

Media Guide

2011 Prices



Wall

WallDecaux
Premium Outdoor Sales

Germany's Leading Provider
of City Light Poster Advertising




























36 cities // 38,607 ad locations //
10,997 ad locations in main networks
across all cities // Gross media value of
1.1 million euros per week // Direct exposure
to 15 million residents // 97.3% reach in
posting areas // **National reach: 33.5%**



| | |
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Overview of Cities

| City | City Light Posters | City Light Pillars | City Light Boards | Billboards | Full Posting Pillars | General Posting Pillars |
|---------------------|---|---|---|---|---|---|
| Aachen |  |  |  | | | |
| Augsburg |  | | | | | |
| Baden-Baden/Rastatt |  | | | | | |
| Berlin | Urban center  |  |  |  |  |  |
| | Surrounding region  | | | | | |
| Bottrop | | |  |  |  |  |
| Bremen |  |  | | | | |
| Cottbus | | |  | | | |
| Dortmund/Unna |  | | | | | |
| Dresden |  |  |  | | | |

| City | City Light Posters | City Light Pillars | City Light Boards | Billboards | Full Posting Pillars | General Posting Pillars |
|----------------------|---|---|---|---|---|---|
| Düsseldorf |  |  | |  |  |  |
| Erkrath |  | | |  |  |  |
| Freiburg im Breisgau |  |  |  |  |  |  |
| Gera |  |  |  | | | |
| Göttingen | |  |  | | | |
| Gütersloh |  | | | | | |
| Hamburg |  | |  | | | |
| Heilbronn | | |  | | | |
| Hilden | | | | |  |  |
| Ingolstadt |  | | | | | |

Overview of Cities

| City | City Light Posters | City Light Pillars | City Light Boards | Billboards | Full Posting Pillars | General Posting Pillars |
|----------------|---|---|---|---|---|---|
| Kaiserslautern |  | |  | | | |
| Karlsruhe |  |  |  | |  |  |
| Cologne |  |  |  | | | |
| Leipzig |  |  |  | | | |
| Ludwigshafen |  |  |  | |  |  |
| Mannheim |  | |  | | | |
| Meerbusch |  | | |  |  |  |
| Munich |  |  | | | | |
| Münster |  |  |  |  |  |  |
| Nuremberg |  |  |  | | | |

| City | City Light Posters | City Light Pillars | City Light Boards | Billboards | Full Posting Pillars | General Posting Pillars |
|-------------|---|---|---|---|---|---|
| Potsdam |  |  |  | | | |
| Ratingen | | | |  |  |  |
| Remscheid | |  |  |  |  |  |
| Reutlingen |  |  |  |  |  |  |
| Rostock |  |  |  | | | |
| Rüsselsheim |  | | | | | |
| Saarbrücken |  |  |  | | | |
| Stuttgart |  |  | | | | |
| Ulm/Neu-Ulm |  |  |  |  |  |  |
| Wolfsburg |  | | | | | |
| Würzburg | | |  | | | |

| City <i>Population</i> | Ad surfaces/ network | Price/day in euros ¹ | Network price/ week in euros ² | |
|---------------------------------|---------------------------|------------------------------------|--|------------|
| Berlin <i>3,442,675</i> | | 1,500 | 21.00 | 220,500.00 |
| | Partial network I | 1,000 | 23.50 | 164,500.00 |
| | Partial network II | 750 | 24.50 | 128,625.00 |
| | Subway | 250 | 18.50 | 32,375.00 |
| | Surrounding region | 75 | 9.50 | 4,987.50 |
| Hamburg <i>1,774,224</i> | | 840 ³ | 22.50 | 129,066.00 |
| | Partial network | 600 ⁴ | 25.00 | 102,900.00 |
| | Surrounding region | 35 | 9.30 | 2,278.50 |
| Munich <i>1,330,440</i> | | 820 ⁵ | 25.50 | 144,830.00 |
| | Partial network | 500 ⁶ | 28.00 | 96,320.00 |
| | Surrounding region | 20 | 14.50 | 2,030.00 |
| Cologne <i>998,105</i> | | 740 | 15.00 | 77,700.00 |
| | Partial network | 400 | 16.50 | 46,200.00 |

| City <i>Population</i> | Ad surfaces/ network | Price/day in euros ¹ | Network price/ week in euros ² |
|----------------------------------|---------------------------|------------------------------------|--|
| Stuttgart <i>600,068</i> | | 440 | 53,900.00 |
| | Partial network | 220 | 28,490.00 |
| Düsseldorf <i>586,217</i> | | 510 | 57,120.00 |
| | Partial network | 300 | 38,850.00 |
| | Surrounding region | 53 | 3,524.50 |
| Dortmund <i>581,308</i> | | 485 ⁷ | 52,605.00 |
| | Partial network | 300 | 37,800.00 |
| Bremen <i>547,685</i> | | 450 | 36,225.00 |
| | Partial network | 225 | 18,900.00 |
| Leipzig <i>518,862</i> | | 440 | 38,500.00 |
| | Partial network | 220 | 20,790.00 |
| Dresden <i>517,052</i> | | 420 | 35,280.00 |
| | Partial network | 210 | 18,522.00 |

| City <i>Population</i> | Ad surfaces/ network | Price/day in euros ¹ | Network price/ week in euros ² |
|--|-------------------------|------------------------------------|--|
| Nuremberg ⁸ <i>503,673</i> | 400 | 13.00 | 36,400.00 |
| Partial network | 200 | 13.50 | 18,900.00 |
| Mannheim <i>311,342</i> | 370 | 10.00 | 25,900.00 |
| Karlsruhe <i>280,327</i> | 55 | 12.00 | 4,620.00 |
| Münster <i>275,543</i> | 250 | 13.00 | 22,750.00 |
| Augsburg <i>263,646</i> | 210 | 11.00 | 16,170.00 |
| Aachen <i>258,380</i> | 270 | 8.50 | 16,065.00 |
| Freiburg im Breisgau <i>203,240</i> | 180 | 13.50 | 17,010.00 |
| Rostock <i>201,096</i> | 240 | 8.30 | 13,944.00 |
| Saarbrücken ⁹ <i>175,810</i> | 210 | 8.50 | 12,495.00 |

| City <i>Population</i> | Ad surfaces/ network | Price/day in euros¹ | Network price/ week in euros² |
|---|---------------------------------|---|---|
| Ulm/Neu-Ulm <i>174,682</i> | 160 | 13.00 | 14,560.00 |
| Ludwigshafen <i>163,340</i> | 170 | 8.50 | 10,115.00 |
| Potsdam <i>154,606</i> | 130 | 10.50 | 9,555.00 |
| Ingolstadt <i>124,387</i> | 125 | 9.00 | 7,875.00 |
| Göttingen <i>121,457</i> | 28 | 8.00 | 1,568.00 |
| Wolfsburg <i>121,109</i> | 95 | 9.50 | 6,317.50 |
| Reutlingen <i>112,176</i> | 110 | 11.00 | 8,470.00 |
| Remscheid <i>111,422</i> | 44 | 8.00 | 2,464.00 |
| Baden-Baden/Rastatt <i>102,300</i> | 100 ¹⁰ | 9.50 | 6,650.00 |
| Gera <i>99,987</i> | 130 | 8.00 | 7,280.00 |

| City <i>Population</i> | Ad surfaces/ network | Price/day in euros¹ | Network price/ week in euros² |
|-------------------------------|---------------------------------|---|---|
| Kaiserslautern 99,275 | 100 | 9.00 | 6,300.00 |
| Gütersloh 96,320 | 125 | 8.00 | 7,000.00 |
| Rüsselsheim 59,599 | 20 | 9.00 | 1,260.00 |

Note: A surcharge is applicable during Carnival in Aachen, Cologne, and Düsseldorf.

1 per advertising surface

2 minus 15% agency discount; plus VAT

3 including airport & 35 ad surfaces in the surrounding region at 9.30 euros/day each

4 including 20 ad surfaces in the surrounding region at 10 euros/day each

5 including 20 ad surfaces in the surrounding region at 14.50 euros/day each

6 including 20 ad surfaces in the surrounding region at 16 euros/day each

7 including 35 advertising surfaces in the city of Unna at 9 euros/day each

8 advertising provided for by the company "Stadtrevue Nürnberg", T +49 911 92686-11

9 including 10 ad surfaces at the airport

10 including 48 ad surfaces in the city of Rastatt

GRPNet Germany: Nationwide Advertising with City Light Posters

| Network | Ad surfaces in network | Network price in euros/week ² |
|---|------------------------|--|
| WallDecaux cities* <i>more than 100,000 residents</i> | 5,551 | 700,000 |

BavariaNet: Regional Advertising in Bavaria with City Light Posters

| Network | Ad surfaces in network | Network price in euros/week ² |
|--------------|------------------------|--|
| BavariaNet * | 1,585 | 200,000 |

Baden-WürttembergNet: Regional Advertising with City Light Posters

| Network | Ad surfaces in network | Network price in euros/week ² |
|----------------------|------------------------|--|
| Baden-WürttembergNet | 1,390 | 125,000 |

*Munich: Advertising services offered on behalf of DSMDecaux GmbH

| City <i>Population</i> | Ad surfaces/ network | Price/day in euros ¹ | Network price/ week in euros ² |
|--|-------------------------|------------------------------------|--|
| Berlin <i>3,442,675</i> | 260 | 43.00 | 78,260.00 |
| Düsseldorf <i>586,217</i> | 98 | 32.00 | 21,952.00 |
| Karlsruhe <i>280,327</i> | 130 | 17.00 | 15,470.00 |
| Münster <i>275,543</i> | 25 | 26.00 | 4,550.00 |
| Freiburg im Breisgau <i>203,240</i> | 35 | 27.00 | 6,615.00 |
| Potsdam <i>154,606</i> | 16 | 21.00 | 2,352.00 |
| Ulm <i>121,648</i> | 8 | 26.00 | 1,456.00 |
| Göttingen <i>121,457</i> | 14 | 16.00 | 1,568.00 |
| Reutlingen <i>112,176</i> | 10 | 22.00 | 1,540.00 |
| Remscheid <i>111,422</i> | 22 | 16.00 | 2,464.00 |

¹ per advertising surface

² minus 15% agency discount; plus VAT

| <i>City Population</i> | Ad surfaces/ network | Price/day in euros¹ | Network price/ week in euros² |
|---------------------------------------|---------------------------------|---|---|
| Berlin ⁴ 3,442,675 | 203 | 70.00 | 99,470.00 |
| Hamburg ⁵ 1,774,224 | 100 | 115.00 | 77,000.00 |
| Cologne 998,105 | 80 | 73.50 | 41,160.00 |
| Leipzig 518,862 | 50 | 53.00 | 18,550.00 |
| Dresden 517,052 | 15 | 53.00 | 5,565.00 |
| Nuremberg ³ 503,673 | 92 | 55.00 | 35,420.00 |
| Mannheim 311,342 | 20 | 47.00 | 6,580.00 |
| Karlsruhe 280,327 | 38 | 49.00 | 13,034.00 |
| Münster 275,543 | 4 | 47.50 | 1,330.00 |
| Aachen 258,380 | 17 | 43.50 | 5,176.50 |

| <i>City Population</i> | Ad surfaces/ network | Price/day in euros¹ | Network price/ week in euros² |
|--|---------------------------------|---|---|
| Freiburg im Breisgau <i>203,240</i> | 36 | 44.00 | 11,088.00 |
| Rostock <i>201,096</i> | 18 | 39.00 | 4,914.00 |
| Saarbrücken <i>175,810</i> | 20 | 39.50 | 5,530.00 |
| Ulm/Neu-Ulm <i>174,682</i> | 16 | 44.00 | 4,928.00 |
| Ludwigshafen <i>163,340</i> | 30 | 39.50 | 8,295.00 |
| Potsdam <i>154,606</i> | 15 | 39.00 | 4,095.00 |
| Würzburg <i>133,195</i> | 19 | 50.00 | 6,650.00 |
| Heilbronn <i>122,156</i> | 15 | 39.50 | 4,147.50 |
| Göttingen <i>121,457</i> | 10 | 36.00 | 2,520.00 |
| Bottrop <i>117,241</i> | 10 | 36.00 | 2,520.00 |

| City <i>Population</i> | Ad surfaces/ network | Price/day in euros¹ | Network price/ week in euros² |
|-------------------------------------|---------------------------------|---|---|
| Reutlingen <i>112,176</i> | 18 | 40.00 | 5,040.00 |
| Remscheid <i>111,422</i> | 9 | 36.50 | 2,299.50 |
| Cottbus <i>101,671</i> | 10 | 28.00 | 1,960.00 |
| Gera <i>99,987</i> | 10 | 38.00 | 2,660.00 |
| Kaiserslautern <i>99,275</i> | 15 | 38.50 | 4,042.50 |

Note: Posters must be delivered laminated, cut, and labeled; see p. 28 (Specifications).

¹ per advertising surface

² minus 15% agency discount; plus VAT

³ advertising provided for by the company "Stadt reklame Nürnberg", T +49 911 92686-11

⁴ including 17 ad surfaces at the airport

⁵ including 8 ad surfaces in the surrounding region at 52.50 euros each

| City | Format | Ad surfaces/ network | Price/day in euros ¹ | Network price/ week in euros ² |
|---|--|-------------------------|------------------------------------|--|
| Berlin³ 20,993,602 passengers annually | | | | |
| Tegel (TXL) / Schönefeld (SXF) | CLP  | 78 | 25.00 | 13,650.00 |
| Tegel (TXL) / Schönefeld (SXF) | CLB  | 17 | 75.00 | 8,925.00 |
| Düsseldorf⁴ 17,755,982 passengers annually | | | | |
| International (DUS) | CLP  | 36 | 25.00 | 6,300.00 |
| International (DUS) | CLB  | 13 | 75.00 | 6,825.00 |
| Hamburg 12,206,130 passengers annually | | | | |
| Hamburg Airport (HAM) | CLP  | 30 | 35.00 | 7,350.00 |
| Hamburg Airport (HAM) | CLB  | 10 | 125.00 | 8,750.00 |

Note: Posters must be delivered laminated, cut, and labeled; see p. 28 (Specifications).

¹ per advertising surface

² minus 15% agency discount; plus VAT

³ during the Berlin Fashion Week, Berlinale Film Festival, ITB, and IFA:

CLP = 32 euros per ad surface/day; CLB = 118 euros per ad surface/day

⁴ Carnival, IGEDO Fashion Fairs/CPD: CLP = 32 euros per ad surface/day; CLB = 118 euros per ad surface/day

National Network

| Format | Ad surfaces/ network | Price/day in euros ¹ | Network price/ week in euros ² |
|---|-------------------------|------------------------------------|--|
| CLP  | 525 | 18.00 | 66,150.00 |

Price Overview for Advertising at Individual Shopping Centers

| City | Shopping Center | Visitors per week | Ad surfaces per network | Network price in euros/week ² |
|---|---------------------------|----------------------|----------------------------|---|
| Nielson area I (Schleswig-Holstein, Hamburg, Bremen, Lower Saxony) | | | | |
| Braunschweig | Schloss-Arkaden | 270,000 | 15 | 1,890.00 |
| Bremen | Roland-Center | 120,000 | 11 | 1,386.00 |
| Bremen | Waterfront | 135,000 | 20 | 2,520.00 |
| Hamburg | Alstertal-Einkaufszentrum | 240,000 | 21 | 2,646.00 |
| Hamburg | Billstedt-Center | 270,000 | 9 | 1,134.00 |

Price Overview for Advertising at Individual Shopping Centers

| City | Shopping Center | Visitors per week | Ad surfaces per network | Network price in euros/week ² |
|----------------|----------------------|-------------------|-------------------------|--|
| Hamburg | Elbe-Einkaufszentrum | 180,000 | 15 | 1,890.00 |
| Hamburg | Herold-Center | 210,000 | 5 | 630.00 |
| Hamburg | Hamburger Meile | 180,000 | 5 | 630.00 |
| Hanover | Ernst-August-Galerie | 240,000 | 12 | 1,512.00 |
| Hanover | Leine-Center | 150,000 | 7 | 882.00 |

Nielson area II (North Rhine-Westphalia)

| | | | | |
|-----------------------|---------------------------|---------|----|----------|
| Bad Oeynhausen | WerrePark | 150,000 | 13 | 1,638.00 |
| Bochum | CBO Drehscheibe/Citypoint | 120,000 | 5 | 630.00 |
| Essen | Allee-Center | 150,000 | 15 | 1,890.00 |
| Essen | Limbecker Platz | 360,000 | 6 | 756.00 |
| Hamm | Allee-Center | 210,000 | 10 | 1,260.00 |
| Cologne | City-Center Chorweiler | 180,000 | 5 | 630.00 |

Price Overview for Advertising at Individual Shopping Centers

| City | Shopping Center | Visitors per week | Ad surfaces per network | Network price in euros/week² |
|--------------------|------------------------|--------------------------|--------------------------------|--|
| Cologne | Rhein-Center Weiden | 150,000 | 11 | 1,386.00 |
| Lüdenscheid | Stern-Center | 289,200 | 9 | 1,134.00 |
| Oberhausen | CentrO | 420,000 | 35 | 4,410.00 |

Nielson area IIIa (Hesse, Rhineland-Palatinate, Saarland)

| | | | | |
|--------------------|----------------------|---------|----|----------|
| Frankfurt | Hessen-Center | 150,000 | 10 | 1,260.00 |
| Frankfurt | Main-Taunus-Zentrum | 240,000 | 14 | 1,764.00 |
| Isenburg | Isenburg-Zentrum | 180,000 | 10 | 1,260.00 |
| Kassel | DEZ | 150,000 | 6 | 756.00 |
| Neunkirchen | Saarpark-Center | 240,000 | 7 | 882.00 |
| Viernheim | Rhein-Neckar-Zentrum | 210,000 | 10 | 1,260.00 |

Price Overview for Advertising at Individual Shopping Centers

| City | Shopping Center | Visitors per week | Ad surfaces per network | Network price in euros/week ² |
|--|---------------------------|-------------------|-------------------------|--|
| Nielson area IIIb (Baden-Württemberg) | | | | |
| Karlsruhe | Ettlinger Tor | 210,000 | 9 | 1,134.00 |
| Stuttgart | Leo-Center | 150,000 | 9 | 1,134.00 |
| Nielson area IV (Bavaria) | | | | |
| Augsburg | City-Galerie | 180,000 | 11 | 1,386.00 |
| Munich | Einkaufscenter Neuperlach | 360,000 | 15 | 1,890.00 |
| Munich | Olympia-Einkaufszentrum | 300,000 | 13 | 1,638.00 |
| Nuremberg | Franken-Center | 240,000 | 7 | 882.00 |

Price Overview for Advertising at Individual Shopping Centers

| City | Shopping Center | Visitors per week | Ad surfaces per network | Network price in euros/week ² |
|---|-----------------------|-------------------|-------------------------|--|
| Nielson area V (Berlin) | | | | |
| Berlin | Allee-Center | 90,000 | 4 | 504.00 |
| Berlin | EastGate | 180,000 | 10 | 1,260.00 |
| Berlin | Gesundbrunnen-Center | 180,000 | 12 | 1,512.00 |
| Berlin | Linden-Center | 150,000 | 8 | 1,008.00 |
| Berlin | Märk. Zentrum / Zeile | 180,000 | 16 | 2,016.00 |
| Berlin | Ring-Center I+II | 150,000 | 12 | 1,512.00 |
| Nielson area VI (Mecklenburg-Vorpommern, Brandenburg, Saxony-Anhalt) | | | | |
| Dessau | Rathaus-Center | 150,000 | 4 | 504.00 |
| Magdeburg | Allee-Center | 270,000 | 14 | 1,764.00 |
| Potsdam | Stern-Center | 180,000 | 10 | 1,260.00 |
| Schwedt | Oder-Center | 120,000 | 7 | 882.00 |

Price Overview for Advertising at Individual Shopping Centers

| City | Shopping Center | Visitors per week | Ad surfaces per network | Network price in euros/week ² |
|---|-------------------------|-------------------|-------------------------|--|
| Nielson area VII (Thuringia, Saxony) | | | | |
| Dresden | Altmarkt-Galerie | 360,000 | 11 | 1,386.00 |
| Leipzig | Allee-Center | 150,000 | 9 | 1,134.00 |
| Leipzig | Promenaden im Hauptbhf. | 690,000 | 58 | 7,308.00 |
| Total | | 9,484,200 | 525 | 66,150.00 |

¹ per advertising surface

² minus 15% agency discount; plus VAT

2011 Calendar Weeks

| | 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 | | | | | | | | 22 |
| June | | | | | | | 23 | | | | | | 24 | | | | | | | | | 25 | | | | | | | 26 | | |
| July | | | | | 27 | | | | | | 28 | | | | | | | 29 | | | | | | | 30 | | | | | | |
| August | | 31 | | | | | | | 32 | | | | | | | 33 | | | | | | | 34 | | | | | | | 35 | |
| September | | | | | | 36 | | | | | | | 37 | | | | | | | | | | | | | | 39 | | | | |
| October | | | | 40 | | | | | | | 41 | | | | | | 42 | | | | | | | 43 | | | | | | | |
| November | 44 | | | | | | | 45 | | | | | | | 46 | | | | | | | | 47 | | | | | | | 48 | |
| December | | | | | | 49 | | | | | | 50 | | | | | | | | | | 51 | | | | | 52 | | | | |

City Light Posters (4/1) are bookable in weekly increments beginning on Tuesday of each week.

City Light Posters, City Light Pillars

Bremen

JCDecaux Deutschland GmbH
Bgm.-Noltenius-Strasse 9
28197 Bremen

Freiburg im Breisgau

Wall AG
Niederlassung Süddeutschland
Hanferstrasse 7
79108 Freiburg im Breisgau

Baden-Baden/Rastatt, Karlsruhe

JCDecaux Deutschland GmbH
Schoemperlenstrasse 4
76185 Karlsruhe
(Deliveries accepted workdays
8:30 a.m. – 12:30 p.m.)

Munich

DSMDecaux GmbH
Geisenhausenerstrasse 11
81379 Munich

Frankfurt a.M., Kaiserslautern,

**Ludwigshafen, Mannheim,
Neu-Isenburg, Neunkirchen,**

Rüsselsheim, Saarbrücken, Viernheim

JCDecaux Deutschland GmbH
Rudolf-Diesel-Strasse 19
68169 Mannheim

Nuremberg

Stadtreklame Nürnberg
Katzwangerstrasse 14e
90461 Nuremberg

Aachen, Bad Oeynhausen, Bochum,

**Dortmund/Unna, Düsseldorf, Essen,
Gütersloh, Hamm, Cologne,
Lüdenscheid, Münster, Oberhausen
(Centro), Remscheid**

JCDecaux Deutschland GmbH
Oskar-Jäger-Strasse 48a
50825 Cologne

Augsburg, Ingolstadt, Neu-Ulm,

Reutlingen, Ulm

Wall AG
Niederlassung Ulm
Gewerbepark Lerchenhof
Im Lehrer Feld 8
89081 Ulm

City Light Posters, City Light Pillars

Stuttgart

JCDecaux GmbH
Böblinger Strasse 245
70199 Stuttgart

**Berlin, Braunschweig, Dessau,
Dresden, Gera, Göttingen,
Hamburg, Hanover, Kassel,
Leipzig, Magdeburg, Potsdam,
Rostock, Schwedt, Wolfsburg**

Wall AG
Produktionswerk Velten
Parkallee 3/Business Park
16727 Velten

City Light Boards

**Aachen, Bottrop, Düsseldorf,
Freiburg im Breisgau, Heilbronn,
Kaiserslautern, Karlsruhe,
Cologne, Ludwigshafen,
Mannheim, Münster, Neu-Ulm,
Remscheid, Reutlingen,
Saarbrücken, Ulm**

JCDecaux Deutschland GmbH
Oskar-Jäger-Strasse 48a
50825 Cologne

**Berlin, Cottbus, Dresden, Gera,
Göttingen, Hamburg, Leipzig,
Potsdam, Rostock**

Wall AG
Produktionswerk Velten
Parkallee 3/Business Park
16727 Velten

City Light Posters



Paper Format 4/1 format
118.5 x 175 cm (W x H), 1-piece
Visible area: 115 x 170 cm (W x H)

Material Min. 135 g/m² matt-white coated;
Specially produced art paper for
backlighting

Printing Offset or digital printing; Recommendation:
Double-sided offset color printing;
Printing over entire surface required

Delivery Should be delivered as one piece and
uncut in 4/1 format, laid flat on a palette
with the front side down

Backup Posters 10% per poster image;
for 1–20 posters: 20% per image

City Light Pillars



Paper Format 8/1 format
118.5 x 350 cm (W x H), 2-piece
Visible area: 113 x 337 cm (W x H)

Material Min. 135 g/m² matt-white coated;
Specially produced art paper for
backlighting

Printing Offset or digital printing; Recommendation:
Double-sided offset color printing;
Printing over entire surface required

Delivery Should be delivered as two pieces and
uncut in 4/1 format, laid flat on a palette
with the front sides down

Backup Posters 10% per poster image;
for 1–20 posters: 20% per image

City Light Boards**Paper Format**

18/1 format
Ideal size: 368x260 cm (WxH)
Minimum size: 363x255 cm (WxH)
Visible area: 340x240 cm (WxH)

Material

Recommended weight: 170 g/m²
matt-white coated; Specially produced
art paper for backlighting

Printing

Offset (4-piece) or digital printing
(2-piece); Recommendation: Double-sided
offset color printing; Printing over entire
surface required

Delivery

When delivered as 4 pieces, the posters
should be flat on a palette with the front
sides down

Backup Posters

10% per poster image;
for 1–20 posters: 20% per image

Note

Laminating, cutting, and labeling of CLB
posters must be performed by a print shop
that has been approved by WallDecaux.
Recommended lamination thickness: 12 µm
on the backside. Please observe Section 10,
paragraph 1 of our Terms and Conditions.

Booking

In order to ensure optimal citywide coverage, City Light Media are only bookable on a network basis. City Light Boards are generally available as scrolling poster displays. A select number of City Light Poster Cases are also available as scrolling displays. The complete booking of all cities has precedence over individual bookings.

Scheduling

City Light Media are bookable on a weekly basis in accordance with WallDecaux's booking calendar.

Poster Delivery

WallDecaux does not cover postage costs for City Light Media; posters must arrive at least 10 working days (Mon–Fri) prior to the start of the booking period.

Storage/Disposal

Posters are automatically disposed of 100 calendar days after the last posting, unless otherwise agreed upon in writing.

Identification of the Poster Shipment

For all poster deliveries to WallDecaux, the packing slip must contain the following information:

- Address, telephone and fax number of the print shop
- Advertiser and agency
- Poster image (brand, product, and description)
- Order confirmation number(s) from WallDecaux
- Posting date (week)
- Format
- Poster count

Help us to simplify the posting process by including the order confirmation number(s) you received from WallDecaux on the packing slip. When sending multiple shipments, a description of the poster image should be included on the outside of each shipment. Please clearly separate posters with varying images from one another when shipping. For each image batch, you should indicate the poster count, posting location, and include an image description.

Payment

Invoices are due within 8 days of the start of the posting period.

Discounts

Agency discount: 15%

| City <i>Population</i> | | Booking block | Price/day in euros ¹ |
|-------------------------------------|------------------------------|---------------|------------------------------------|
| Berlin Subway 3,442,675 | Top Class² | Block A/B | 25.00 |
| | Classic | Block A/B | 18.00 |
| Münster 275,543 | illuminated | Block A | 20.00 |
| | non-illuminated | Block A | 16.75 |
| Freiburg im Breisgau 203,240 | | Block A | 13.50 |
| Ludwigshafen 163,340 | | Block B | 8.80 |
| Ulm 121,648 | | Block B | 12.00 |
| Reutlingen 112,176 | | Block B | 11.50 |
| Neu-Ulm 53,034 | | Block A | 11.50 |

Advertising is provided for by the company "Plakatunion" in the cities of Bottrop, Düsseldorf, Erkrath, Korschenbroich, Meerbusch, Ratingen, and Remscheid.

¹ per ad surface; minus 15% agency discount; plus VAT

² billboards in subway stations; Top Class: Stations with over 50,000 passengers daily

| City <i>Population</i> | | Booking block | Price/day in euros ¹ |
|---|------------------------|---------------|------------------------------------|
| Berlin 3,442,675 | illuminated | Block A/B | 34.00 |
| | non-illuminated | Block A/B | 28.00 |
| Düsseldorf 586,217 | illuminated | Block A | 25.00 |
| | non-illuminated | Block A | 18.50 |
| Karlsruhe 280,327 | illuminated | Block B | 23.00 |
| | non-illuminated | Block B | 16.50 |
| Münster 275,543 | illuminated | Block A | 19.00 |
| | non-illuminated | Block A | 16.50 |
| Freiburg im Breisgau ² 203,240 | | Block A | 16.00 |
| Ludwigshafen 163,340 | illuminated | Block B | 23.00 |
| | non-illuminated | Block B | 16.50 |
| Ulm ² 121,648 | | Block B | 14.50 |

Full Posting Pillars

| City <i>Population</i> | Booking block | Price/day in euros¹ |
|---------------------------------------|----------------------|---|
| Bottrop 117,241 | Block B | 15.50 |
| Reutlingen² 112,176 | Block B | 13.25 |
| Remscheid 111,422 | Block B | 15.50 |
| Ratingen 91,306 | Block A | 14.00 |
| Hilden 55,551 | Block A | 14.00 |
| Meerbusch 54,190 | Block A | 14.00 |
| Neu-Ulm² 53,034 | Block A | 14.50 |
| Erkrath 46,084 | Block A | 14.00 |

¹ per pillar; minus 15% agency discount; plus VAT

² can only be booked in networks with at least 10 pillars

| City <i>Population</i> | | Booking | Price/day in euros ¹ |
|--------------------------------------|-------------------------|---------------|------------------------------------|
| Berlin ² 3,442,675 | | Calendar week | from 0.80 |
| Düsseldorf 586,217 | | Block B/C | 0.75 |
| Karlsruhe 280,327 | | Block A/C | 0.75 |
| Münster 273,875 | Complete network | Block C | 0.65 |
| | Partial network | Block C | 0.70 |
| Freiburg im Breisgau 203,240 | | Block C | 0.80 |
| Ludwigshafen 163,340 | | Block A | 0.70 |
| Ulm 121,648 | | Block C | 0.60 |
| Bottrop 117,241 | | Block C | 0.70 |
| Reutlingen 112,176 | | Block C | 0.65 |
| Remscheid 111,422 | | Block C | 0.70 |

General Posting Pillars

| City <i>Population</i> | Booking | Price/day in euros ¹ |
|--------------------------------|---------|------------------------------------|
| Ratingen <i>91,306</i> | Block C | 0.70 |
| Hilden <i>55,551</i> | Block C | 0.70 |
| Meerbusch <i>54,190</i> | Block C | 0.70 |
| Neu-Ulm <i>53,034</i> | Block C | 0.60 |
| Erkrath <i>46,084</i> | Block C | 0.70 |

¹ per 1/1 poster (DIN A1); minus 15% agency discount; plus VAT

² advertising provided for by the company DIE DRAUSSENWERBER GmbH, An der Spreeschanze 6, 13599 Berlin, T +49 30 33899-5050, vertrieb@draussenwerber.de

2011 Schedule of Booking Blocks

| Month | Booking Block | Block A | | | Days | Block B | | | Days | Block C | | | Days |
|-----------|---------------|---------------|---------------|----|---------------|---------------|----|---------------|---------------|---------|--|--|------|
| January | 01 | Tu 28.12.2010 | Mo 10.01.2011 | 14 | Fr 31.12.2010 | Th 13.01.2011 | 14 | Tu 04.01.2011 | Mo 17.01.2011 | 14 | | | |
| | 02 | Tu 11.01.2011 | Th 20.01.2011 | 10 | Fr 14.01.2011 | Mo 24.01.2011 | 11 | Tu 18.01.2011 | Th 27.01.2011 | 10 | | | |
| February | 03 | Fr 21.01.2011 | Mo 31.01.2011 | 11 | Tu 25.01.2011 | Th 03.02.2011 | 10 | Fr 28.01.2011 | Mo 07.02.2011 | 11 | | | |
| | 04 | Tu 01.02.2011 | Th 10.02.2011 | 10 | Fr 04.02.2011 | Mo 14.02.2011 | 11 | Tu 08.02.2011 | Th 17.02.2011 | 10 | | | |
| March | 05 | Fr 11.02.2011 | Mo 21.02.2011 | 11 | Tu 15.02.2011 | Th 24.02.2011 | 10 | Fr 18.02.2011 | Mo 28.02.2011 | 11 | | | |
| | 06 | Tu 22.02.2011 | Th 03.03.2011 | 10 | Fr 25.02.2011 | Mo 07.03.2011 | 11 | Tu 01.03.2011 | Th 10.03.2011 | 10 | | | |
| April | 07 | Fr 04.03.2011 | Mo 14.03.2011 | 11 | Tu 08.03.2011 | Th 17.03.2011 | 10 | Fr 11.03.2011 | Mo 21.03.2011 | 11 | | | |
| | 08 | Tu 15.03.2011 | Th 24.03.2011 | 10 | Fr 18.03.2011 | Mo 28.03.2011 | 11 | Tu 22.03.2011 | Th 31.03.2011 | 10 | | | |
| May | 09 | Fr 25.03.2011 | Mo 04.04.2011 | 11 | Tu 29.03.2011 | Th 07.04.2011 | 10 | Fr 01.04.2011 | Mo 11.04.2011 | 11 | | | |
| | 10 | Tu 05.04.2011 | Th 14.04.2011 | 10 | Fr 08.04.2011 | Mo 18.04.2011 | 11 | Tu 12.04.2011 | Th 21.04.2011 | 10 | | | |
| June | 11 | Fr 15.04.2011 | Mo 25.04.2011 | 11 | Tu 19.04.2011 | Th 28.04.2011 | 10 | Fr 22.04.2011 | Mo 02.05.2011 | 11 | | | |
| | 12 | Tu 26.04.2011 | Th 05.05.2011 | 10 | Fr 29.04.2011 | Mo 09.05.2011 | 11 | Tu 03.05.2011 | Th 12.05.2011 | 10 | | | |
| July | 13 | Fr 06.05.2011 | Mo 16.05.2011 | 11 | Tu 10.05.2011 | Th 19.05.2011 | 10 | Fr 13.05.2011 | Mo 23.05.2011 | 11 | | | |
| | 14 | Tu 17.05.2011 | Th 26.05.2011 | 10 | Fr 20.05.2011 | Mo 30.05.2011 | 11 | Tu 24.05.2011 | Th 02.06.2011 | 10 | | | |
| August | 15 | Fr 27.05.2011 | Mo 06.06.2011 | 11 | Tu 31.05.2011 | Th 09.06.2011 | 10 | Fr 03.06.2011 | Mo 13.06.2011 | 11 | | | |
| | 16 | Tu 07.06.2011 | Th 16.06.2011 | 10 | Fr 10.06.2011 | Mo 20.06.2011 | 11 | Tu 14.06.2011 | Th 23.06.2011 | 10 | | | |
| September | 17 | Fr 17.06.2011 | Mo 27.06.2011 | 11 | Tu 21.06.2011 | Th 30.06.2011 | 10 | Fr 24.06.2011 | Mo 04.07.2011 | 11 | | | |
| | 18 | Tu 28.06.2011 | Th 07.07.2011 | 10 | Fr 01.07.2011 | Mo 11.07.2011 | 11 | Tu 05.07.2011 | Th 14.07.2011 | 10 | | | |
| October | 19 | Fr 08.07.2011 | Mo 18.07.2011 | 11 | Tu 12.07.2011 | Th 21.07.2011 | 10 | Fr 15.07.2011 | Mo 25.07.2011 | 11 | | | |
| | 20 | Tu 19.07.2011 | Th 28.07.2011 | 10 | Fr 22.07.2011 | Mo 01.08.2011 | 11 | Tu 26.07.2011 | Th 04.08.2011 | 10 | | | |
| November | 21 | Fr 29.07.2011 | Mo 08.08.2011 | 11 | Tu 02.08.2011 | Th 11.08.2011 | 10 | Fr 05.08.2011 | Mo 15.08.2011 | 11 | | | |
| | 22 | Tu 09.08.2011 | Th 18.08.2011 | 10 | Fr 12.08.2011 | Mo 22.08.2011 | 11 | Tu 16.08.2011 | Th 25.08.2011 | 10 | | | |
| December | 23 | Fr 19.08.2011 | Mo 29.08.2011 | 11 | Tu 23.08.2011 | Th 01.09.2011 | 10 | Fr 26.08.2011 | Mo 05.09.2011 | 11 | | | |
| | 24 | Tu 30.08.2011 | Th 08.09.2011 | 10 | Fr 02.09.2011 | Mo 12.09.2011 | 11 | Tu 06.09.2011 | Th 15.09.2011 | 10 | | | |
| January | 25 | Fr 09.09.2011 | Mo 19.09.2011 | 11 | Tu 13.09.2011 | Th 22.09.2011 | 10 | Fr 16.09.2011 | Mo 26.09.2011 | 11 | | | |
| | 26 | Tu 20.09.2011 | Th 29.09.2011 | 10 | Fr 23.09.2011 | Mo 03.10.2011 | 11 | Tu 27.09.2011 | Th 06.10.2011 | 10 | | | |
| February | 27 | Fr 30.09.2011 | Mo 10.10.2011 | 11 | Tu 04.10.2011 | Th 13.10.2011 | 10 | Fr 07.10.2011 | Mo 17.10.2011 | 11 | | | |
| | 28 | Tu 11.10.2011 | Th 20.10.2011 | 10 | Fr 14.10.2011 | Mo 24.10.2011 | 11 | Tu 18.10.2011 | Th 27.10.2011 | 10 | | | |
| March | 29 | Fr 21.10.2011 | Mo 31.10.2011 | 11 | Tu 25.10.2011 | Th 03.11.2011 | 10 | Fr 28.10.2011 | Mo 07.11.2011 | 11 | | | |
| | 30 | Tu 01.11.2011 | Th 10.11.2011 | 10 | Fr 04.11.2011 | Mo 14.11.2011 | 11 | Tu 08.11.2011 | Th 17.11.2011 | 10 | | | |
| April | 31 | Fr 11.11.2011 | Mo 21.11.2011 | 11 | Tu 15.11.2011 | Th 24.11.2011 | 10 | Fr 18.11.2011 | Mo 28.11.2011 | 11 | | | |
| | 32 | Tu 22.11.2011 | Th 01.12.2011 | 10 | Fr 25.11.2011 | Mo 05.12.2011 | 11 | Tu 29.11.2011 | Th 08.12.2011 | 10 | | | |
| May | 33 | Fr 02.12.2011 | Mo 15.12.2011 | 14 | Tu 06.12.2011 | Mo 19.12.2011 | 14 | Fr 09.12.2011 | Th 22.12.2011 | 14 | | | |
| | 34 | Fr 16.12.2011 | Mo 29.12.2011 | 14 | Tu 20.12.2011 | Mo 02.01.2012 | 14 | Fr 23.12.2011 | Th 05.01.2012 | 14 | | | |

Specifications

Billboards 

| | |
|---------------------|--|
| Paper Format | 18/1 format: 356x252 cm (WxH) |
| Material | 115 g/m ² opaque, wet-strength poster paper |
| Printing | Offset printing, depending on poster count |
| Delivery | In 4 or 6 pieces |

Full Posting Pillars 

| | |
|---------------------|--|
| Paper Format | 6/1 format: 119x252 cm (WxH) 8/1 format: 119x336 cm (WxH) |
| Material | 115 g/m ² opaque, wet-strength poster paper |
| Printing | Offset printing, depending on poster count |
| Delivery | 6/1 format: In 3 pieces 8/1 format: In 4 pieces |

General Posting Pillars 

| | |
|---------------------|--|
| Paper Format | DIN A1 (1/1 sheet) Landscape format: 84.1x59.4 cm (WxH) Portrait format: 59x84 cm (WxH) DIN A0 84.1x118.9 cm (WxH) 4/1 format 119x168 cm (WxH) |
| Material | 115 g/m ² opaque, wet-strength poster paper |
| Printing | Offset printing, depending on poster count |
| Delivery | DIN A1 and DIN A0: In one piece 4/1 format: In 2 pieces |

For Berlin

DIE DRAUSSENWERBER GmbH

An der Spreeschanze 6

13599 Berlin

T +49 30 33899-5050

F +49 30 33899-5030

vertrieb@draussenwerber.de

**For Bottrop, Düsseldorf, Erkrath,
Hilden, Korschenbroich, Meerbusch,
Münster, Ratingen, Remscheid**

Niederlassung Düsseldorf

Mündelheimer Weg 5

40472 Düsseldorf

T +49 211 99977-0

F +49 211 99977-77

For Freiburg

Wall AG

Niederlassung Süddeutschland

Hanferstrasse 7

79108 Freiburg im Breisgau

T +49 761 150789-0

F +49 761 150789-99

For Reutlingen, Ulm/Neu-Ulm

Wall AG

Niederlassung Ulm

Gewerbepark Lerchenhof

Im Lehrer Feld 8

89081 Ulm

T +49 731 14091-0

F +49 731 14091-19

For Karlsruhe

JCDecaux Deutschland GmbH

Schoemperlenstrasse 4

76185 Karlsruhe

(Delivery on workdays:

8:30 a.m. – 12:30 p.m.)

For Ludwigshafen

JCDecaux Deutschland GmbH

Rudolf-Diesel-Strasse 19

68169 Mannheim

Booking – Payment

Booking

Advertising surfaces are generally bookable in fixed time blocks (10, 11, or 14 days). The sole exception is Berlin, where posting (pillars, bus shelters, subway stations) takes place on a weekly basis. In the case of billboards and full posting pillars, individual advertising surfaces can be booked – in some cities, however, there is a minimum booking quantity. General posting pillars can only be booked on a network basis. For additional information in booking periods, see the schedules on pgs. 25 and 36.

Backup Posters

10% for general posting pillars, full posting pillars, and billboards.

Poster Delivery

WallDecaux does not cover shipping costs for posters. Posters must arrive at the delivery address 10 days before the posting date.

Identification of the Poster Shipment

For all poster deliveries to WallDecaux, the packing slip must contain the following information:

- Address, telephone and fax number of the print shop
- Advertiser and agency
- Poster image (brand, product, and description)
- Order confirmation number(s) from WallDecaux
- Posting date (week)
- Format
- Poster count






Help us to simplify the posting process by including the order confirmation number(s) you received from WallDecaux on the packing slip. When sending multiple shipments, a description of the poster image should be included on the outside of each shipment. Please clearly separate posters with varying images from one another when shipping. For each image batch, you should indicate the poster count, posting location, and include an image description.

Payment





Invoices are due within 8 days of the posting start date.

Discounts

Agency discount: 15%

| City | Format | | Booked quantity | Price/month in euros ¹ |
|---------------------|---|---|-----------------|-----------------------------------|
| Berlin ² | 4/1 Traffic Board <i>(Bus or Tram)</i> |  | 1–24 | 790.00 |
| | |  | 25–49 | 770.00 |
| | | | 50–74 | 710.00 |
| | | | 75–99 | 700.00 |
| | | | 100 or more | 690.00 |
| | 18/1 Traffic Board <i>(Bus or Tram)</i> |  | 1–24 | 1,690.00 |
| | |  | 25–49 | 1,600.00 |
| | | | 50–74 | 1,425.00 |
| | | | 75–99 | 1,395.00 |
| | | | 100 or more | 1,365.00 |
| | Berlin Board <i>(Double-decker bus)</i> |  | 1–10 | 3,350.00 |
| | | | 11–24 | 3,250.00 |
| | | | 25 or more | 3,150.00 |

Campaign Media

| City | Format | | Booked quantity | Price/month in euros ¹ |
|------------------------|-----------------------------|---|-----------------|-----------------------------------|
| Berlin ² | Super Rear (Bus) |  | 1–24 | 1,250.00 |
| | | | 25–49 | 1,200.00 |
| | | | 50–74 | 1,150.00 |
| | | | 75 or more | 1,100.00 |
| Remscheid ³ | 4/1 Traffic Board (Bus) |  | | 300.00 |
| | 18/1 Traffic Board (Bus) |  | | 620.00 |
| | Super Rear (Bus) |  | | 220.00 |




¹ per vehicle; minus 15% agency discount; plus VAT

² price includes production, posting, and poster removal; one-month minimum booking period

³ price does not include production, posting, or poster removal

| City | Format | | Booking | Price/month in euros ¹ | |
|---------------------|--|---|---------|-----------------------------------|----------|
| Berlin ² | Single-decker bus |  | yearly | 900.00 | |
| | Articulated bus |  | yearly | 1,200.00 | |
| | Double-decker bus |  | yearly | 2,500.00 | |
| | Tram |  | yearly | 1,550.00 | |
| | Subway <i>(1 train unit = 2 cars)</i> |  | yearly | 1,250.00 | |
| | Surcharge for specific lines | Lines 100/200 | | yearly | 6,900.00 |
| | | City lines | | yearly | 5,750.00 |
| Other lines | | | yearly | 4,600.00 | |








Wrap Advertising

| City | Format | Booking | Price/month in euros ¹ |
|------------------------------|--|---|-----------------------------------|
| | Surcharge for shorter booking periods | 1 month | +90% |
| | | 2–3 months | +50% |
| | | 4–6 months | +30% |
| | | 7–9 months | +20% |
| | | 10–11 months | +5% |
| Remscheid² | Midibus |  min. 1 bus for 1 year | 380.00 |
| | Normal bus |  min. 1 bus for 1 year | 550.00 |
| | Articulated bus |  min. 1 bus for 1 year | 660.00 |

¹ per vehicle; minus 15% agency discount; plus VAT

² price does not include production, posting, or ad removal












| City | Format | Booking | Price/month in euros ¹ |
|------|--------|---------|-----------------------------------|
|------|--------|---------|-----------------------------------|

| | | | | |
|--|--|---|--------------|--------|
| Berlin ² | Single-decker bus: Strip |  | yearly | 240.00 |
| | Single-decker bus: Side strip and roof edge |  | yearly | 280.00 |
| | Articulated bus: Side strip |  | yearly | 400.00 |
| | Articulated bus: Side strip and roof edge |  | yearly | 490.00 |
| | Double-decker bus: Side strip |  | yearly | 650.00 |
| | Tram: Side strip |  | yearly | 640.00 |
| | Subway: Side strip <i>(1 train unit = 2 cars)</i> |  | yearly | 220.00 |
| Surcharge for shorter booking periods | | | 1 month | +90% |
| | | | 2–3 months | +50% |
| | | | 4–6 months | +30% |
| | | | 7–9 months | +20% |
| | | | 10–11 months | +5% |

¹ per vehicle; minus 15% agency discount; plus VAT

² price does not include production, posting, or ad removal

Partial wraps

| City | Format | | Booking | Price/month in euros ¹ |
|------------------------|---|---|---------|-----------------------------------|
| Remscheid ² | Midibus: Full side |  | yearly | 180.00 |
| | Midibus: Full side with roof edge |  | yearly | 220.00 |
| | Midibus: Half wrap |  | yearly | 220.00 |
| | Normal bus: Full side |  | yearly | 235.00 |
| | Normal bus: Full side with roof edge |  | yearly | 275.00 |
| | Normal bus: Half wrap |  | yearly | 275.00 |
| | Articulated bus: Full side |  | yearly | 310.00 |
| | Articulated bus: Full side with roof edge |  | yearly | 350.00 |
| | Articulated bus: Half wrap |  | yearly | 350.00 |
| | Rear, including window |  | yearly | 180.00 |
| | Rear, without window |  | yearly | 120.00 |

| City | Format | Ad surfaces | Minimum booking | Price /month in euros ¹ | Posting/ removal ¹ |
|-----------|---|--|-----------------|------------------------------------|-------------------------------|
| Berlin | Side windows <i>(Subway, Tram, Bus)</i> |  min. 50 ads | 1 month | 8.75 | 5.00 |
| | Window crown <i>(Subway)</i> |  min. 50 ads | 1 month | 4.25 | 5.00 |
| | Side wall <i>(Subway, Tram)</i> |  min. 50 ads | 1 month | 7.75 | 5.00 |
| | Front wall <i>(Subway, Bus)</i> |  min. 50 ads | 1 month | 9.50 | 5.00 |
| | Floor graphics <i>(Tram)</i> |  up to 0.7m ² up to 1.0m ² | 1 month | 31.50 41.50 | 25.00 25.00 |
| Remscheid | Side windows <i>(Bus)</i> |  min. 5 buses | 3 months | 11.00 | 10.00 |
| | Rear windows <i>(Bus)</i> |  5 buses | 3 months | 30.00 | 10.00 |
| | Interior ceiling <i>(Bus)</i> |  20 buses | 3 months | 11.00 | 10.00 |

**Special Conditions for Transport Media –
Berlin Outdoor Advertising**

All posting costs are borne by the Customer. Vehicle advertisements are subject to the approval of Berlin's public transport authority (BVG). For operational reasons, the posting of advertisements may only be carried out by WallDecaux employees in the vehicle depots of the transport authority. Wrap films must make use of removable adhesives. Printed films must be laminated. WallDecaux provides a two-year guarantee for (1) the service life of its films, as well as (2) the operational life of participating vehicles. For order confirmation to be provided, advertisements must be submitted for approval. Particularly in the following cases, WallDecaux will exercise its right to withdrawal: (1) If the advertisement could constitute a breach of law; (2) if the advertisement runs contrary to the interests of the BVG or the state of Berlin; (3) if the advertisement is generally offensive to accepted principles of morality. The booking period officially begins on the first day of the month following that during which the vehicle enters operation with the posted advertisement. The Customer will be charged additionally for each day prior to the start of the official booking period during which the vehicle is operational with the advertisement. If the advertising contract is terminated, the advertisement is reposted, or if the ad image is exchanged, all associated removal costs shall be borne by the Customer. These costs will be determined based on wages and material expenses. The customer will not be responsible for removal costs if the vehicle is decommissioned. Our General Terms and Conditions are valid for all advertising orders.


**Special Conditions for Transport Media –
Berlin Indoor Advertising**

Prior to printing, the ad image must be submitted to WallDecaux for approval. Approval is required for an order confirmation to be provided. Particularly in the following cases, WallDecaux reserves the right to withdrawal: (1) If the advertisement could constitute a breach of law; (2) if the advertisement runs contrary to the interests of the BVG or the state of Berlin; (3) if the advertisement is generally offensive to principles of morality. Expenses that arise during the contract term (e.g. costs for the exchange of films) are due immediately upon receipt of invoice. A separate invoice will be sent for the posting of additional advertising films subsequent to the start of the campaign. The posting of advertisements on specific routes or lines is not possible for operational reasons. The specified outer dimensions for advertisements must be adhered to precisely in order to ensure no problems arise during posting in various vehicle types. Our General Terms and Conditions are valid for all advertising orders.

Campaign Media, Full Wraps, Partial Wraps

Format Size-specification schematics for all outdoor advertising in Berlin can be found at: www.walldecaux.de/transportmedia_formats.
Size specifications for Remscheid transport media available upon request.

Material Self-adhesive, easily removable, non-reflective, non-fluorescent industrial film. For the windows, special window graphic film with a TÜV certification number must be used.

Side Windows (*Subway, Tram, Bus*) 

Format 50×15 cm (W×H)

Material/Printing Self-adhesive, soft PVC film, printed on both sides. Wrap films must use a removable adhesive.

Window Crowns (*Subway*) 

Format 53×9.5 cm (W×H) – U1, U2, U3, U4
69×13 cm (W×H) – U5, U6, U7, U8, U9, U55

Material/Printing Self-adhesive, soft PVC film, printed on both sides. Wrap films must use a removable adhesive.

Specifications

Side Wall *(Subway, Tram)*



Format Subway: 28.5×40.5 cm (W×H)
Tram: 40.5×28.5 cm (W×H)

Material/Printing Self-adhesive, soft PVC film, printed on both sides. Wrap films must use a removable adhesive.

Front Wall *(Subway, Bus)*



Format 40.8×58 cm (W×H)

Material/Printing Self-adhesive, soft PVC film. Wrap films must use a removable adhesive.

Floor Graphics *(Subway, Tram)*



Format up to 1 m²

Material/Printing We require Avery MPI 2000 with the anti-slip laminate Oraguard 250 AS. Service life of the films: 3–6 months.

Interior Ceiling *(Bus)*



Format 50×20 cm (W×H)

Material/Printing Self-adhesive, soft PVC film. Wrap films must use a removable adhesive.

For Berlin

VVR Wall GmbH
Gewerbepark City West
Sophie-Charlotten-Strasse 4b
14059 Berlin
Delivery: 7 a.m. – 3 p.m.
T +49 30 28831-206

Prior to printing, the ad image must be submitted to WallDecaux for approval.

Identification of the Poster Shipment

For all poster deliveries to WallDecaux, the packing slip must contain the following information:

- Address, telephone and fax number of the print shop
- Advertiser and agency
- Poster image (brand, product, and motif)
- Order confirmation number(s) from WallDecaux
- Posting date

Help us to simplify the posting process by including the order confirmation number(s) you received from WallDecaux on the packing slip. Please clearly separate posters with varying images from one another when shipping. For each image batch, you should indicate the poster count, posting location, and include an image description.

Payment



Invoices are due within 8 days of the start of the posting period.

Leipzig Central Train Station

| | Number | Production/posting/ removal ² | Price/month in euros ¹ |
|--|--------|---|--------------------------------------|
| Banners <i>5×8m</i> | | 2,835.00 | 3,780.00 |
| Banners <i>3×12m</i> | | 4,147.50 | 5,670.00 |
| Flags <i>1.8×7.6m</i> | | 600.00 | 1,680.00 |
| Illuminated ad <i>3×6m</i> | 18 | upon request | 11,000.00 |
| Illuminated ad <i>2×10m</i> | 4 | upon request | 17,500.00 |
| Illuminated ad <i>1.5×13.6m</i> | 1 | upon request | 14,000.00 |
| Illuminated ad <i>4×10m</i> | 3 | upon request | 27,500.00 |
| Illuminated ad <i>4×7m</i> | 2 | upon request | 15,000.00 |
| Illuminated ad <i>4m radius</i> | 4 | upon request | 21,000.00 |

¹ minus 15% agency discount; plus VAT

² no discounts offered

| Ad location | | Booking period | Number of trucks | Total costs in euros ¹ |
|----------------|---|----------------|------------------|---|
| Rear |  | by the week | 250 | 123,750.00 |
| | | | | Monthly price in euros² |
| Sides and rear |  | by the month | 25 | 31,500.00 |
| | | by the month | 50 | 59,250.00 |
| | | by the month | 75 | 83,250.00 |
| | | by the month | 100 | 103,500.00 |
| | | by the month | 125 | 120,000.00 |

Customized ad campaigns available upon request

¹ includes production, posting, and removal costs; minus 15% agency discount; plus VAT

² plus 580 euros/truck for production, posting, and removal costs; minus 15% agency discount; plus VAT

RollAd™ Specifications

RollAd

Format 1,300 × 255 cm (W × H) – Side area
 227 × 255 cm (W × H) – Rear area
 approx. 39 m² – Total ad area
 approx. 6 m² – Rear area
 approx. 33 m² – Side area

Material/Printing PVC, approx. 450 g/m², fire resistant.
 Normal offset values cannot be transferred 1:1 for ink jet digital printing.

File Format Printable PDF file in 1:10 scale
 (Adobe Photoshop up to version CS4,
 Adobe Illustrator up to version CS4,
 Adobe InDesign up to version CS4,
 Corel Draw up to version X3)

Resolution For pixel images, 75 dpi at 1:1

Prior to printing, the ad image must be submitted to WallDecaux for approval.

Terms of Service

Truck Selection All trucks used in RollAd™ campaigns are selected based on strict criteria. At the start of the campaign, the trucks must be less than two years old. They must also be in good condition and driven extensively each week. All cooperating transport companies possess their own washing facilities or provide otherwise for the regular washing of the trucks.

Quick Mount System All of the trucks are outfitted with a patented quick mount system that allows ad tarpaulins to be switched out in less than 20 minutes. The system, developed by trans-marketing GmbH, is TÜV certified.

Campaign Types When the national campaign option is selected, trucks from transport companies across all of Germany are used in order to achieve an evenly distributed promotional impact. In a regional campaign, participating trucks are selected on an individual basis according to their departure locations, destinations, and routes.

General Terms and Conditions for Rental of Truck Advertising

These General Terms and Conditions apply to all contracts entered into by WallDecaux – a business division of Wall AG (hereinafter referred to as “WallDecaux”) – with its customers for truck advertising.

1. Exclusive Applicability of these Terms & Conditions

Our offers and performances are based solely on these General Terms and Conditions. Contrary Terms and Conditions maintained by another party have no applicability. If the Customer does not agree to the foregoing, then it must indicate its non-agreement separately in writing. In such case, we reserve the right to withdraw from our order confirmation without any claims being able to be asserted against WallDecaux for this reason. Such a withdrawal shall not affect the obligation to reimburse the Customer for advance payments already made. In legal relations with merchants, these General Terms and Conditions shall also apply for all future transactions between the contractual parties without the need to draw renewed attention to their applicability. Contrary Terms and Conditions maintained by another party are expressly rejected herewith. By placing an order, the Customer signifies that it has read and accepted the “General Terms and Conditions.”

2. Order Confirmation

A contractual obligation to provide services only becomes binding on WallDecaux once the Customer has received our Order Confirmation, which details the prices of the services to be rendered. Changes are valid only if concluded in writing.

3. Special Services

Special services – e.g. promotional trips and events; renewed use of the advertising tarpaulins (e.g. RollBag); etc. – are to be agreed on individually and the Customer shall be invoiced separately according to expenses and the terms of agreement.

4. Terms of Cancellation

All orders placed by the Customer for RollAd advertising are binding. The Customer is authorized – given ad availability – to delay the agreed upon posting start date within a given calendar year by providing at least 10 weeks notice prior to the campaign start. Any expenses incurred, including those for orders with print shops which cannot be cancelled, as well as for the production of bags or special services (promo trucks, etc.), shall be borne by the Customer in full.

5. Documentation

The timely realization of the campaign shall be documented for the Customer with pictures at the campaign start. Detailed campaign documentation shall be provided to the Customer at the latest one month after the end of the campaign.

6. Printing Data

Data for the printing of advertisements must be stored in the data formats specified by WallDecaux. The properly stored printing data must be delivered to trans-marketing GmbH (a subsidiary of Wall AG, hereinafter referred to as "trans-marketing") on time by the agreed upon deadline. The Customer is responsible for delivery of the properly stored printing data.

If the Customer is behind schedule with the delivery of the printing data, then it is responsible for an eventual delay in the printing of the advertising tarpaulins as well as any associated delay in the start of the campaign and must pay the advertising costs for the whole agreed term. In the event of delay, it is impossible to guarantee on-time, complete fulfillment of the order. If it is nevertheless possible for the printing shop to take special measures to ensure the timely printing of the advertisements, WallDecaux will seek to implement the campaign on time. In such a case, WallDecaux is entitled to charge the Customer for any additional costs that arise.

7. Advertising Tarpaulins for Campaign

Trans-marketing shall arrange for the printing of the advertising tarpaulins as well as their preparation and mounting. The Customer shall bear any and all expenses for the manufacturing and shipping of the advertising tarpaulins. trans-marketing shall assign to the Customer any damage claims that exist in relation to the print shop. Slight differences in color within the scope of production are permissible and shall be deemed as in accordance with the contract. The state of the art for comparable advertising tarpaulins shall represent the standard for color fastness, printing quality and tarpaulin quality. For reasons of traffic safety, the Customer cannot make its own arrangements for the printing of the advertising tarpaulins.

8. Advertising Tarpaulins at the End of the Campaign

All advertising tarpaulins are property of the Customer. If WallDecaux does not receive any written information about further use of the advertising tarpaulins (storage, shipment, revamping of material, pickup, disposal, etc.) within twelve (12) weeks after the end of the campaign, WallDecaux shall dispose of the advertising tarpaulins free-of-charge or shall be permitted to otherwise reuse the advertising tarpaulins without restriction, except for those areas of the tarpaulin on which the company name or brand logos are printed. If the Customer reports during the agreed upon period that the advertising tarpaulins will be reused (storage, shipment, revamp-

ing of material, pickup, disposal, etc.), then it shall bear the associated costs. These shall be agreed on separately in writing and invoiced. If the advertising tarpaulins are to be stored for reuse, this results in storage expenses of 200 euros per tarpaulin and year. If the material of the tarpaulins is revamped by the Customer, WallDecaux reserves the right to retain 5–10 product samples (e.g. bags) at its own expense for its own advertising purposes.

9. Official Regulations / Advertising Message / Cancellation

The Customer agrees to refrain from producing advertising messages that are illegal or immoral in terms of their content or presentation with regard to criminal law and laws governing competition. The Customer is solely responsible for the form and content of advertising messages as well as for compliance with official regulations. WallDecaux shall be entitled to cancel an order already confirmed if the form and content of the advertising message were unknown to WallDecaux at the time of order confirmation and violate official regulations or the like. In such case, the media expenses and the costs already incurred shall be paid for by the Customer. If regulatory authorities prohibit the posting or continued display of advertising messages on whatever grounds, this prohibition shall negate any agreement made hereto between WallDecaux and the Customer. Should the foregoing occur, the Customer shall have no right whatsoever to compensation and shall pay the agreed upon advertising fees. The possibility

shall remain of continuing the remaining term of contract with a new advertising tarpaulin. The cost of printing the new advertising tarpaulins shall be borne by the Customer. The Customer shall also bear additional expenses incurred for attaching the new advertising tarpaulins. If the vehicle owner is unable to drive with the advertising message for contractual reasons and other vehicles are not available for this campaign, WallDecaux may cancel the contract with regard to the affected vehicles. This shall not establish grounds for claims to compensation by the Customer.

10. Campaign Duration

WallDecaux undertakes no warranty that vehicles covered with the advertising tarpaulins according to the order will be in operation constantly during the agreed term. The transportation companies are selected carefully and it is assumed that they will use their vehicles during the periods when they are permitted to do so. It is impossible to guarantee that a vehicle will serve the agreed upon operational areas 100% of the time. The operational area of the vehicles is primarily within Germany, on a nationwide scale. Other operational areas or special operational areas must be agreed to separately in writing. For regional bookings, the operational areas shall be defined with a focus on major urban centers. Temporary limitations or disruptions (up to two days) for whatever reason shall not affect the advertising contract and do not entitle the Customer to demand reimbursement for a portion of the advertising fees or other substitute

RollAd™ Terms & Conditions

performances or indemnity. Operational standstills lasting longer than two days shall be compensated for at the end of the term of contract or at a later point in time by extending the advertising campaign for the missed number of days or by crediting the Customer. The amount credited to the Customer shall be equal to the media expenses represented by the operational standstill as a percentage of total media expenses. The Customer shall not be entitled to any other claims to compensation other than the extension of the campaign or a credit.

11. Loss of a Vehicle / Advertising Tarpaulin

If a change in vehicle deployment occurs because of an unforeseeable event (accident, etc.), the Customer has no right to a replacement vehicle. WallDecaux can, depending on availability, arrange for a replacement vehicle free-of-charge. If a replacement vehicle is unavailable or the use of a replacement vehicle is rejected, then the charges for the lost vehicle shall be waived or, if already paid, shall be refunded. Nevertheless, payment must be made for that part of the deployment already completed by the lost vehicle. WallDecaux shall not provide compensation for the damage or loss (due to theft or the like) of the advertising tarpaulins during the term of the campaign except in cases of wrongful intent or gross negligence on the part of WallDecaux. The Customer is at liberty to have backup advertising tarpaulins printed before the start of the campaign in addition to the quantity required. If backup tarpaulins are available to

WallDecaux, then WallDecaux shall replace damaged or lost advertising tarpaulins. WallDecaux's non-binding recommendation is to have one backup tarpaulin printed per fifty (50) vehicles for campaigns of two or more weeks in duration.

12. Cancellation

If the marketing agreement between trans-marketing and the transport company is terminated or cancelled before the end of the contract with the Customer, WallDecaux may arrange replacement vehicles free-of-charge, depending on their availability. If replacement vehicles are unavailable, then WallDecaux shall be entitled to cancel the contract with the Customer. In the event of cancellation, the Customer shall be reimbursed for payments already made for the outstanding advertising period; no grounds for claims to compensation shall exist above and beyond this.

13. Exclusion of Competition

As a rule, it is impossible to guarantee exclusion of competition. Any exclusion of competition contrary to these General Terms and Conditions must be stipulated separately in writing.

14. Transfer of Advertising Services

The subletting or transfer of booked advertising services to third parties is not permitted.

15. Liability and Secondary Damages

WallDecaux warrants the orderly attachment of the advertising tarpaulins to each respective vehicle and ensures that the vehicles are in flawless optical condition. Claims to compensation and any complaints can only be asserted during the term of the contract. Later, proof by means of suitable evidence is necessary. If there is a defect for which WallDecaux is responsible, WallDecaux shall be entitled to make two attempts to remedy the defect. Should the second attempt to remedy the defect also be unsuccessful, the Customer shall be entitled at its discretion to either cancel the contract or demand a corresponding reduction in advertising fees.

Any further claims on the part of the Customer on whatever legal grounds are not permitted. WallDecaux shall not be liable for damages not incurred to the advertising tarpaulins themselves and in particular shall not be liable for loss of profits or other financial losses.

Force majeure, a failure on the part of sub-suppliers to provide services, disruptions in operations for which WallDecaux is not responsible, etc. and all other events beyond the control of WallDecaux (e.g. third-party misconduct) shall not furnish grounds for claims to compensation. The assertion of claims for secondary damages shall not be permitted except in cases of malicious or grossly negligent misperformance by WallDecaux. No guarantees are made concerning the effectiveness of an advertising

campaign, and no liability shall be borne by WallDecaux in this regard. Claims to compensation exceeding the agreed advertising fees are also expressly excluded. WallDecaux shall not be liable for the loss, theft, or damaging of advertising materials during the term of the advertising campaign, or during their transport, removal, and storage.

16. Data Privacy / Rights of Use

All data necessary for order processing are stored electronically by WallDecaux. The Customer's consent is not required for the transmission of this electronic data to third parties if it is required for the execution of additional campaigns. Photos, excerpts, and artistic renditions of campaign advertisements may be used for WallDecaux's own advertising purposes.

17. Company Logo

WallDecaux reserves the right to label the advertising space beyond the boundaries of the advertising tarpaulin in order to provide additional information (for example, the name of the transportation company).

18. Prices / Terms of Payment

All quoted prices are net, and do not include the applicable value-added tax. If a campaign order is placed through the customer's advertising or media agency, then the agency shall receive a 15% agency discount on the media expenses. A discount is also offered on media expenses for

RollAd™ Terms & Conditions

booking via a special intermediary. Payment for media expenses is due after invoicing, no later than eight days before the start of the campaign, provided advance payment has not been agreed upon. Afterwards, the invoiced amount is due without deduction. Payment for printing, material preparation, special services, and additional products (e.g. RollBag) shall be due without deduction upon invoice receipt. It is possible to agree on other terms of payment, but only in writing. Only payments remitted directly to WallDecaux will be acknowledged. The Customer may only offset payment obligations with refunds, credits, or the like when such offsets are uncontested, acknowledged by WallDecaux in writing, or have been definitively upheld by a legal judgment.

19. Non-Payment

In the event of non-payment or extension, interest on arrears will be charged at a rate eight percentage points above the base interest rate of the European Central Bank. In the event of non-payment, the Customer shall be obligated to compensate WallDecaux for any associated damages, particularly for expenses incurred for eventual extrajudicial collection.

20. Place of Fulfillment

Saving an agreement to the contrary, the place of fulfillment is 10117 Berlin. Provided it is legally permissible, Berlin shall be the place of venue for all disputes arising between the contractual parties.

21. Modifications / Written Form

Changes or additions to these Terms and Conditions are valid only if concluded in writing. This requirement of written form can only be waived in writing. If any of the provisions of these Terms and Conditions are or become invalid or impracticable or if gaps in these Terms and Conditions become evident, this shall not affect the remaining valid provisions herein. The parties agree to replace any invalid provisions with valid ones that most closely approximate the original economic purpose of the contractual relationship. The above shall also apply for closing any contractual gaps. The statutory provisions shall apply by way of supplementation.

| City <i>Population</i> | Nielsen area | Bicycles per network | Price/bike/month in euros¹ | Network price/month in euros |
|-------------------------------------|---------------------|-----------------------------|--|-------------------------------------|
| Berlin <i>3,442,675</i> | Nielsen V | 250 | 49.00 | 12,250.00 |
| Hamburg <i>1,774,224</i> | Nielsen I | 250 | 49.00 | 12,250.00 |
| Munich <i>1,330,440</i> | Nielsen IV | 250 | 49.00 | 12,250.00 |
| Cologne <i>998,105</i> | Nielsen II | 250 | 49.00 | 12,250.00 |
| Frankfurt <i>659,021</i> | Nielsen IIIa | 250 | 49.00 | 12,250.00 |
| Düsseldorf <i>586,217</i> | Nielsen II | 300 | 39.00 | 11,700.00 |
| Essen <i>582,140</i> | Nielsen II | 350 | 39.00 | 13,650.00 |
| Dortmund <i>581,308</i> | Nielsen II | 450 | 39.00 | 17,550.00 |
| Leipzig <i>518,862</i> | Nielsen VII | 300 | 39.00 | 11,700.00 |
| Hanover <i>518,069</i> | Nielsen I | 100 | 39.00 | 3,900.00 |
| Dresden <i>517,052</i> | Nielsen VII | 150 | 39.00 | 5,850.00 |
| Nuremberg <i>503,673</i> | Nielsen IV | 750 | 39.00 | 29,250.00 |
| Duisburg <i>496,665</i> | Nielsen II | 350 | 39.00 | 13,650.00 |
| Bochum <i>381,542</i> | Nielsen II | 150 | 39.00 | 5,850.00 |
| Gelsenkirchen <i>264,765</i> | Nielsen II | 280 | 39.00 | 10,920.00 |
| Magdeburg <i>230,140</i> | Nielsen VI | 50 | 39.00 | 1,950.00 |



| City <i>Population</i> | Nielsen area | Bicycles per network | Price/bike/month in euros ¹ | Network price/month in euros |
|---------------------------------|--------------|----------------------|--|------------------------------|
| Oberhausen 214,024 | Nielsen II | 250 | 39.00 | 9,750.00 |
| Lübeck 211,541 | Nielsen I | 50 | 39.00 | 1,950.00 |
| Erfurt 202,929 | Nielsen VII | 50 | 39.00 | 1,950.00 |
| Hamm 183,065 | Nielsen II | 100 | 39.00 | 3,900.00 |
| Mülheim a. d. R. 168,925 | Nielsen II | 200 | 39.00 | 7,800.00 |
| Herne 168,454 | Nielsen II | 100 | 39.00 | 3,900.00 |
| Potsdam 154,606 | Nielsen VI | 100 | 39.00 | 3,900.00 |
| Offenbach 118,245 | Nielsen IIIa | 50 | 39.00 | 1,950.00 |
| Bottrop 117,241 | Nielsen II | 180 | 39.00 | 7,020.00 |

Additional cities are available upon request

Booking period: 1 month, starting on the first Tuesday of each month; alternative booking periods available upon request; two ad surfaces per bike; printing and posting provided for by nextbike; partial network booking available upon request.



¹ plus 9 euros in production costs per bike; minus 15% agency discount; plus VAT

Friedrichstrasse Subway Station – Basic Advertising

| Product | Ad surfaces/ network | Booking period | Ad time per day and ad surface | Recommended spot duration | Spot views per day |
|--|-------------------------|-------------------|-----------------------------------|------------------------------|-----------------------|
| D-CLB (1024×768 pixels)  | 12 | 1 week | 6,000 sec. | 10–30 sec. | 200–600x |
| D-CLP (1080×1920 pixels)  | 14 | 1 week | 10,000 sec. | 5–10 sec. | 1,000–2,000x |
| Total price per week¹ | | | | | 9,100.00 euros |



¹ minus 15% agency discount; plus VAT

Friedrichstrasse Subway Station – Exclusive Advertising: Advanced

| Product | Ad surfaces/ network | Booking period | Ad time per day and ad surface | Spot duration | Spot views per day |
|--|-------------------------|-------------------|-----------------------------------|---------------|--------------------------|
| D-CLB (1024×768 pixels)  | 12 | 1 week | 36,000 sec. | customizable | exclusive advertising |
| D-CLP (1080×1920 pixels)  | 14 | 1 week | 60,000 sec. | customizable | exclusive advertising |
| Total price per week¹ | | | | | 54,600.00 euros |

¹ minus 15% agency discount; plus VAT

Friedrichstrasse Subway Station – Exclusive Advertising: Deluxe

| Product | Ad surfaces/ network | Booking period | Ad time per day and ad surface | Spot duration | Spot views per day |
|--|-------------------------|-------------------|-----------------------------------|---------------|--------------------------|
| D-CLB (1024×768 pixels)  | 12 | 1 month | 36,000 sec. | customizable | exclusive advertising |
| D-CLP (1080×1920 pixels)  | 14 | 1 month | 60,000 sec. | customizable | exclusive advertising |
| Station Branding | special advertising | 1 month | | | exclusive advertising |
| Total price per month¹ | | | | | 248,400.00 euros |

¹ plus production, posting, and removal costs for Station Branding; minus 15% agency discount; plus VAT

| Product | Format | Booking period | Price in euros ¹ | Nationwide price in euros ¹ | Package price in euros ¹ |
|---|---------------------------------------|----------------|-----------------------------|--|-------------------------------------|
| bluespot  | Entry in city guide + bluespot mobile | yearly | 100.00 | 450.00 | 1,500.00 |
| | Category banner | yearly | 100.00 | 500.00 | |
| | Start-page banner | yearly | 250.00 | 1,000.00 | |
| | Urban screen package | weekly | 500.00 | 2,000.00 | – |

bluespot locations: Berlin, Freiburg, Düsseldorf, Dortmund, Karlsruhe, Potsdam, Münster

Full Bus Stop Wrap

Full advertising wrap on the rear-wall window of a bus or tram shelter.

Partial Bus Stop Wrap

Partial advertising wrap on the rear-wall window of a bus or tram shelter.

Floor Graphics

Advertising stickers on the pavement of a bus or tram shelter.

Reflective Decals

Special advertising decals that reflect passers-by.

Decoration

Break the mold in outdoor advertising with 3D elements and unique concepts.

Showcase

Combination of poster and integrated 3D dummy products.

Lenticular Poster

Using a special printing method with brilliant image quality, we can add the illusion of movement and/or depth to 2D advertisements.

Illuminated Poster

Blinking elements and other custom lighting effects put your advertisement in the spotlight.

Day & Night

Thanks to a special printing method, certain image elements are only visible at night, when the poster is backlit.

Multi-Poster Synergy

Unique advertising effects thanks to a special arrangement of posters within a scrolling or static multi-poster display case.

Sound Module

An integrated sound module boosts the impact of your advertising message.

Poster to mobile

Passers-by can receive SMS or MMS messages on their mobile phones by entering a code that is integrated into the ad poster.

CLP Touch

Video and sound can be played on a monitor that is integrated into the poster.

Creative Campaign Options can only be booked in unison with a CLP campaign. Prices vary depending on the chosen features, number of ad surfaces, and associated costs. We'd be happy to provide you with a free quote upon request. Please contact: Patrick Fischer, **T** +49 30 33899-223, patrick.fischer@walldecaux.de

Station Branding

| City | Subway station | Price/month in euros¹ |
|---------------|-----------------------|---|
| Berlin | Alexanderplatz | 150,000.00 |
| | Zoologischer Garten | 135,000.00 |
| | Hermannplatz | 94,500.00 |
| | Kurfürstendamm | 50,000.00 |
| | Potsdamer Platz | 50,000.00 |
| | Stadtmitte | 50,000.00 |
| | Bismarckstrasse | 50,000.00 |
| | Ernst-Reuter-Platz | 50,000.00 |

Booking period: 1 month

Other subways stations available upon request

¹ price does not include: production costs, posting, and ad removal; 15% agency discount; VAT

1. Subject Matter of these General Terms and Conditions

These General Terms and Conditions are valid for any and all contracts that WallDecaux – a business division of Wall AG (hereinafter referred to as “WallDecaux”) – concludes with its customers regarding advertising with posters and other advertising materials, including digital formats. Alternate terms of business maintained by a Customer are valid only if acknowledged by WallDecaux in writing. Relevant special conditions and specification sheets for individual advertising surfaces as well as the sections “Booking – Delivery – Payment” are also a subject matter of the contracts.

2. Advertisement Types

The advertising locations and surfaces with which advertising can be carried out in accordance with Clause 1 above are, in particular, tram or bus shelters, free-standing advertising display cases, city information panels, advertising pillars, City Light Boards, transport media, billboards, and interactive media (bluespot terminals, systems with “Poster to mobile” and Bluetooth functionality). The advertising surface may be covered by glass as well as backlit and illuminated. Exceptions to this are, in isolated cases, locations without a connection to the public lighting grid or advertising surfaces with a power supply that has been damaged or is non-operational for other reasons and, additionally, periods during which there is a general power outage. If for reasons beyond the control of WallDecaux, advertising surfaces are not lit despite agreed upon backlighting or illumination, a reduction in price can be granted. Illumination of 90% of the booked ad surface shall, however, be deemed adequate

performance. Additional compensatory claims of other types are not permitted. Lighting is activated based on the periods of operation in each respective public lighting grid.

3. Poster Formats and Other Advertising Materials

The formats of the posters and other advertising materials correspond to the standards defined by the German Standards Committee for paper sizes (DIN 683) or the individual dimensions stated in the specifications sections. The basic size unit for posters is DIN A1 (59 cm × 84 cm).

4. Order Acceptance

(1) WallDecaux shall declare its acceptance or rejection of an order without delay. Reason for the rejection of an order does not have to be provided.

(2) For City Light Boards, billboards, full posting pillars, and general posting pillars, there is a right of withdrawal up to 60 days before the posting start date. There is no right to withdrawal for orders placed by the Customer for City Light Posters, City Light Pillars, transport media, and interactive media.

(3) The Customer may withdraw an order for advertising in WallDecaux’s national and regional networks up to 90 days prior to the posting start date. In the event of withdrawal beyond this deadline, WallDecaux shall charge a cancellation fee to the customer. This fee shall be equal

to 25% of the media value if withdrawal occurs 60 to 90 days from the start date, and 100% of the media value within 60 days of the start date.

(4) WallDecaux can require that it be provided with the posters or other advertising materials seven days before the agreed upon posting start date. If WallDecaux cannot reasonably be expected to post an advertisement (e.g. for technical or operational reasons), or if the content of the advertisement violates laws, contractual provisions, or official regulations, WallDecaux shall, in accordance with consistent and factually justified principles, be entitled to reject an order or individual posting request within the scope of a contract for reasons of content, origin, or technical format.

(5) The Customer is solely responsible for the form and content of the posters or other advertising materials and compliance with all pertinent regulations. If WallDecaux is obligated to remove posters or other advertising materials because of their design or content, this shall not affect the Customer's obligation to pay the agreed upon remuneration in full. Should such a removal occur, the Customer shall indemnify and hold harmless WallDecaux from all liabilities which arise in this connection.

(6) The Customer shall indemnify and hold harmless WallDecaux from all claims asserted by third parties against WallDecaux which are primarily founded on the design or content of the posters or other advertising materials provided by the Customer. In this connection, the Customer undertakes to pay the expense of mounting WallDecaux's necessary legal defense including any and all court fees and attorneys' fees in the amount

stipulated by law. This shall not apply if the Customer is not responsible for the infringement. In the event that a third party asserts a claim against WallDecaux, the Customer shall be obligated to provide WallDecaux immediately, truthfully, and completely with all information necessary to examine the claims and mount a defense.

5. Exclusion of Competition

(1) To place an order with WallDecaux, advertising agencies and intermediaries must demonstrate that they have been contracted by a third-party to do so; the company and product type to be advertised must also be specifically identified. For companies that do not use an advertising agency or intermediary, and instead advertise directly with WallDecaux, the product type must be identified for an order to be placed.

(2) WallDecaux provides no warranty that competitors will be excluded. The Customer may place an order attached to the condition that the advertising surface on its reverse side not feature a poster or other advertising materials for a competing product. Such an exclusion is effective only if confirmed in writing.

6. Special Placement Requests, Number of Advertisements, Digital Formats

(1) Special placement requests are not accepted for general posting locations; for other locations, they are only accepted if agreed to in writing.

General Terms and Conditions

(2) The number of ad surfaces used in an ad campaign is estimated on the basis of prospectively available ad locations. Deviations from the estimated amount of up to 10% are permitted. The Customer shall be billed based on the actual number of ad surfaces used in the campaign.

(3) In the case of digital advertising formats, downtimes that exceed 10% of the agreed upon ad display time will be credited to the customer. If the customer's advertising spot is displayed more often than scheduled due to a short program duration, then this additional display time can be subtracted from downtimes. Short downtimes (e.g. due to cleaning, maintenance, or service) do not reduce advertising costs.

7. Special Services, Costs for Advertising Materials

(1) Special services shall be agreed upon individually. This shall also apply to deviations from these Terms and Conditions.

(2) Production costs for advertising materials are not included in WallDecaux's prices.

8. Booking Period

(1) The booking period shall be based on WallDecaux's booking schedules. WallDecaux reserves the right to delay or advance the start of a campaign by up to 48 hours. The duration of the campaign shall not be affected hereby. Customers will be billed based on the actual posting date.

(2) In the event poster advertising surfaces which have been booked in a subway station are required for another customer's Station Branding campaign (i.e. a campaign in which all ad surfaces in a station are provided to a given customer), WallDecaux reserves the right to post the Customer's advertisements in an alternate subway station. WallDecaux shall bear the costs associated with posting in the alternate location. In the above case, WallDecaux shall immediately inform the customer and identify the other ad locations that are being used for the campaign. If the customer does not want the ads posted in the alternate locations offered, posting will be carried out in the original location following the conclusion of the Station Branding campaign. If the customer also does not want to exercise this option, it may withdraw from the contract. If WallDecaux does not receive within two weeks a written response from the Customer that posting in an alternate location is not desired, then WallDecaux shall be authorized to assume that the Customer approves of posting in an alternate location.

9. Payment

(1) Unless the parties have agreed on advance payment, the invoice amounts are due for payment within eight days after the posting start date. In deviation from Sec. 286, par. 3 of the German Civil Code, the Customer is in default if it does not make payment by this time.

(2) A payment shall be deemed made when WallDecaux is able to dispose over it.

(3) In the event of default in or deferment of payment, the Customer shall be charged interest as well as any collection expenses.

(4) If the Customer is late in making payment and, as a result, causes WallDecaux to incur costs and interest expenses, WallDecaux shall be authorized to apply Customer payments first to costs, then to interest expenses, and finally to the main performance. This shall not affect WallDecaux's right to other claims against the Customer.

(5) Bills of exchange and checks are only accepted as a form of payment, and there is no requirement that they be accepted. When bills of exchange and checks are accepted, payment is first considered to have been made on the day of deposit or final crediting of the account. Through the acceptance of bills of exchange or checks, WallDecaux does not bear any liability in connection with the raising of protest or due presentation. All fees or other costs arising from the use or depositing of bills of exchange or checks shall be borne by the Customer.

(6) If the Customer is in default or does not fulfill its payment obligations, particularly because a bill of exchange or check is not deposited or if a clear deterioration in the Customer's financial circumstances is evident, WallDecaux shall be authorized to invoice all outstanding amounts as immediately due. In such a case, WallDecaux shall be entitled to demand advance payments or security deposits and to delay the fulfillment of its performances until these advance payments or security deposits have

been provided. If WallDecaux's request for an advance payment or security deposit is not fulfilled by a reasonable deadline, WallDecaux shall be authorized to withdraw from the contract and/or seek compensation for damages. In the event of non-payment or overindebtedness, a grace period for making payments will not be granted.

(7) If WallDecaux is unable to execute the order on time or at all because the posters or other advertising materials were not delivered or were delivered late, or if WallDecaux temporarily suspends execution of the order because the Customer has failed to abide by the agreed terms of payment, this does not release the Customer from its payment obligations. WallDecaux shall credit the Customer for expenses saved.

(8) The Customer shall only be entitled to offset, retain, or reduce payments owed by the Customer if its claims have been finally and absolutely upheld by a court of law or are uncontested.

10. Material Delivery and Specifications

(1) The Customer shall deliver the necessary number of posters or other advertising materials – including the backup amount stated in the section "Delivery – Booking – Payment" – with the characteristics stated in the relevant specifications section at its own expense and on time to the delivery address stated in the price list or order confirmation. If the posters or other advertising materials are not delivered on time or with the necessary specifications and, therefore, the contract is not fulfilled on time

or at all by WallDecaux, the Customer is still obligated to pay the full advertising fees. Moreover, if CLB posters are delivered which have not been laminated or cut and labeled, WallDecaux shall be entitled to have the posters laminated; in this case, the Customer shall be invoiced for the expenses thus incurred.

(2) If posters or other advertising materials are delivered late, yet prior to the end of the booked campaign period, WallDecaux will endeavor to post the advertisements for the remaining (shortened) period. No guarantees are provided in this regard, however. If WallDecaux carries out the campaign despite the late delivery, the Customer shall be required to pay €5.50 per advertisement for the extra expenses resulting from late delivery. The customer shall be entitled to demonstrate that the extra expense incurred by WallDecaux is less than €5.50 per advertisement.

(3) Unused posters or other advertising materials shall be returned only if expressly requested before the end of the posting period. If no claim has been made for the return of posters or other advertising materials, they shall become property of WallDecaux without compensation.

11. Duty to Inform

WallDecaux's duty to inform is non-binding, unless otherwise expressly provided for in writing. A general duty to inform does not exist beyond the requirement to provide information to the Customer necessary for the advertising campaigns which have been booked.

12. Warranty

(1) WallDecaux warrants that the advertising services will be executed according to contract, particularly with regard to the orderly posting, supervision, cleaning, mending, and replacement of damaged posters or other advertising materials during the agreed posting period within the scope of the orderly conduct of business.

(2) In the event of obvious defects in the execution of the ad campaign, the Customer must provide immediate notification of such defects during the campaign period, and specify them precisely. Immediately upon the start of a campaign, the Customer is required to verify its orderly execution. Notification of defects must be provided in written form. After the conclusion of a campaign no claims to compensation for obvious defects can be made. In the case of hidden defects no claims may be made after a period of six months has elapsed.

(3) WallDecaux shall not be liable for errors that originate from documents, materials, posters, or other advertising materials provided by the Customer.

(4) If, in accordance with the above provisions, WallDecaux is liable for defects, WallDecaux shall be authorized to provide compensation for these defects by (a) providing for the proper execution of a repeat campaign within 3 months, or (b) crediting the customer for the defective performance. If the repeated campaign is also not executed properly, the Customer may request a percentage reduction in the

campaign costs or withdraw from the contract as relates to the defective campaign.

(5) Only the direct Customer is entitled to liability claims against WallDecaux; such claims may not be assigned to third parties.

(6) The above provisions conclusively address the issue of liability. Other claims to liability – in particular, rights to withdrawal and/or claims to compensation – are expressly ruled out (provided legally permissible). This exclusion does not apply to claims to compensation arising from a failure to fulfill an express written service specification from WallDecaux.

13. No Changes in the Advertising Campaign, Subcontracts

The Customer may not assign the rights and obligations from this contract to third parties and can avail himself of the advertising campaign only for the products and articles agreed on when the contract was concluded. WallDecaux, however, is entitled to award subcontracts to fulfill its contractual obligations. This shall not affect WallDecaux's liability.

14. Claims to Compensation

(1) WallDecaux is not liable for the non-execution, interruption, premature termination, or other disruption of the advertising campaign due to force majeure or unforeseeable special circumstances such as insurrection, the intervention of government authorities (e.g. for government mandated postings), power outages, strikes, or operational disturbances – including

those at WallDecaux's suppliers – even in the event of binding deadlines and campaign scheduling. If it is impossible or unreasonable to expect the performance of WallDecaux's performance obligations under the above circumstances, WallDecaux shall be released from these obligations. The Customer shall have no right to compensation for damages. WallDecaux shall provide the Customer with due notification of such circumstances when they occur.

(2) In the event of the damage, destruction, removal, and/or loss of advertising media or surfaces beyond the control of WallDecaux at the beginning of or during an advertising campaign, WallDecaux shall be entitled, notwithstanding the preceding par. 1, to make other advertising material or surfaces available to the Customer, grant the Customer an extension of use for the remaining advertising media, or issue credit. Other claims on the part of the Customer are ruled out.

(3) If the performance of WallDecaux's services is delayed due to unforeseeable events for which WallDecaux is not responsible (e.g. strikes, operational disturbances, transport delays, government measures – including those that affect WallDecaux's contractual partners), WallDecaux shall be authorized to delay the performance of services by the duration of the disturbance. Claims to compensation on the part of the Customer are ruled out.

(4) Subject to the following provisions in par. 5, WallDecaux shall not be liable – except in the event that essential contractual obligations have been breached – for the slightly negligent breaching of obligations by WallDecaux, its legal representatives, managerial employees, or other agents. In the event of a slightly negligent breaching of essential contractual obligations, WallDecaux's liability shall be limited in amount to those damages typically foreseeable at the time of the conclusion of the contract. For delay or impossibility of performance caused by slight negligence, WallDecaux shall not be liable vis-à-vis business enterprises and shall be liable vis-à-vis consumers only in the amount of the typically foreseeable damages. The typically foreseeable damages are limited to the amount of the advertising fees to be paid for fulfillment of the order.

(5) The preceding exclusions and limitations of liability shall not apply in cases in which WallDecaux undertakes express warranties and for damages resulting from wrongful death, physical injury, or injury to health as well as in the case of mandatory statutory provisions.

15. Agency Assignment of Rights

In the event the Customer is an (advertising) agency or broker, the Customer shall assign as an indemnity rights to payment from its client to WallDecaux in an amount equal to the payment obligations due to WallDecaux for the advertising campaign being conducted for that client. The advertising agency or broker is authorized to collect its receivables under the condition that it ensures proper payment of fees due to WallDecaux. If the agency or broker cannot fulfill this condition, it must

inform WallDecaux thereof in writing so that WallDecaux can directly enforce payment on the basis of this assignment of rights.

16. Modifications, Written Form

Changes or additions to these Terms and Conditions are valid only if concluded in writing. This requirement of written form can only be waived in writing. If any of the provisions of these Terms and Conditions are or become invalid or impracticable or if gaps in these Terms and Conditions become evident, this shall not affect the remaining valid provisions herein. The parties agree to replace any invalid provisions with valid ones that most closely approximate the original economic purpose of the contractual relationship. The above shall also apply for closing any contractual gaps. The statutory provisions shall apply by way of supplementation.

17. Legal Venue, Applicable Law

(1) If the customer is a business, public entity, or special fund under public law, the legal venue shall be the place in which WallDecaux is based. This venue shall also be used for collection proceedings as well as in the eventuality that the Customer's domicile or habitual abode is unknown at the time when a legal action is filed.

(2) WallDecaux's legal relations with the Customer, including these General Terms and Conditions, shall be subject to the substantive law of the Federal Republic of Germany, excluding the UN Convention on International Sales of Goods.

WallDecaux

Premium Outdoor Sales

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