



Media data 2026

As at: 05.01.2026



CONTENTS

Urban posters 3	
City banners 5	
City Frames	7
Lamp-post posters 9	
Shared poster sites 11	
18/1 billboards 13	
City-Light Posters 15	
Backlit column 17	
Exclusive columns 19	
Brochure inserts 21	
Digital media 23	
Indoor media 25	
Ambient media 28	

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.

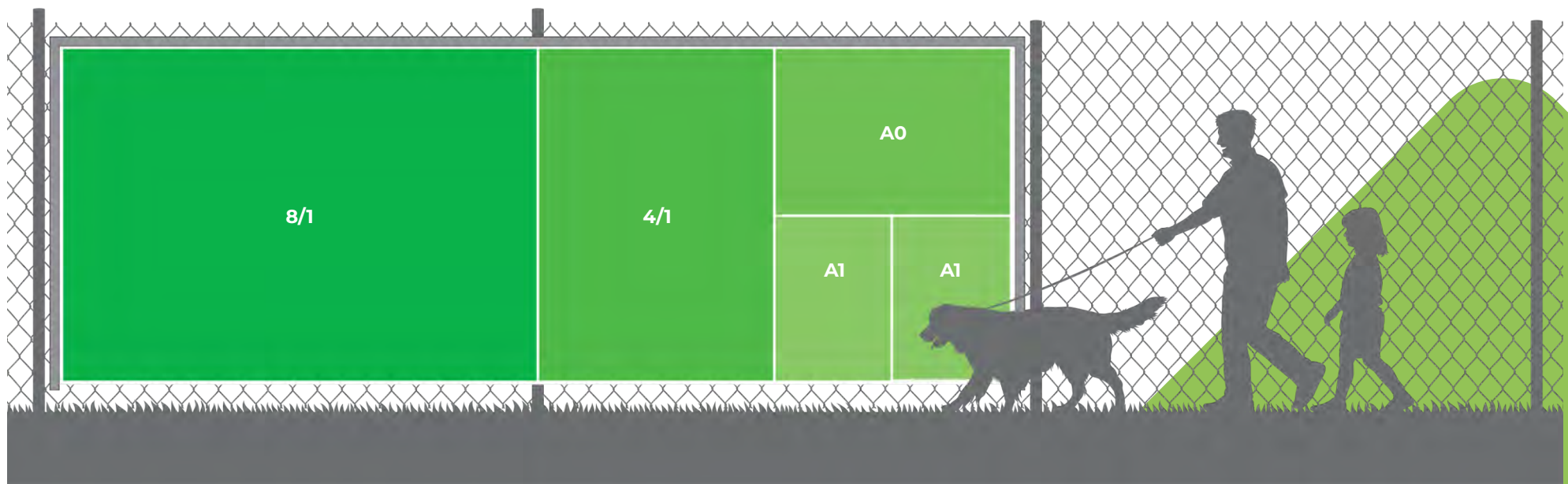
**CULTURAL DISCOUNT
AVAILABLE**

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.

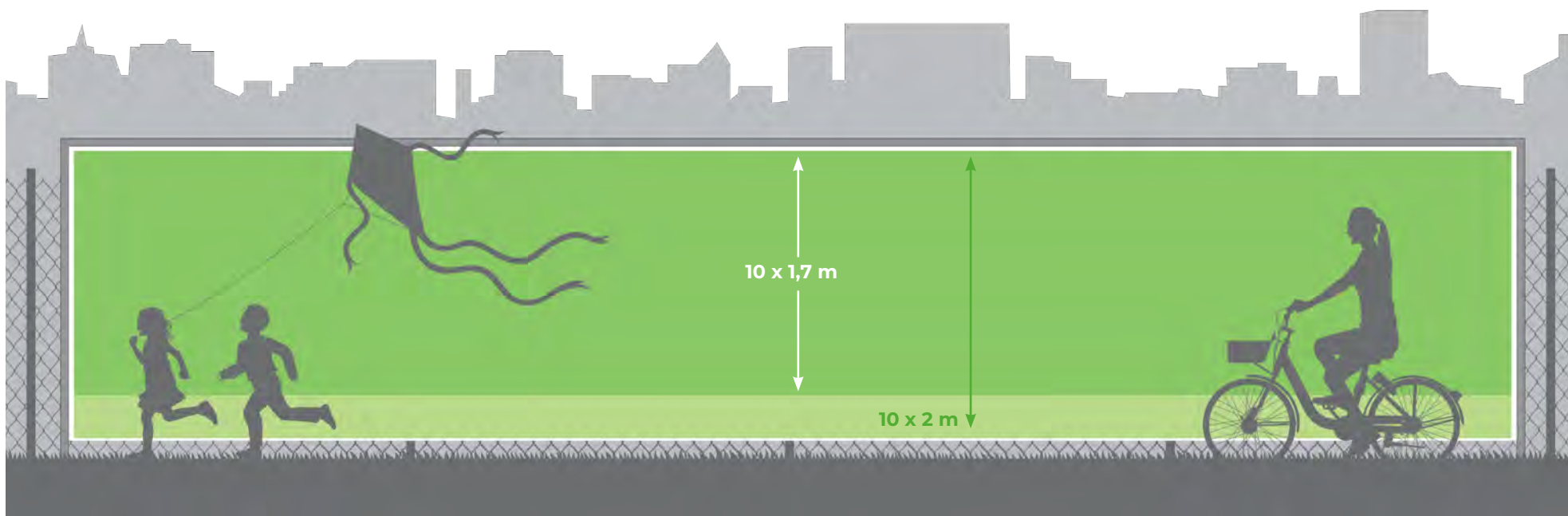
**CULTURAL DISCOUNT
AVAILABLE**

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



CITY FRAMES



CITY FRAMES

Service

City Frames, 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

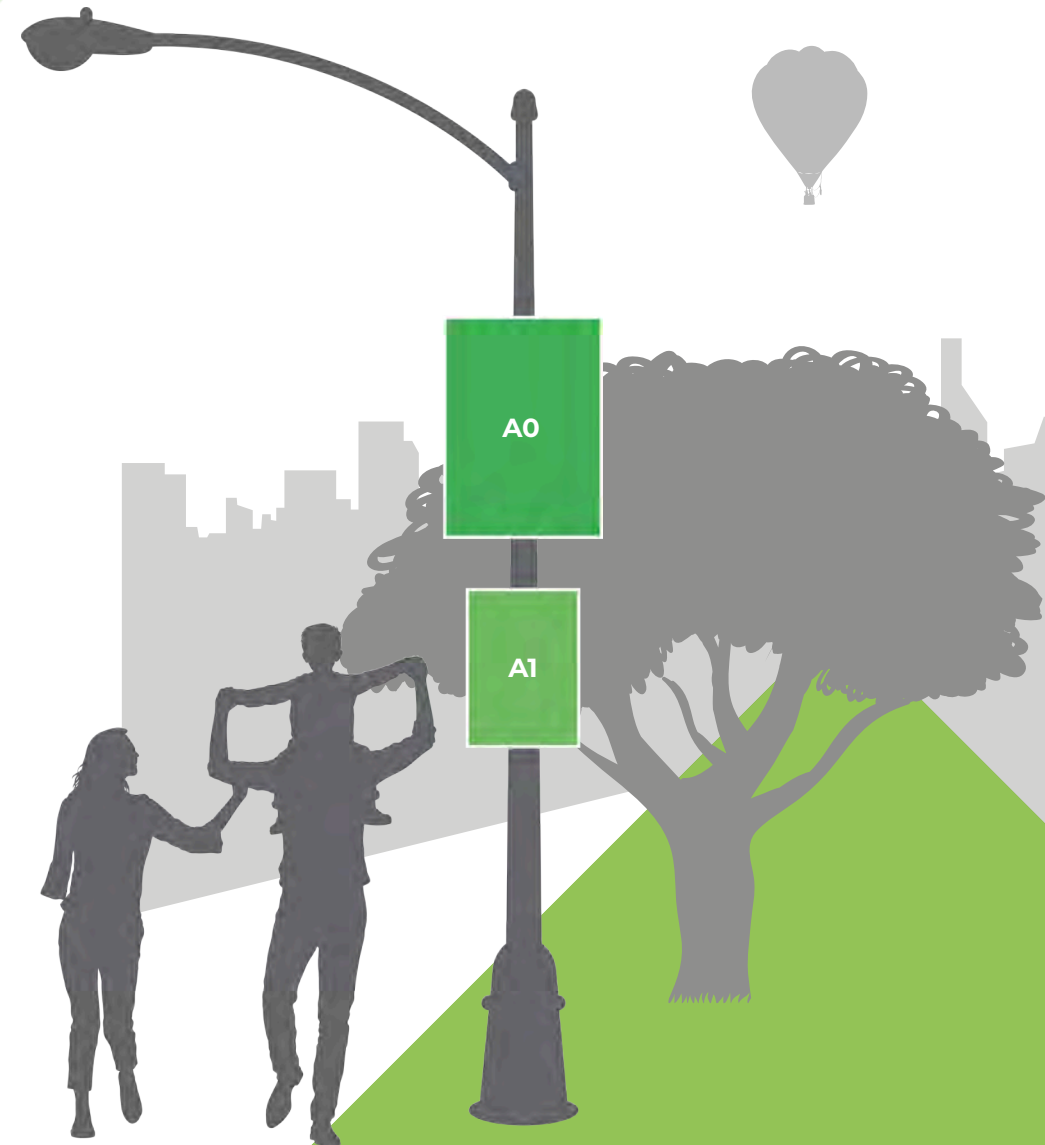
Advertising boards are an extremely effective medium for introducing your event or product to a broad audience. With a regional focus, board advertising attracts attention along busy roads in urban and rural areas. It allows you to advertise in regions that other media cannot reach. We also handle applications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

Formats

DIN A1, DIN A0

Booking:

Individual bookings by the day; minimum quantity 100



Shared poster sites



Shared poster sites

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

Booking:

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

CULTURAL DISCOU



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.

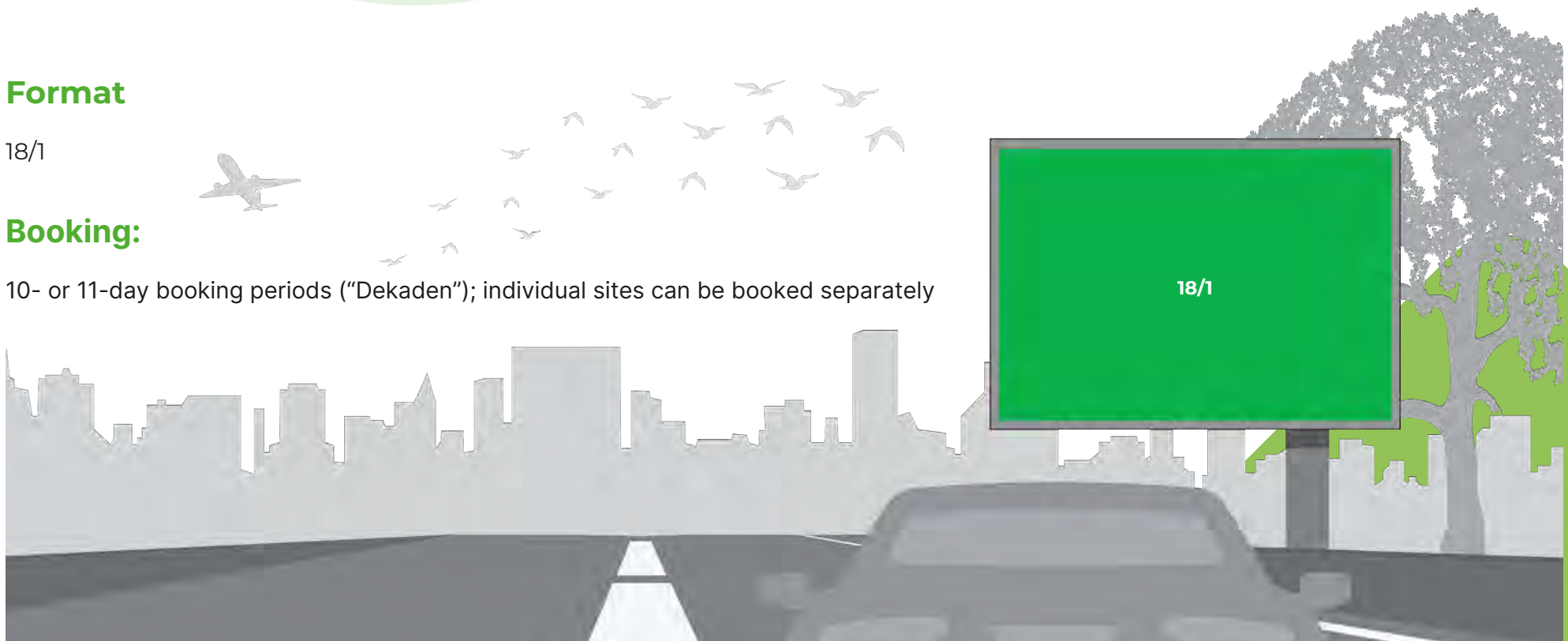
**CULTURAL DISCOUNT
AVAILABLE**

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 displays protected behind glass in city centres. Their high-quality appearance gives advertising messages a distinctive quality, underlines the premium character of brands and products and creates a positive image transfer. Their extensive presence in the heart of the city, outside shopping centres, at bus stops, in pedestrian zones and at railway stations produces an immediate advertising effect. Your message is quickly established, while places where people wait encourage interaction.

Format

CLP

Booking:

Weekly, minimum booking depending on the size of each network

CULTURAL DISCOUNT
AVAILABLE



BACKLIT COLUMNS



BACKLIT COLUMNS

Service

Backlit columns provide an excellent way to place your advertising message effectively in an urban setting. Located in central, busy areas, these illuminated sites attract passers-by around the clock. Their elegant design and quality lighting showcase your advertising by day and night. They are ideal for campaigns seeking high visibility and a lasting presence in public space. Use this elegant format to communicate your message stylishly and effectively.

Formats

1185 x 3500 mm

Booking:

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

CULTURAL DISCOU
AVAILABLE

1185 x 3500 mm



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



BROCHURE INSERTS



BROCHURE INSERTS

Service

Brochure inserts are an affordable, effective way to draw attention to your offers and inform customers. Distributing brochures and flyers reaches a very large number of customers quickly and economically, supports sales and is easy to organise. Unaddressed mail and newspaper inserts reach your audience directly and create a lasting impression.

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

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.

CULTURAL DISCOUNT



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



AMBIEN 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

