

## Price List Public Video Audience based

2024



PV INFOSCREEN



PV STATION



PV MALL



PV ROADSIDE



PV CITY



PV CITY TOWER



PV GIANT



PV FITNESS



PV CINEMA



PV SCENE



PV RETAIL



PV RETAIL TECH



## Price List | Managed Service & Programmatic Guaranteed

|                    | Public Video Infoscreen |  | Public Video Station |  | Public Video Mall |  | Run of Network <sup>1</sup> |  |
|--------------------|-------------------------|--|----------------------|--|-------------------|--|-----------------------------|--|
|                    | gross CPM               |  | gross CPM            |  | gross CPM         |  | gross CPM                   |  |
| Base price 10 Sec. | 6.40 €                  |  | 4.50 €               |  | 4.20 €            |  | 4.10 €                      |  |

For longer or shorter spot lengths, linear calculation using the 10 sec. Base price (incl. surcharges); please refer to the specifications of the respective Advertising Medium for possible spot lengths.

<sup>1</sup> Run of Network only Infoscreen, Station, Mall | Same targeting for all media.

### Targeting surcharges Q1-Q3

|                         |        |        |        |        |
|-------------------------|--------|--------|--------|--------|
| + Time                  | 1.10 € | 1.10 € | 1.10 € | 1.10 € |
| + City                  | 1.40 € | 2.70 € | 2.00 € | 2.30 € |
| + Location <sup>2</sup> | 3.90 € | 3.10 € | 2.80 € | 3.05 € |

### Targeting surcharges Q4

|                         |        |        |        |        |
|-------------------------|--------|--------|--------|--------|
| + Time                  | 1.30 € | 1.30 € | 1.30 € | 1.30 € |
| + City                  | 1.80 € | 3.35 € | 2.30 € | 2.60 € |
| + Location <sup>2</sup> | 4.40 € | 3.40 € | 3.20 € | 3.40 € |

<sup>2</sup> Only bookable in combination with city surcharges.

### Additional Targeting surcharges

|                   |   |
|-------------------|---|
| + Event & Trigger | 1.80 €  |
| + Audience        | Age   Gender 1.60 €   |
|                   | Other Audience Segments 3.00 €  |
|                   | Minimum booking volume NN 100,000 €   Lead time min. 10 workdays from booking |

## Price List | Fix Price Deal

|                    | Public Video Infoscreen |         | Public Video Station |         | Public Video Mall |         | Run of Network <sup>1</sup> |
|--------------------|-------------------------|---------|----------------------|---------|-------------------|---------|-----------------------------|
|                    | gross CPM               |         | gross CPM            |         | gross CPM         |         |                             |
| Transparency level | Q1-Q3                   | Q4      | Q1-Q3                | Q4      | Q1-Q3             | Q4      | n.A.                        |
| Low                | 7.50 €                  | 7.70 €  | 5.60 €               | 5.80 €  | 5.30 €            | 5.50 €  |                             |
| Mid                | 8.90 €                  | 9.50 €  | 8.30 €               | 9.15 €  | 7.30 €            | 7.80 €  |                             |
| High               | 12.80 €                 | 13.90 € | 11.40 €              | 12.55 € | 10.10 €           | 11.00 € |                             |

Low = Medium + Time | Mid = Medium + Time + City | High = Medium + Time + City + Location

### Additional Targeting surcharges

|            |   |      |
|------------|---|------|
| + Audience | Age   Gender 1.60 €   | n.A. |
|            | Other Audience Segments 3.00 €  |      |
|            | Minimum booking volume NN 100,000 €   Lead time min. 10 workdays from booking |      |

## Price List | Private Auction & Open Auction

|                 |                                |      |
|-----------------|--------------------------------|------|
| Private Auction | Floor price at deal level      | n.A. |
| Open Auction    | Floor price at inventory level |      |



## Price List | Managed Service & Programmatic Guaranteed

|                    | Public Video Roadside |  | Public Video City |  | Public Video City Tower |  |
|--------------------|-----------------------|--|-------------------|--|-------------------------|--|
|                    | gross CPM             |  | gross CPM         |  | gross CPM               |  |
| Base price 10 Sec. | 9.50 €                |  | 6.70 €            |  | 8.00 €                  |  |

For longer or shorter spot lengths, linear calculation using the 10 sec. Base price (incl. surcharges); please refer to the specifications of the respective Advertising Medium for possible spot lengths.

### Targeting surcharges Q1-Q3

|                         |        |        |        |
|-------------------------|--------|--------|--------|
| + Time                  | 1.00 € | 1.00 € | 1.00 € |
| + City                  | 3.00 € | 2.50 € | 2.50 € |
| + Location <sup>1</sup> | 7.00 € | 4.50 € | 5.00 € |

### Targeting surcharges Q4

|                         |        |        |        |
|-------------------------|--------|--------|--------|
| + Time                  | 1.20 € | 1.20 € | 1.20 € |
| + City                  | 3.50 € | 3.20 € | 3.00 € |
| + Location <sup>1</sup> | 8.00 € | 5.00 € | 5.50 € |

<sup>1</sup> Only bookable in combination with the city surcharge.

Note: A Public Video Roadside or City location can contain up to 2 screens (front and back) and a Public Video City Tower location can contain up to 3 screens.

### Additional Targeting surcharges

|                   |  |
|-------------------|--|
| + Event & Trigger | 1.80 €   |
| + Audience        | Age   Gender 2.00 €  |
|                   | Other Audience Segments: 3.00 €<br>Minimum booking volume NN 100,000 €   lead time min. 10 workdays from booking |

## Price List | Fix Price Deal

|                    | Public Video Roadside |         | Public Video City |         | Public Video City Tower |         |
|--------------------|-----------------------|---------|-------------------|---------|-------------------------|---------|
|                    | gross CPM             |         | gross CPM         |         | gross CPM               |         |
| Transparency level | Q1-Q3                 | Q4      | Q1-Q3             | Q4      | Q1-Q3                   | Q4      |
| Low                | 10.50 €               | 10.70 € | 7.70 €            | 7.90 €  | 9.00 €                  | 9.20 €  |
| Mid                | 13.50 €               | 14.20 € | 10.20 €           | 11.10 € | 11.50 €                 | 12.20 € |
| High               | 20.50 €               | 22.20 € | 14.70 €           | 16.10 € | 16.50 €                 | 17.70 € |

Low = Medium + Time | Mid = Medium + Time + City | High = Medium + Time + City + Location

### Additional Targeting surcharges

|            |  |
|------------|--|
| + Audience | Age   Gender 2.00 €  |
|            | Other Audience Segments: 3.00 €<br>Minimum booking volume NN 100,000 €   lead time min. 10 workdays from booking |

## Price List | Private Auction

|                 |                           |
|-----------------|---------------------------|
| Private Auction | Floor price at deal level |
|-----------------|---------------------------|



# STRÖER

Premium Screens

## Price List | Managed Service & Programmatic Guaranteed

|                    | Public Video Giant | Public Video Giant <sup>2</sup>  |         |
|--------------------|--------------------|--|---------|
|                    |                    | Outdoor: Düsseldorf Graf-Adolf-Str. 25 / Berliner Allee<br>Indoor: Munich Karlsplatz Stachus [main exit] |         |
|                    | gross CPM          | gross CPM  |         |
|                    |                    | Q1-Q3  | Q4      |
| Base price 10 Sec. | 15.00 €            | 45.00 €  | 49.50 € |

For longer or shorter spot lengths, linear calculation using the 10 sec. Base price (incl. surcharges); please refer to the specifications of the respective Advertising Medium for possible spot lengths.

### Targeting surcharges Q1-Q3

|                         |        |  |
|-------------------------|--------|--|
| + Time                  | 3.00 € | The base price includes all Targeting surcharges (Time + City + Location). |
| + City                  | 8.50 € |  |
| + Location <sup>1</sup> | 3.50 € |  |

### Targeting surcharges Q4

|                         |        |  |
|-------------------------|--------|--|
| + Time                  | 4.00 € | The base price includes all Targeting surcharges (Time + City + Location). |
| + City                  | 9.50 € |  |
| + Location <sup>1</sup> | 4.50 € |  |

<sup>1</sup> Only bookable in combination with the city surcharge.

<sup>2</sup> These Public Video Giant locations are exclusively bookable on location level.

### Additional Targeting surcharges

|                   |  |
|-------------------|--|
| + Event & Trigger | 1.80 €   |
| + Audience        | Age   Gender<br>PV Giant Indoor 1.60 €   PV Giant Outdoor 2.00 €   |
|                   | Other Audience Segments: 3.00 €<br>Minimum booking volume NN 100,000 €   lead time min. 10 workdays from booking |

## Price List | Fix Price Deal

|                    | Public Video Giant |         | Public Video Giant |         |
|--------------------|--------------------|---------|--------------------|---------|
|                    | Giant              |         | Giant              |         |
|                    | gross CPM          |         | gross CPM          |         |
| Transparency level | Q1-Q3              | Q4      | Q1-Q3              | Q4      |
| Low                | 18.00 €            | 19.00 € | -                  | -       |
| Mid                | 26.50 €            | 28.50 € | -                  | -       |
| High               | 30.00 €            | 33.00 € | 45.00 €            | 49.50 € |

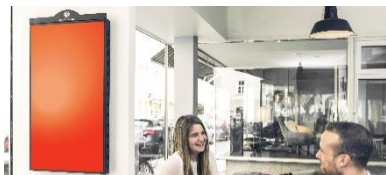
Low = Medium + Time | Mid = Medium + Time + City | High = Medium + Time + City + Location

### Additional Targeting surcharges

|            |  |
|------------|--|
| + Audience | Age   Gender<br>PV Giant Indoor 1.60 €   PV Giant Outdoor 2.00 €   |
|            | Other Audience Segments: 3.00 €<br>Minimum booking volume NN 100,000 €   lead time min. 10 workdays from booking |

## Price List | Private Auction

|                 |                           |
|-----------------|---------------------------|
| Private Auction | Floor price at deal level |
|-----------------|---------------------------|



# STRÖER

Ambient Screens

## Price List | Managed Service & Programmatic Guaranteed

|                    | Public Video Fitness | Public Video Cinema | Public Video Scene |
|--------------------|----------------------|---------------------|--------------------|
|                    | gross CPM            | gross CPM           | gross CPM          |
| Base price 10 sec. | 8.00 €               | 8.00 €              | 8.00 €             |

For longer or shorter spot lengths, linear calculation using the 10 sec. Base price (incl. surcharges); please refer to the specifications of the respective Advertising Medium for possible spot lengths.

### Targeting surcharges Q1-Q3

|                         |        |        |        |
|-------------------------|--------|--------|--------|
| + Time <sup>1</sup>     | n.A.   | 1.10 € | 1.10 € |
| + City                  | 2.10 € | 2.10 € | 2.00 € |
| + Location <sup>2</sup> | 2.10 € | 2.10 € | 2.00 € |

### Targeting surcharges Q4

|                         |        |        |        |
|-------------------------|--------|--------|--------|
| + Time <sup>1</sup>     | n.A.   | 1.30 € | 1.30 € |
| + City                  | 2.50 € | 2.40 € | 2.40 € |
| + Location <sup>2</sup> | 2.50 € | 2.40 € | 2.40 € |

<sup>1</sup> Base for Cinema and Scene: weekly booking. Bookable daily for a time surcharge.

Base for Retail: daily occupancy. Bookable on an hourly base for a time surcharge.

<sup>2</sup> Only in combination with the city surcharge.

### Additional Targeting surcharges

|                   |      |
|-------------------|------|
| + Event & Trigger | n.A. |
|-------------------|------|

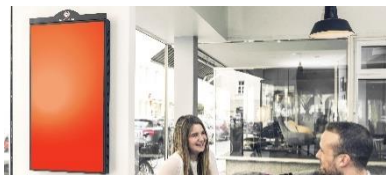
## Price List | Fix Price Deal

|                    | Public Video Fitness | Public Video Cinema | Public Video Scene |
|--------------------|----------------------|---------------------|--------------------|
| Transparency level |                      |                     |                    |
| Low                |                      | n.A.                |                    |
| Mid                |                      |                     |                    |
| High               |                      |                     |                    |

Low = Medium + Time | Mid = Medium + Time + City | High = Medium + Time + City + Location

## Price List | Private Auction

|                 |      |
|-----------------|------|
| Private Auction | n.A. |
|-----------------|------|



# STRÖER

Ambient Screens

## Price List | Managed Service & Programmatic Guaranteed

|  | Public Video Retail Tech | Public Video Retail |
|--|--------------------------|---------------------|
|  | gross CPM                | gross CPM           |
| Base price 10 sec.   | 5.00 €                   | 5.00 €              |
| For longer or shorter spot lengths, linear calculation using the 10 sec. Base price (incl. surcharges); please refer to the specifications of the respective Advertising Medium for possible spot lengths.                                   |                          |                     |
| <b>Targeting surcharges Q1-Q3</b>  |                          |                     |
| + Time <sup>1</sup>  | n.A.                     | 1.10 €              |
| + City   | 1.10 €                   | 1.10 €              |
| + Location <sup>2</sup>  | 1.20 €                   | 1.20 €              |
| <b>Targeting surcharges Q4</b>   |                          |                     |
| + Time <sup>1</sup>  | n.A.                     | 1.30 €              |
| + City   | 1.50 €                   | 1.50 €              |
| + Location <sup>2</sup>  | 1.40 €                   | 1.40 €              |
| <sup>1</sup> Base for Cinema and Scene: weekly booking. Bookable daily for a time surcharge. Base for Retail: daily occupancy. Bookable on an hourly base for a time surcharge.<br><sup>2</sup> Only in combination with the city surcharge. |                          |                     |
| <b>Additional Targeting surcharges</b>   |                          |                     |
| + Event & Trigger  | n.A.                     | 1.80 €              |

## Price List | Fix Price Deal

|                    | Public Video Fitness | Public Video Retail |        |
|--------------------|----------------------|---------------------|--------|
|                    | n.A.                 | gross CPM           |        |
| Q1-Q3              |                      | Q4                  |        |
| Transparency level |                      |                     |        |
| Low                |                      | 6.10 €              | 6.30 € |
| Mid                | 7.20 €               | 7.80 €              |        |
| High               | 8.40 €               | 9.20 €              |        |

Low = Medium + Time | Mid = Medium + Time + City | High = Medium + Time + City + Location

## Price List | Private Auction

|                 |      |                           |
|-----------------|------|---------------------------|
| Private Auction | n.A. | Floor price at deal level |
|-----------------|------|---------------------------|

## Detailed explanation of the Targetings

|                             |  |
|-----------------------------|--|
| Time                        | Selection of individual hours (7-8 a.m.) or Ambient individual days. Depending on the deal type also individual layout.  |
| City                        | Selection of individual cities   |
| Location                    | Selection of individual locations. The smallest bookable unit: <ul style="list-style-type: none"> <li>▪ Infoscreen Train Station / Station</li> <li>▪ Station Train Station / Station</li> <li>▪ Mall Shopping center</li> <li>▪ Roadside advertising medium; up to 2 screens per location possible &amp; City</li> <li>▪ City Tower advertising medium; up to 2 screens per location possible</li> <li>▪ Giant Location, up to 1-n screens per location</li> <li>▪ Fitness Studio</li> <li>▪ Cinema Movie theater</li> <li>▪ Scene Restaurant / Bar</li> <li>▪ Retail (Tech) Store</li> </ul> |
| Event & Trigger             | <ul style="list-style-type: none"> <li>▪ Event: Bundesliga, Custom</li> <li>▪ Trigger: Weather, Pollen count, UV index, Corona incidence, Traffic jam, Stock exchange, TV advertising pressure, Custom</li> </ul>  |
| Audience                    | <ul style="list-style-type: none"> <li>▪ Age &amp; Gender: male/female &amp; age groups: 14-19, 20-29, 30-39, 40-49, 50-59, 60+</li> <li>▪ Other audience segments: e.g. educational attainment, net household income, relationship status, decision maker, family, lifestyle, LOHAS, fashion, Vegetarian &amp; Vegan, Sport &amp; more</li> <li>▪ Pre-filter: As part of a fixed price deal, only bid requests with the respective selected segment are sent</li> </ul>   |
| Further (Custom) Targetings | Development of further audience, event & trigger targetings possible on request and with correspondingly longer lead times plus technical costs.   |

## General information about Audience based Public Video

|                       |  |
|-----------------------|--|
| Billing base          | Billing base is E 14+.   |
| Audience based        | Contacts are generally not guaranteed and are played according to availability.  |
| Programmatic          | Which deal type is supported by which DSP must be checked in advance.  |
| Minimum booking       | Agency net 2,500.00€.  |
| Campaign Set-Up Costs | From 5 line items per medium, 50.00€ per additional line item will be charged.   |
| Run of Network (RON)  | Infoscreen, Station, Mall   Same targeting for all media.  |
| Motif handling costs  | 300.00€ per medium and motif.<br>Not applicable in case of programmatic booking via DSP.   |
| Advertising material  | Advertising material must always be approved in advance by Ströer Digital Media GmbH. On Public Video - depending on the medium and city/location - still image, cinemagram, animation, moving image can be used. Information on this can be found in the specifications.<br>Advertising material must be delivered to: <a href="mailto:ops-ppv@stroeer.de">ops-ppv@stroeer.de</a> . |
| Lead times            | Infoscreen, Station, Mall, Ambient: 3 workdays<br>Roadside, City, City Tower, Giant: 5 workdays<br>Except for Special Advertising: from 10 workdays depending on the form of advertising.  |
| Surcharges            | Surcharges are always calculated on the base price and are additive.<br>e.g.: Infoscreen - Berlin - HBF (Q1-3): 6.40€ + 1.40€ + 3.90€ = 11.70€   |
| Specification         | <a href="#">Infoscreen</a>   <a href="#">Mall</a>   <a href="#">Station</a>   <a href="#">Roadside</a>   <a href="#">City</a>   <a href="#">City Tower</a>   <a href="#">Giant Indoor</a>   <a href="#">Giant Outdoor</a>   <a href="#">Fitness</a>   <a href="#">Cinema</a>   <a href="#">Scene</a>   <a href="#">Retail</a>   <a href="#">Retail Tech</a>                          |

## Special Advertising Surcharges

| Form of Advertising                     | gross CPM  |
|---|------------|
| SplitScreen Ad                          | 2.00 €     |
| CutIn Ad                                | 1.70 €     |
| Advertorial / Native Story <sup>2</sup> | 1.70 €     |
| Companion Ad <sup>1</sup>               | 1.00 €     |
| InAd <sup>2</sup>                       | On request |

<sup>1</sup> Price for surcharge only valid when booking Companion Ads in conjunction with regular Public Video Content.

<sup>2</sup> Only bookable as convergent product together with digital.

## Further information

All Special Advertising formats available for Infoscreen, Station and Mall. More screens on request.

Creation costs for composing or creating special advertising formats (e.g.: advertorial, native story) on request.

Additional technical costs or creation costs on request.

Other Special Advertising formats on request.

Lead times depending on the form of advertising:

InAd, SplitScreen Ad, CutIn Ad min. 15 workdays

Advertorial / Native Story, Companion Ad: 10 workdays

For customized implementations, lead times on request.



## Creative output / Creation of advertising material for Public Video campaigns via Ströer

|            | Service scope   | Costs  |
|------------|---|--|
| Adaptation | Precise adaptation of the advertising media to the respective booked Public Video media.  | Price per motif 500.00 €<br>Adaptation to multiple media & formats possible: 150.00 € each |
| Creation   | Professional creation and production of a suitable advertising material based on supplied ideas and materials (photo, video, graphics). | Price per motif 800.00 €<br>Adaptation to multiple media & formats possible: 240.00 € each |
| Concept    | Complete development, creation and production of a customized and attention-grabbing Public Video campaign.                             | Price per motif on request.<br>Adaptation to multiple media & formats possible.            |

## Photos / videos by photographers

|                   |  |  |
|-------------------|--|--|
| Definition        | Photo / video created by a photographer shows a clip of the customer spot / video on a screen at the train station / mall / location (e.g. PV Roadside location).  |  |
| Photos / Pictures | <ul style="list-style-type: none"> <li>▪ Minimum order quantity 4 pictures per medium, per train station / mall / location</li> <li>▪ Price per picture 22.00 €</li> <li>▪ Exception: Duesseldorf Airport price per picture 40.00 €</li> <li>▪ Additional costs for editing the photos and adding music: 150.00 €. Possible from a minimum order quantity of 4 photos.</li> </ul>  |  |
| Videos            | <ul style="list-style-type: none"> <li>▪ Price per video 150.00 € per medium, per train station / mall / location</li> <li>▪ The booked videos edited together in one video with background music: 150.00 €.</li> </ul> Minimum order quantity 2 videos.   |  |
| Lead times        | The booking of the photos/video must be combined with the order confirmation and should be booked at least 7 working days in advance - at the latest 7 working days before the end of the campaign.  |  |
|                   | Photos and videos are available for the following Public Video Medium in the following cities: <ul style="list-style-type: none"> <li>▪ <b>Infoscreen   Station   Mall:</b> Berlin, Duesseldorf, Frankfurt am Main, Hamburg, Cologne, Munich, Stuttgart</li> <li>▪ <b>Roadside:</b> Duesseldorf, Hamburg, Cologne, Munich, Stuttgart, Hanover</li> <li>▪ <b>City:</b> Stuttgart</li> <li>▪ <b>City Tower:</b> Hamburg, Stuttgart</li> <li>▪ <b>Giant Indoor:</b> Munich, Hamburg, Duesseldorf, Duesseldorf Airport, Cologne, Berlin</li> <li>▪ <b>Giant Outdoor:</b> Duesseldorf, Hamburg, Munich, Stuttgart (excl. Duesseldorf Graf Adolf /Berliner Allee)</li> </ul> For PV City (exception: Stuttgart) and PV Ambient Screens (e.g. PV Scene) we do not offer photos / videos by photographers. |  |