentially applicable VAT must be added.

9.5 If the client uses its own data and measurement tools (e.g. footfall data) to run Programmatic campaigns, WallDecaux shall not be charged for this. The client guarantees that it possesses all rights necessary for the use of these data. WallDecaux shall use the client's data only for the purpose of implementing the respective campaign.

9.6 System-related maintenance may be necessary from time to time. The client shall not be entitled to compensation for downtimes attributable to such maintenance, provided that the maintenance period does not exceed four hours per week.

9.7 WallDecaux shall be entitled, at its own discretion, to hire third parties (external service providers) for the performance of contractual services. Third-party service providers include:
(a) cloud databases and other web services, particularly for the display of advertising material for the client;
(b) third-party providers of ad servers, business intelligence tools, and content management systems that offer services in connection with advertising media, as well as third-party companies and service providers with whom WallDecaux has a service or work contract.

9.8 Statutory provisions shall apply with regard to any copyright or patent matters.

9.9 Unless expressly agreed to otherwise, scripts and other programming or design files (e.g. Flash, FLA, and VAST files) created during contract fulfillment shall remain the property of WallDecaux.

9.10 The liability borne by WallDecaux for the loss of data provided by the client shall be limited to the typical recovery effort required given regular backup by the client (i.e. at least once a week).

9.11 The client shall delete all stored confidential information – including in particular logins and passwords – from all storage media following its collaboration with WallDecaux.

General terms and conditions 2027

WallDecaux – a division of Wall GmbH

Special terms and conditions for poster media

1. SCOPE

1.1 These Special Terms and Conditions are valid for WallDecaux's offers, contracts, and performances in the area of poster media, including specifically:
(a) Full pillar advertising dedicated to a single client,
(b) General posting locations (i.e. pillars, notice boards, display cases, and tram and bus shelters that are lit or unlit, located above-ground or below-ground, either in and outside rail stations) that are available to multiple clients, and
(c) Billboards and Metroboards on public streets, in or in front of subway stations, and in other areas.
1.2 If the client books a multimedia advertising package in which poster media advertising is combined with others forms of advertising, the Special Terms and Conditions for each respective advertising media shall apply.

2. DELIVERY OF THE ADVERTISING MEDIA / BACKUP POSTERS

2.1 The client shall bear the risk and expense for the production and delivery of the poster material, including backup posters, required for the realization of the advertising campaign pursuant to Section 2.5 of these Special Terms and Conditions. The poster material must be received by WallDecaux at the shipping address designated for the booked network no later than 8 calendar days before the agreed first posting date. This does not apply to poster material for Metroboards in Berlin, which must be received by WallDecaux no later than 14 calendar days before the agreed first posting date. The client will generally be informed about the designated shipping address; the current address list can also be viewed at www.walldecaux.de/downloads.
2.2 The advertising material must be delivered in the format, quality, folding, etc. specified by WallDecaux. The client will be notified of the delivery requirements; the current technical specifications can be viewed at www.walldecaux.de/downloads. The specified DIN formats must be adhered to.
2.3 The client is hereby notified that posters must be suitable for wet gluing. Inks must be waterproof so that they do not run when wet. The inks must also be elastic so that they do not crack during folding. All sections of multi-section posters must be printed in the same direction.
2.4 Billboard and Metroboard posters must be delivered marked with the sheet number and mapped. Posters for full pillar advertising and general posting locations that are larger than DIN A0 must be delivered carriage paid in three sections for 6/1 poster formats and four sections for 8/1 poster formats. Colored maculature paper must be delivered folded on euro palettes.
2.5 For an order volume of 1 to 30 posters, the client is obligated to deliver 20% backup posters per image and city; for more than 30 posters, the client is obligated to deliver 10% backup posters per image and city.
2.6 If the client fails to deliver the advertising material, or fails to deliver said material on time and according to the preceding requirements, Section 8.2 of the General Terms and Conditions shall apply. If WallDecaux is nevertheless able to carry out the campaign, the client shall bear the special expenses caused by late delivery or necessary adaptation of the print data. In the event of late delivery, this shall amount to:
(a) 100 euros per station billboard (Metroboard),
(b) 35 euros per billboard for other displays,
(c) 40 euros per full pillar advertising location, and
(d) 7 euros per general posting location.
In the event of necessary adaptation, the special expenses may be higher. Approval from the client for these expenses shall be obtained in advance.

3. DEFAULT IN PERFORMANCE / GUARANTEES

The General Terms and Conditions shall apply in this regard, particularly the provisions of Sections 11 and 12. Within the scope of network bookings for general posting locations, if the number of advertisements actually posted deviates from the number of booked advertisements by 3% or less (higher or lower), then the contract will still be considered to have been fulfilled by WallDecaux.

4. WITHDRAWAL BY THE CLIENT

Section 5 of the General Terms and Conditions apply in this regard.

5. RETURN OF POSTER MATERIAL / DISPOSAL

WallDecaux shall return unused poster material to the client only at the client's request and expense, provided that the client requests this in writing within 7 calendar days after the end of the posting period. Otherwise, the poster material shall become property of WallDecaux – without right to compensation arising for the client – and WallDecaux may dispose of it.

General terms and conditions 2027

WallDecaux – a division of Wall GmbH

Special terms and conditions for transport media (public transportation and rail station media)

1. AREA OF APPLICABILITY

1.1 These Special Terms and Conditions are valid for WallDecaux's offers, contracts, and performances in the area of transport media, including specifically:

(a) public transportation media, which comprise:
  (1) indoor advertising in public transport vehicles (buses, trams, and subway cars) that is realized as indoor campaign media (side windows, floor graphics) or indoor permanent media (side windows, side strips, side walls, front walls, floor graphics),
  (2) outdoor advertising on local public transit vehicles (buses, trams, and subway cars) that is realized as outdoor campaign media (Berlin Boards, Traffic Boards, Super Rears) or outdoor permanent media (full wraps, partial wraps as band with/without roof edge, roof edge, rear area), and

(b) rail station media, including Station Branding and Poster Galleries as special forms of advertising.

1.2 If the client books a multimedia advertising package in which transport media advertising is combined with others forms of advertising, the Special Terms and Conditions for those other advertising media shall apply.

2. LOCATION PREFERENCES

Section 4 of the General Terms and Conditions shall apply with regard to location preferences. In particular, no guarantees are provided that the client's advertising will be used on specific public transport lines. However, with a view to local public transport advertising, WallDecaux will make an effort to ensure that advertising is initially placed on vehicles in a depot facility located at the start of the line requested by the client.

3. SPECIAL CONDITIONS FOR INDOOR ADVERTISING IN LOCAL PUBLIC TRANSPORT VEHICLES

3.1 The client shall provide WallDecaux with a draft version of the advertising image and text content no later than 30 calendar days before the agreed advertising start date so that approval can be obtained from the public transport operator. Neither WallDecaux nor the public transport operator shall have any responsibility for the content of the advertisement as a result of the foregoing provision. Section 9 of the General Terms and Conditions shall apply.

3.2 The parties shall reach an individual agreement concerning the contractual term for the advertising. If the contract is not cancelled three months before the end of the contractual term, it shall be automatically extended by one year.

3.3 By placing an order, the client agrees to a fixed contractual term without a right to withdrawal. Section 5 of the General Terms and Conditions are not applicable to this type of order.

3.4 The adhesive films required for the realization of the advertising campaign shall be delivered at the client's risk and expense no later than 20 calendar days before the agreed initial posting date to the respective address designated for the network booked. The client will be informed of the delivery addresses; the current address list can be viewed at www.walldecaux.de.

3.5 The adhesive films shall be delivered in the format, quality, folding, etc. specified by WallDecaux. The client will be notified of the delivery requirements. Compliance with the specified formats is absolutely mandatory.

3.6 If the client fails to deliver the advertising materials, or fails to deliver said materials on time and according to the requirements stated above, Section 8.2 of the General Terms and Conditions shall apply. WallDecaux shall be entitled to postpone the advertising start date.

3.7 If it becomes necessary to repair or replace the advertising during the agreed advertising period because of damage, destruction, removal, or other adverse effects beyond WallDecaux's control, WallDecaux shall carry out the replacement itself or through hired third-parties. The foregoing shall also apply to cases in which the transport vehicle is to be removed from service or replaced by another vehicle. In any of the aforementioned cases, the client shall be responsible for bearing the cost of and providing the backup advertising required for repair or replacement.

3.8 If a transport vehicle is taken out of service only temporarily (e.g. due to schedule changes, repairs, maintenance, or technical inspection), the client shall not be entitled to compensation. If a transport vehicle is taken out of service for more than seven consecutive days or more than seven days in a calendar month, then WallDecaux shall be entitled, at its choosing, to extend to advertising period or to credit the client for the lost days.

3.9 If a regulatory authority or the transit system operator imposes a partial or full ban on the advertising during the contractual period, WallDecaux shall have the right to extraordinary termination of the contract in writing and the client shall have no claim to compensation, whether in part or in full.

General terms and conditions 2027

WallDecaux – a division of Wall GmbH

4. SPECIAL CONDITIONS FOR OUTDOOR ADVERTISING ON LOCAL PUBLIC TRANSPORT VEHICLES

4.1 The client shall provide WallDecaux with a draft version of the advertising content no later than 40 calendar days before the agreed advertising start date so that approval can be obtained from the public transport operator. Neither WallDecaux nor the public transport operator shall have any responsibility for the content of the advertisement as a result of the foregoing provision. Section 9 of the General Terms and Conditions shall apply.
4.2 The parties shall reach an individual agreement concerning the contractual term for the advertising. If the contract is not cancelled three months before the end of the contractual term, it shall be automatically extended by one year.
4.3 By placing an order, the client agrees to a fixed contractual term without a right to withdrawal. Section 5 of the General Terms and Conditions are not applicable to this type of order.
4.4 The advertising materials will be produced and installed by WallDecaux or hired third-parties (e.g. partner companies, subcontractors and freelancers) at the client's expense according to a design that is developed in coordination with the client. Printing data must be created in line with WallDecaux's technical specifications, and must be provided to WallDecaux in the specified format no later than 30 calendar days before the agreed advertising start date.
4.5 If it becomes necessary to repair or replace the advertising during the first two years of the agreed term of the advertising period because of damage, destruction, removal or other adverse effects or because of termination of a business, WallDecaux shall carry this out at its own expense. After this period, the client shall bear sole financial responsibility for the repair, replacement, or substitution of advertisements, particularly costs associated with providing replacement advertisements.
4.6 If the client desires advertising to be replaced or substituted during the advertising period for reasons not related to Section 4.5 of these Special Terms and Conditions, then WallDecaux shall carry out this replacement or substitution only at the client's expense.
4.7 In any event, the client shall bear costs for the removal of advertising.
4.8 Sections 3.8 and 3.9 of the Special Conditions for Outdoor Advertising on Local Public Transport Vehicles shall apply in corresponding fashion.

5. SPECIAL CONDITIONS FOR STATION BRANDING, DIGITAL BRANDING AREAS AND POSTER GALLERIES

5.1 Order confirmation for Station Branding, Digital Branding Areas, and Poster Galleries is subject to approval by the relevant public transport operator. WallDecaux shall obtain this approval. To this end, the client shall provide a draft version of the advertising content no later than 40 calendar days before the first intended advertising start date. The client acknowledges that Station Branding images with large red or green areas are prohibited on station platforms. Even if the public transport operator makes its approval contingent on changes to the advertising image or text, the client's commitment to the order remains binding unless the client cannot reasonably be expected to make the necessary changes. If the advertising start date is postponed or other delays occur because of the approval and coordination process, the client cannot invoke any rights because of this. If weather conditions result in a postponement of the initial date, Section 10.2 of the General Terms and Conditions shall apply.
5.2 By placing an order, the client agrees to a fixed contractual term without a right to withdrawal. Section 5 of the General Terms and Conditions are not applicable to orders of this type.
5.3 Furthermore, when booking Station Branding, a Digital Branding Area, or a Poster Gallery, the client books a multimedia advertising package. Notwithstanding the provisions of Section 5, the Special Terms and Conditions for each advertising format shall apply to each component of the package.

6. DISPOSAL

At the end of each advertising campaign, the advertising materials and draft versions shall become the property of WallDecaux – without any right to compensation arising for the client – and they may be disposed of.

General terms and conditions 2027

WallDecaux – a division of Wall GmbH

Special conditions for transparency and targeting of political advertising

(as of 10.10.2025)

These Special Conditions for the Transparency and Targeting of Political Advertising are intended to consider the provisions of Regulation (EU) 2024/900 of the European Parliament and of the Council of March 13, 2024, on the transparency and targeting of political advertising (hereinafter referred to as "TTPA"), in particular the labeling requirements and transparency notices. They apply to all offers, contracts, and services provided by Wall GmbH to its clients in its WallDecaux division (hereinafter referred to as "WallDecaux"). These terms and conditions constitute essential contractual obligations in the case of political advertising and, in the event of a breach, entitle WallDecaux to refuse advertising placements and to terminate the relevant contracts for cause; WallDecaux expressly reserves the right to assert further claims.

1. The client shall inform WallDecaux whether and to what extent the advertising service underlying this contract is a political advertising service within the meaning of Art. 3 No. 5 TTPA and shall notify WallDecaux that the criteria of Art. 5 (2) TTPA are met.

2. The client shall ensure that the advertising content provided by them complies with the labeling requirements pursuant to Art. 11 TTPA and contains the necessary information as well as references to further information (e.g., via a QR code or a website), using the template for visual labeling pursuant to EU Implementing Regulation 2025/1410 where applicable[1].

3. The client undertakes to comply with the requirements for transparency notices (Art. 12 TTPA, transparency notice obligation) and to prepare the necessary information accordingly and to make it clearly recognizable where this information can be accessed, using the template for transparency notices in accordance with EU Implementing Regulation 2025/1410, if necessary.

4. WallDecaux points out that there is a reporting obligation regarding fees for political advertising services, which are attached as an appendix to the annual report (Art. 14 TTPA). If necessary, the client will provide WallDecaux with the necessary information for this purpose.

5. WallDecaux points out that WallDecaux has set up a contact option through which reports of inadmissible political advertising content can be submitted (Art. 15 TTPA). In addition, the client will provide the option for reporting potentially inadmissible political content in accordance with Art. 15 (2) TTPA in its transparency notice (see section 3 above).
Reference is also made to the further provisions of Art. 15 TTPA.
The parties will inform each other in writing of any reports after becoming aware of them.

6. The client is obliged to collect information to the extent specified in Art. 9 TTPA and Art. 12 IV TTPA and to store it for the period specified therein (currently seven years). Upon request, the client shall provide WallDecaux with the relevant information immediately and free of charge, stating the reasons (e.g., request from the competent authority).

7. The client guarantees that their information is true and complete and is also liable for its accuracy. The client indemnifies WallDecaux against any claims by third parties, including the costs of legal defense. The client guarantees to inform WallDecaux immediately as soon as it becomes aware or there are indications that its details or information within the meaning of the TTPA are wholly or partially untrue and/or incomplete. In this case, they shall correct or complete the information without delay. If the client uses a third party, they undertake to oblige the third party to do the same but remain responsible to WallDecaux and continue to be liable for the truthfulness and completeness of this information.

8. The client shall give WallDecaux access to the aforementioned information (e.g., to a website created by the client for this purpose, on which such information is provided) so that WallDecaux can verify whether the information is complete.

1 Commission Implementing Regulation (EU) 2025/1410 of July 9, 2025, on the format, template, and technical specifications of labels and transparency notices for political advertisements pursuant to Articles 11 and 12 of Regulation (EU) 2024/900 of the European Parliament and of the Council.

Sales offices

› BERLIN SALES OFFICE
Heidestraße 38 10557 Berlin
T +49 30 33899-0

› HAMBURG SALES OFFICE
Neuer Wall 41 20354 Hamburg
T +49 40 736033-0

› DÜSSELDORF SALES OFFICE
Carlsquartier Kasernenstraße 51 40213 Düsseldorf
T +49 211 99977-13

› MUNICH SALES OFFICE
Sonnenstraße 1 80331 Munich
T +49 89 24218858-1

› FRANKFURT/MAIN SALES OFFICE
Grüneburgweg 58-62 60322 Frankfurt am Main
T +49 69 2193658-0

info@walldecaux.de
www.walldecaux.de

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