

Price list OoH Audience based

Advertising media

2024



CLP



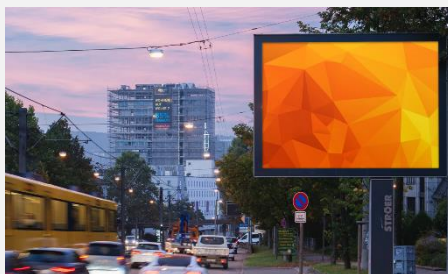
ML / MLS



GZ



GF



CS / CS+



PCLP



STRÖER

Price list OoH Audience based I Managed service, Programmatic guaranteed

Basic price RON I National I 1 Motif	4,50 €
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Definition of campaign parameters

Media selection	
Hinterleuchtet (CLP, PCLP, ML, CS+)	+ 1,00€
Großformat (ML, CS, CS+, GF)	+ 1,00€
Dekadenmedien (GF, GZ, CS, CS+)	+ 1,00€
CLP/ PCLP	+ 1,50€
ML/ CS+	+ 1,50€
GF	+ 1,50€
Region/ town sizes/ city	
Selection states*	+ 0,00€
Cities > 100 thousand inhabitants	+ 0,50€
Cities > 500 thousand inhabitants	+ 1,00€
City selection (cities > 100 thousand inhabitants)	+ 1,50€
Number of motifs	
1 Motif	+ 0,00€
Each additional motif**	+ 0,50€

Gross CPM and CPM surcharges for booking options are shown; the minimum booking volume for both booking types is 50k.*If one or more city states are selected, at least one federal state must also be selected. **The surcharge shown here applies from the 2nd motif; the maximum number of motifs is 3.



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Additional possibilities of choice (optional)

Target group optimization HHNE	
<1.500	+ 1,00€
1.500-3.000	+ 1,00€
3.000+	+ 1,00€
Target group optimization AGE	
14-19	+ 1,00€
20-29	+ 1,00€
30-39	+ 1,00€
40-49	+ 1,00€
50-59	+ 1,00€
60+	+ 1,00€
Touchpoint selection	
PoS	+ 0,50€
Street	+ 0,50€
Activation	+ 0,50€
City center	+ 0,50€

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