



stadtbild

Media data 2024

As at: 04.03.2024



CONTENTS

Urban posters	3
City banners	5
Outdoor poster frames	7
Lamp-post posters	9
Fence posters	11
Fence banners	13
Shared poster sites	15
18/1 billboards	17
City-Light Posters	19
Exclusive columns	21
Door-to-door distribution	23
Digital media	25
Indoor media	27
Ambient media	30

Urban poster campaigns



Urban poster campaigns

Service

Urban poster campaigns are a traditional, inexpensive advertising option for arts and events such as concerts, trade fairs, cinemas, theatre and sport. They are also a good, affordable and increasingly popular alternative to other poster formats for product advertising. Posters are placed on construction fences, building walls, railway underpasses, billboards and masonry walls.

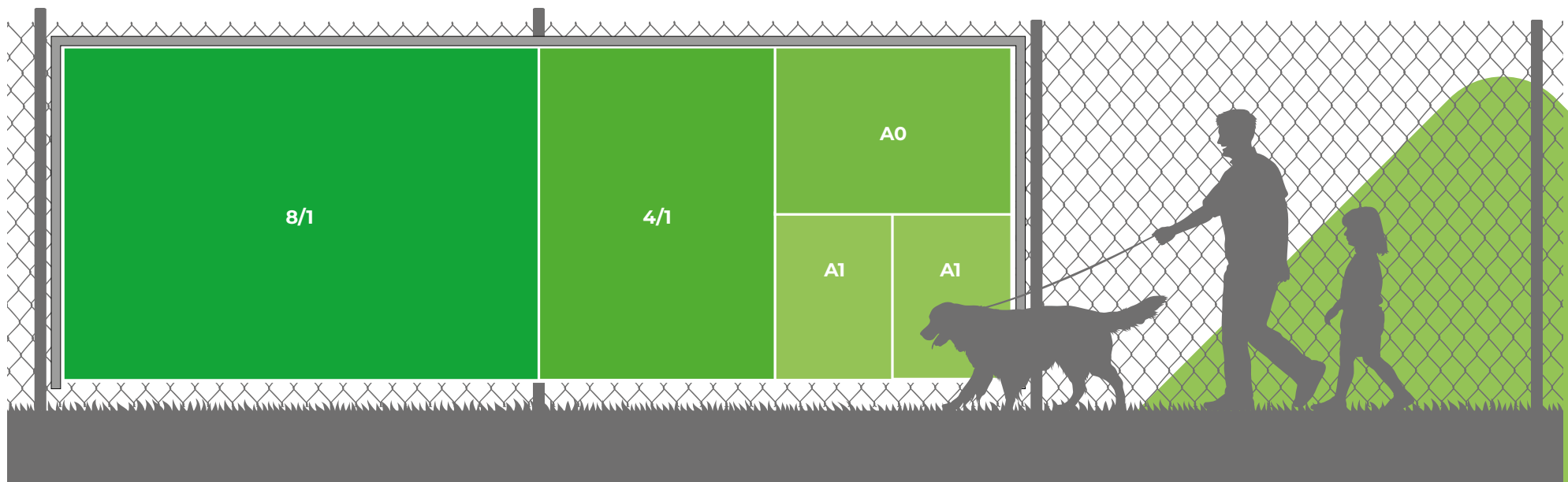
**CULTURAL
DISCOUNT
AVAILABLE**

Formats

DIN A1 portrait, DIN A0 portrait or landscape, 4/1 portrait or landscape, 8/1 landscape

Booking:

Starting on Mondays with a minimum duration of 14 days;
minimum booking depends on network size



City banners



City banners

Service

City banners offer a generous advertising space for those seeking a distinctive presence. Their prominent locations and impressive size make them ideal eye-catchers for pedestrians and drivers, even from a distance. The unconventional XXL panoramic format attracts attention in its own right. Exclusively bookable sites in the liveliest districts provide strong recall.

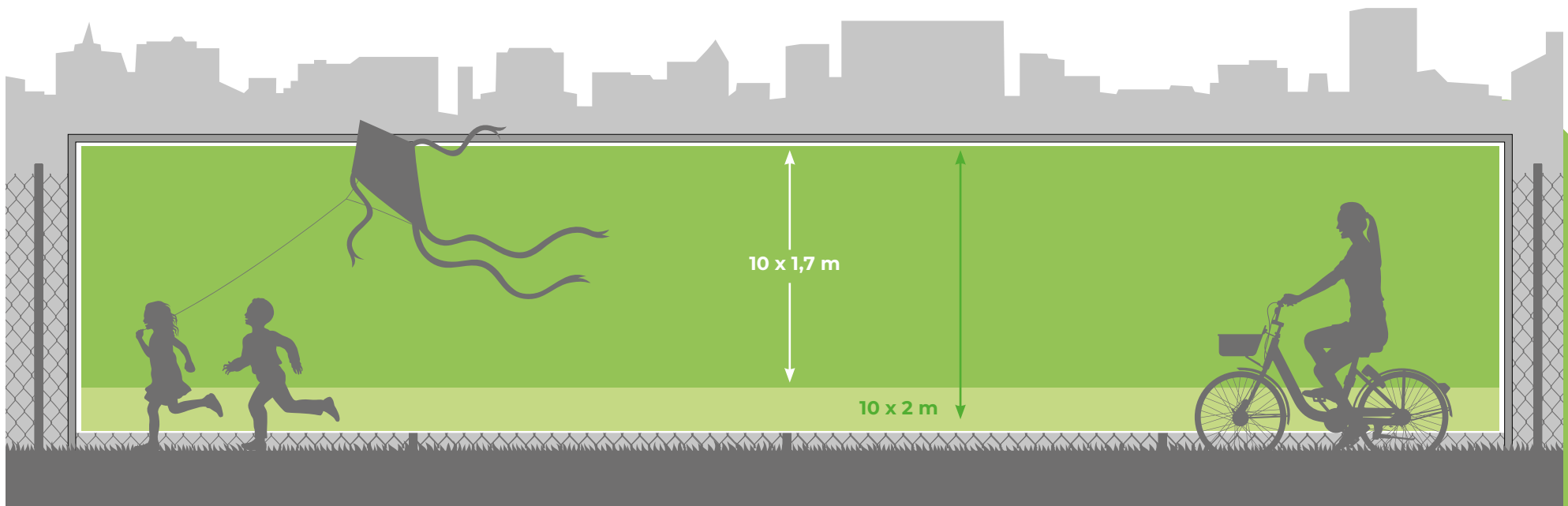
**CULTURAL
DISCOUNT
AVAILABLE**

Formats

W x H 10.00 m x 1.70 to 2.00 m

Booking:

Starting on Mondays with a minimum duration of 14 days; sites can be booked individually



OUTDOOR POSTER FRAMES



OUTDOOR POSTER FRAMES

Service

Moskitos, also known as poster frames, are excellent advertising media for a wide range of events and products. Posters are presented in interchangeable frames at strategically selected, busy and visible sites such as utility cabinets, shop windows, bridges and buildings, ensuring excellent visibility and a high level of attention.

Formats

DIN A2, DIN A1 and DIN A0, all portrait

Booking:

Weekly bookings with a minimum duration of 14 days;
minimum booking depends on network size

CULTURAL
DISCOUNT
AVAILABLE



LAMP-POST POSTERS



LAMP-POST POSTERS

Service

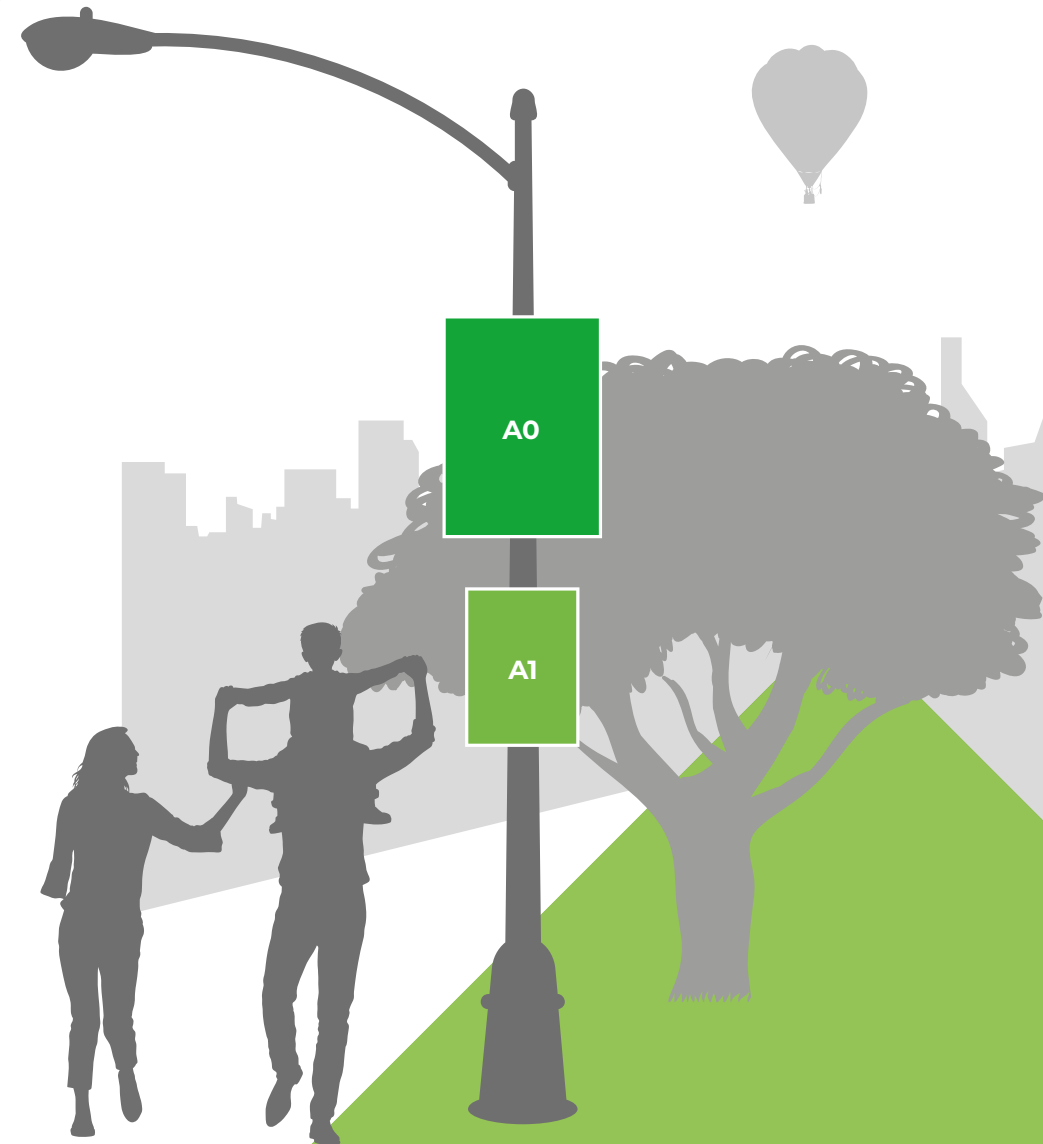
Advertising boards are an extremely effective medium for introducing your event or product to a broad audience. With a regional focus, board advertising attracts attention along busy roads in urban and rural areas. It allows you to advertise in regions that other media cannot reach. We also handle applications for the necessary special permits.

Formats

DIN A1, DIN A0

Booking:

Individual bookings by the day; minimum quantity 100



FENCE POSTERS



FENCE POSTERS

Service

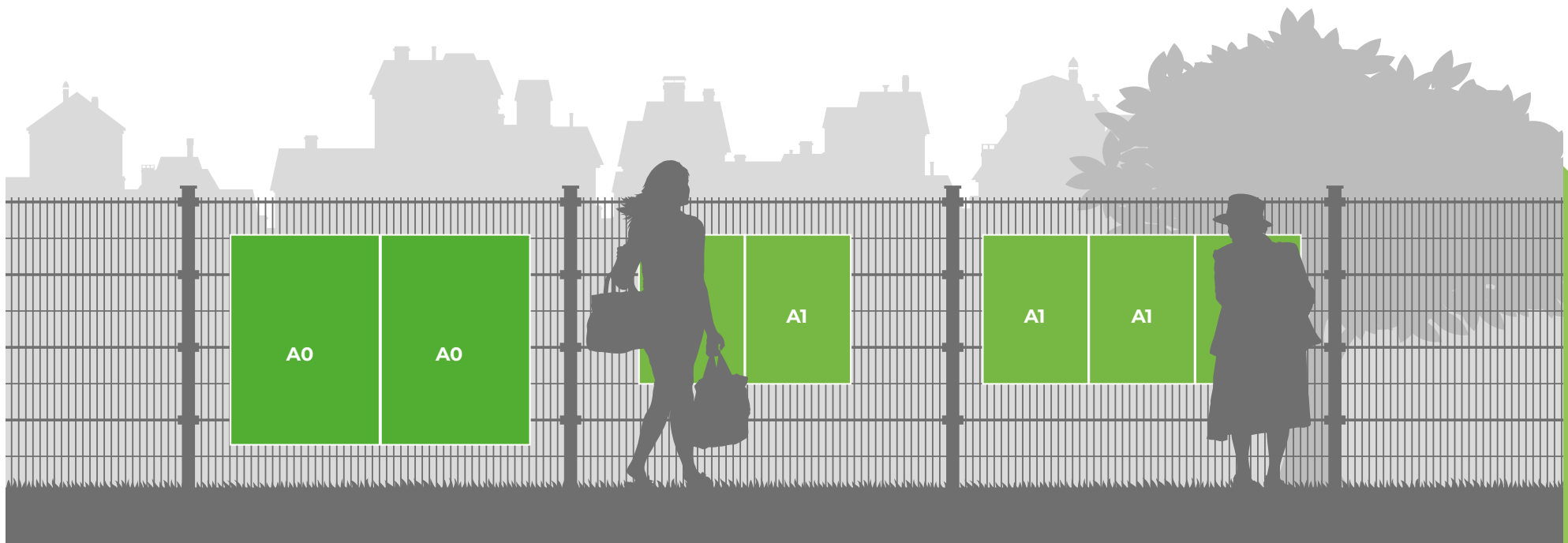
Private-fence posters are considered the most cost-efficient form of out-of-home advertising, particularly for events. Unlike some other media, there is no need to book whole networks. You can advertise in specific districts instead. Sites are at tolerated locations such as construction fences, private fences and municipal fences.

Formats

DIN A1 and DIN A0, portrait or landscape

Booking:

Individual bookings by the day; minimum quantity 100



FENCE BANNERS



FENCE BANNERS

Service

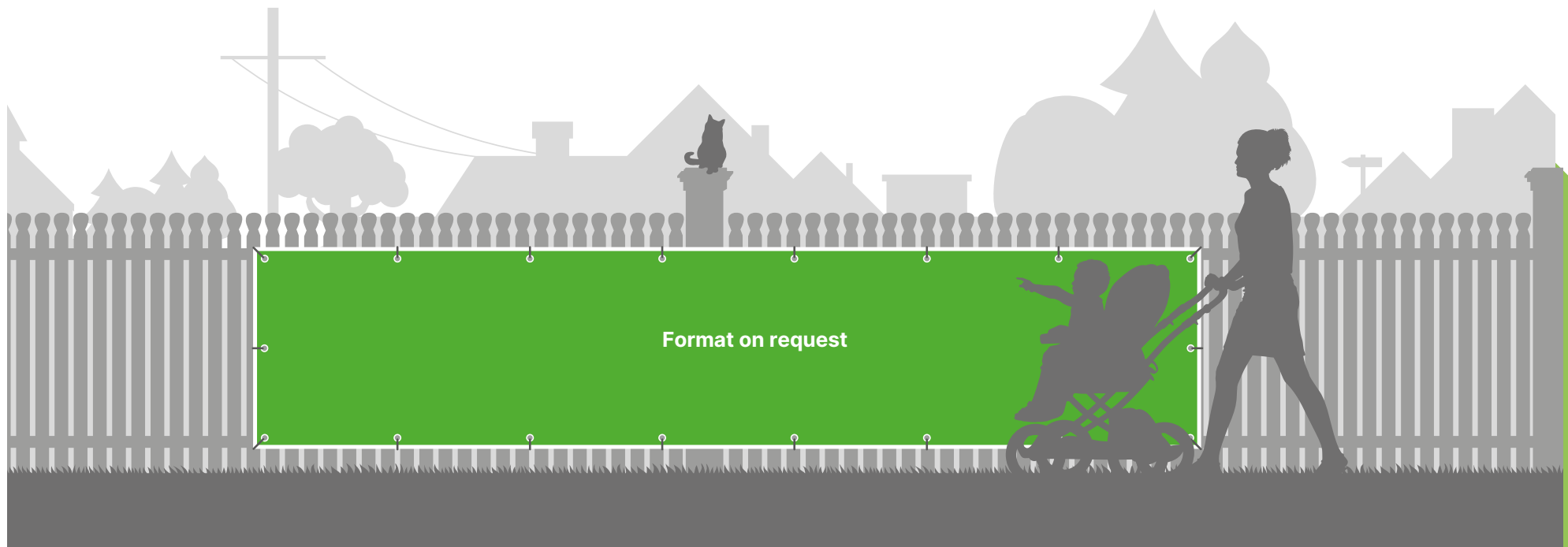
Banners on private fences are considered a particularly cost-effective form of outdoor advertising, especially for events. Unlike some other media, there is no need to book whole networks: advertising can be placed in selected districts. Banners are installed at a mixture of rented and tolerated locations, including construction fences, private fences and municipal fences.

Formats

Custom sizes from 3.00 m x 1.00 m to 10.00 m x 1.50 m

Booking:

Individual bookings by the day; no minimum quantity



Shared poster sites



Shared poster sites

TURAL DISCOUNT AVAILABLE Service

Usually placed on advertising columns, shared poster advertising is an efficient medium whose colourful mix of culture, sport, leisure and brands enjoys considerable popularity and trust. Located in city centres, outer districts and towns, these columns ensure broad reach and a strong advertising presence. Particularly in residential areas, where they are often the only advertising medium, they bring your message directly to its audience.

Formats

DIN A1, DIN A0, 4/1, 6/1, 8/1, 12/1

Booking:

10- or 11-day booking periods ('Dekaden'), minimum booking depending on the size of each network



18/1 BILLBOARDS



18/1 BILLBOARDS

Service

Billboards are an effective way to reach a broad audience. Their near-comprehensive coverage in medium-sized and large cities gives campaigns a widely distributed presence and generates many audience contacts in the booking area. Selecting individual sites on streets, at railway stations or at the point of sale allows flexible use for individual media objectives, specific audiences and small budgets. Illuminated sites are particularly visible during the darker months and in the evening. Thanks to their extensive coverage, 9 m² billboards achieve high audience reach within the booking area.

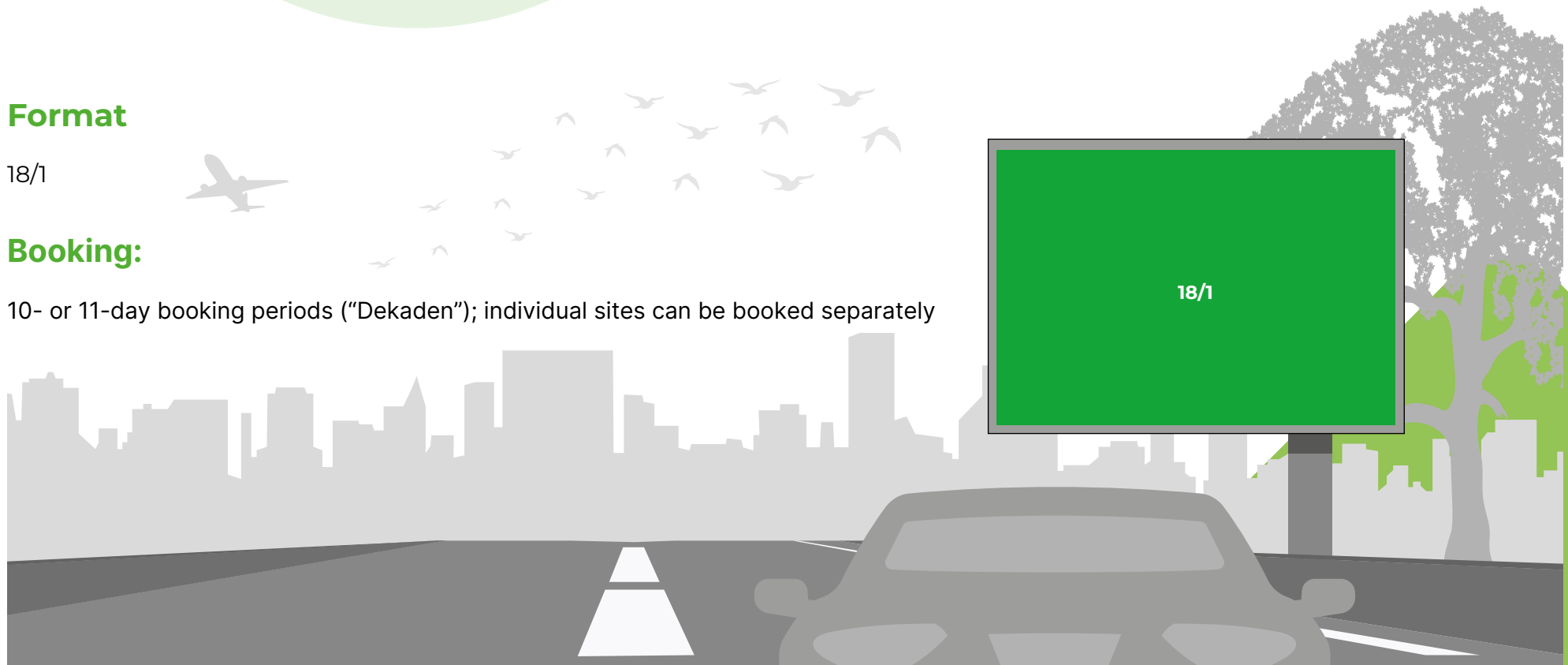
**CULTURAL
DISCOUNT
AVAILABLE**

Format

18/1

Booking:

10- or 11-day booking periods ("Dekaden"); individual sites can be booked separately



City Light Posters



City Light Posters

Service

City-Light Posters are backlit advertising panels protected behind glass in urban areas. Their quality gives advertising messages a distinctive appeal, underlines the premium character of brands and products and creates a positive image association. Their extensive presence in city centres, outside shopping centres, at bus stops, in pedestrian areas and railway stations creates an immediate impact, quickly establishes your message and encourages interaction where people wait.

Format

CLP

Booking:

Weekly, minimum booking depending on the size of each network

CULTURAL DISCOUNT
AVAILABLE



EXCLUSIVE COLUMNS



EXCLUSIVE COLUMNS

Service

Exclusive advertising columns are a classic premium out-of-home medium in city centres, at transport hubs and in pedestrian zones. Many are illuminated, attracting considerable attention by day and at night. Their 360-degree shape offers a variety of creative possibilities. They are usually booked exclusively as a whole column; half-column bookings are also available in some regions.

Formats

3x 6/1, 3x 8/1

Booking:

10- or 11-day booking periods ("Dekaden"); individual sites can be booked separately

CULTURAL DISCOU
AVAILABLE



Door-to-door distribution



Door-to-door distribution

Service

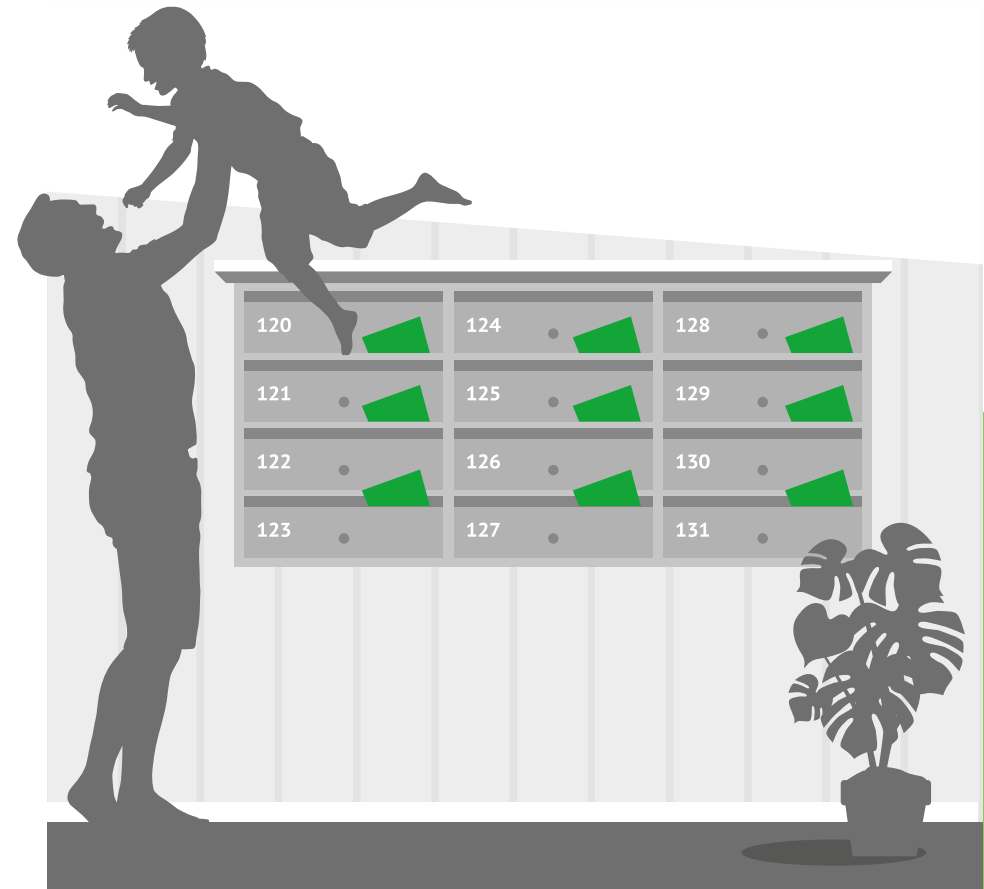
Door-to-door distribution is an affordable, effective way to draw attention to your offers and inform customers. Leaflets and flyers reach very large numbers of customers quickly and inexpensively, support sales and are easy to use. Household deliveries and unaddressed mail let you reach your audience directly with a lasting effect.

Formats

From DIN A6 to DIN A4, including multi-page formats

Booking:

Individual bookings by the day



Digital media



Digital media

Service

Digital out-of-home media (DOOH) are a familiar part of most cityscapes and appear in many settings, including indoors. Digital content saves costs and response time by avoiding print and distribution logistics, allowing spontaneous campaigns. Screens reduce wasted coverage and increase effectiveness through audience-specific advertising according to the time of day. Locally scalable content helps DOOH attract considerable attention among the target audience. Content can be tailored and delivered to reflect local characteristics, external influences and the news. DOOH combines the strengths of classic out-of-home advertising with the digital possibilities of the future.

Formats

CLP, 18/1 and other formats

Booking:

Hourly and daily bookings; sites can be booked individually



Indoor media



Indoor media

CULTURAL DISCOUNT AVAILABLE Service

Indoor advertising brings the power of direct eye contact. Interchangeable poster frames and flyer displays reach your audience inside hospitality venues, shopping centres and sports facilities, right where people relax and spend time. Your advertising speaks for itself on walls, tables and in entrances. It is seen, noticed and taken away. A smart, targeted solution for those who value being close to their customers.



Indoor media

Poster frames:

Formats: DIN A3, DIN A2, DIN A1

Booking: weekly, minimum booking depending on the size of each network

Flyer displays:

Formats: DIN A6 to DIN A4

Booking: weekly, sometimes monthly



Ambient media



Ambient media

Service

Ambient media is an umbrella term for innovative advertising in public spaces, directly within an audience's everyday surroundings. The range includes floor stickers, beer mats, bakery bags, pizza boxes, locker and mirror advertising, fuel pump nozzles, chalk promotions and much more. These distinctive special formats are placed close to the audience, enabling intensive, high-quality contact.





Stadtbild Werbegesellschaft mbH

Volbedingstraße 2

04357 Leipzig

Mail: info@stadtbild.de

Phone: 0341 - 900 44 30

stadtbild.de

