



**Backlights in
Bundle**

**For a strong
presence at DUS
Airport**

STRÖER

DUS Airport

The environment makes the difference

- The fourth largest airport in Germany with an area of around 6 million square metres
- 200 destinations in 55 countries for 16 million passengers per year
- 3 piers A, B and C with a total of 35 gates (A01-A16, B01-B11, C01-C08)
- 60 shops and 40 catering facilities in the security and public areas
- 7 multi-storey car parks and parking areas with a total of 20,000 parking spaces



Backlight Bundle

Set personal accents at DUS Airport with attractive backlight bundles. Choose your package from 11 bundles that are specially tailored to your target group - for business and leisure travellers, drop-offs, pick-ups or visitors and secure a 30 percent discount. And if you book for at least 3 months, there is even an additional discount of up to 20 percent.



Gerade noch der Mittelplatz. Jetzt Fensterplatz mit City-Blick.

Uber vermittelt dir Fahrten durch ganz Düsseldorf.



Uber

Uber ist Fahrtenvermittler, nicht selbst Beförderer.

Strong Reasons for Backlight Bundle

Due to their size, prominent placement and backlighting, backlights are highly visible to travellers and over 50,000 airport employees.

With up to 8 locations in the bundle and the long dwell time in the airport*, repeat contacts are guaranteed.

Precisely selected according to departure, arrival, baggage claim or pick-up areas, your advertising accompanies your target group directly on their mobility routes at the airport.

Attractive price advantage of 30% when booking a bundle and additional price advantage when booking for 3 or 6 months.

* Ø 166 minutes from arrival to boarding



Overview Backlight Bundle

Nr.	Location	Amount	Media price/ month ¹	Bundle price/month ²	Bundle price/month at 3 mon. ³	Bundle price/month at 6 mon. ⁴	Production	Additional costs/ month
1	Arrival E0	5	15,095.00 €	10,570.00 €	8,984.50 €	8,456.00 €	5,490.00 €	660.00 €
2	Baggage claim	3	10,297.00 €	7,210.00 €	6,128.50 €	5,768.00 €	3,120.00 €	335.00 €
3	Arrival E0	6	19,994.00 €	14,000.00 €	11,900.00 €	11,200.00 €	5,690.00 €	835.00 €
4	Arrival E0	4	11,196.00 €	7,840.00 €	6,664.00 €	6,272.00 €	2,440.00 €	400.00 €
5	Departure E1	8	22,392.00 €	15,680.00 €	13,328.00 €	12,544.00 €	4,870.00 €	800.00 €
6	Departure E1	4	20,496.00 €	14,350.00 €	12,197.50 €	11,480.00 €	3,960.00 €	885.00 €
7	Departure E1	5	16,995.00 €	11,900.00 €	10,115.00 €	9,520.00 €	6,110.00 €	500.00 €
8	Gate A	5	65,195.00 €	45,640.00 €	38,794.00 €	36,512.00 €	8,600.00 €	355.00 €
9	Gate B	2	6,798.00 €	4,760.00 €	4,046.00 €	3,808.00 €	1,220.00 €	360.00 €
10	Gate C	8	14,192.00 €	9,940.00 €	8,449.00 €	7,952.00 €	6,260.00 €	1,130.00 €
11	Lounges	6	43,194.00 €	30,240.00 €	25,704.00 €	24,192.00 €	6,650.00 €	725.00 €

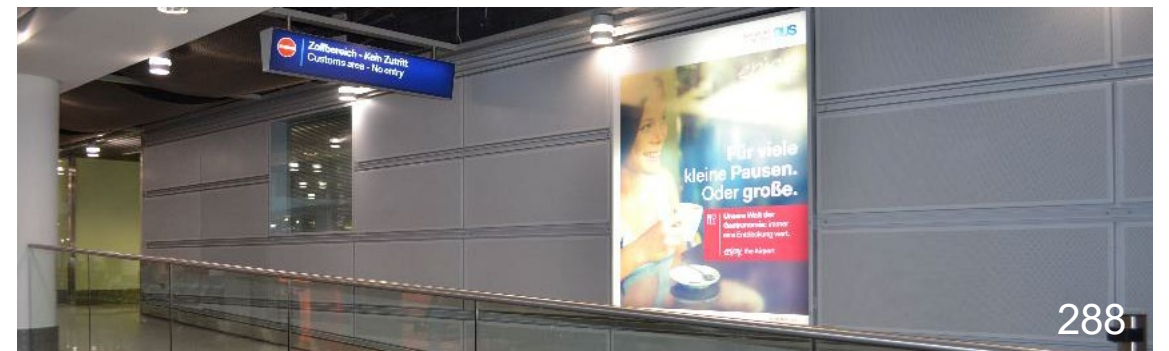
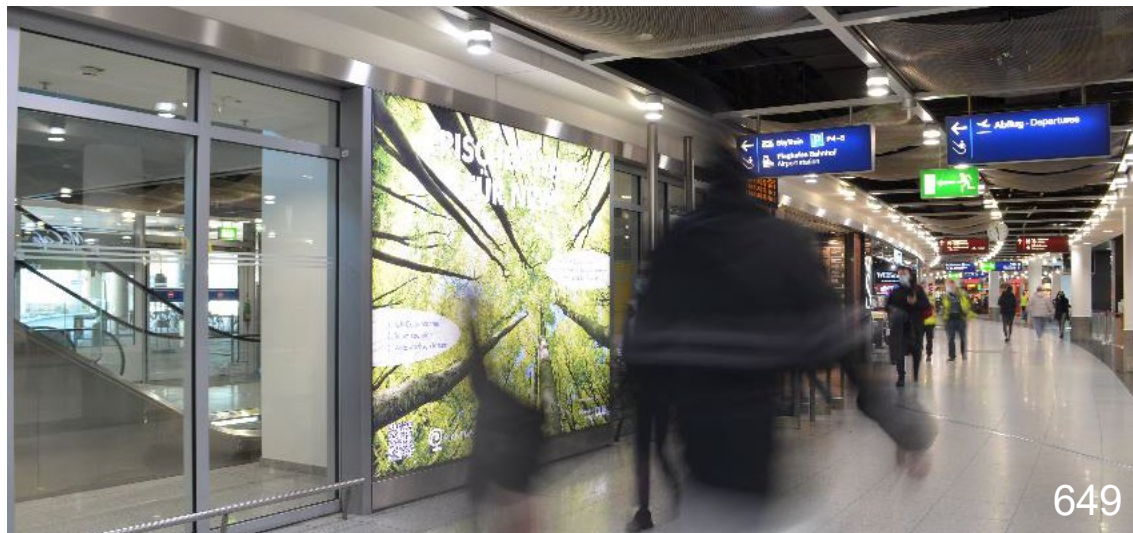
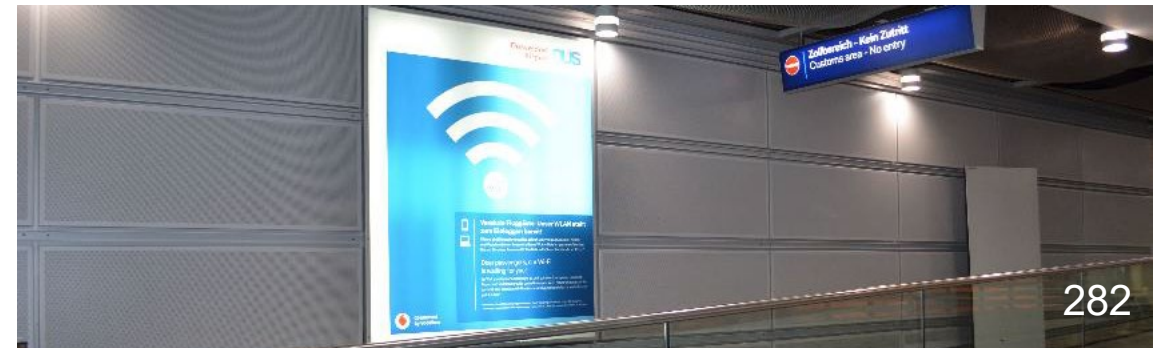
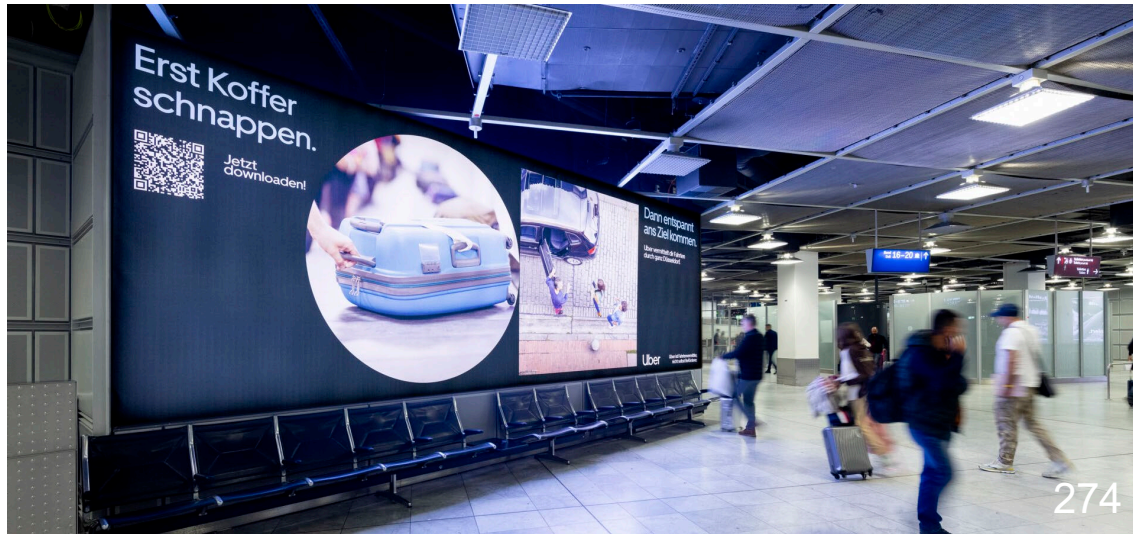
Prices 2024 as at 15.04.2024 Production incl. assembly and disassembly. The offer is non-binding and is subject to availability and motif approval. All prices are subject to the statutory VAT applicable at the time the service is provided. 1) List price for individual bookings 2) Price including 30 % price advantage bundle package 3) Price including 30 % price advantage bundle package and 15 % for 3-month bookings 4) Price including 30 % price advantage bundle package and 20 % for 6-month bookings.



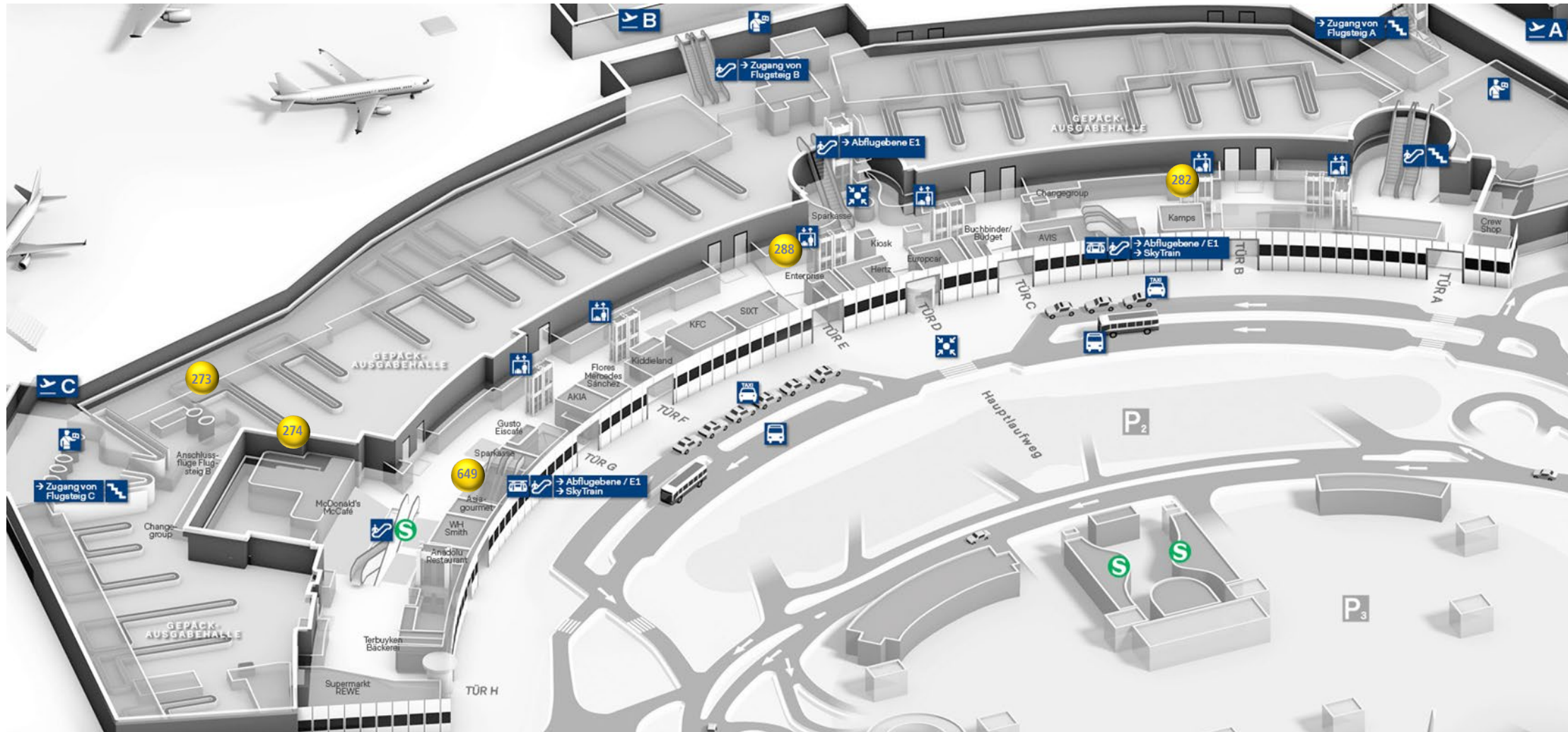
**Bundle 1
Arrival E0
Indoor**

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Overview of Backlight Bundle 1



Backlight Indoor Terminal Arrival - Level 0





Price Overview

Backlight Bundle 1 - Arrival


Area ID	Size in cm	Media price per month	Production costs	Additional costs per month
649	305 x 248	4,399.00 €	510.00 €	150.00 €
288	154 x 194	2,099.00 €	1,030.00 €	95.00 €
282	154 x 194	2,199.00 €	1,030.00 €	95.00 €
273	836 x 276	3,499.00 €	1,460.00 €	160.00 €
274	836 x 276	2,899.00 €	1,460.00 €	160.00 €
Total media		15,095.00 €	5,490.00 €	660.00 €
Bundle price		10,570.00 €	5,490.00 €	660.00 €

**Additional 15 % price
advantage with a 3-
month term**

8,984.50 €

**20 % price advantage
with a 6-month term**

8,456.00 €



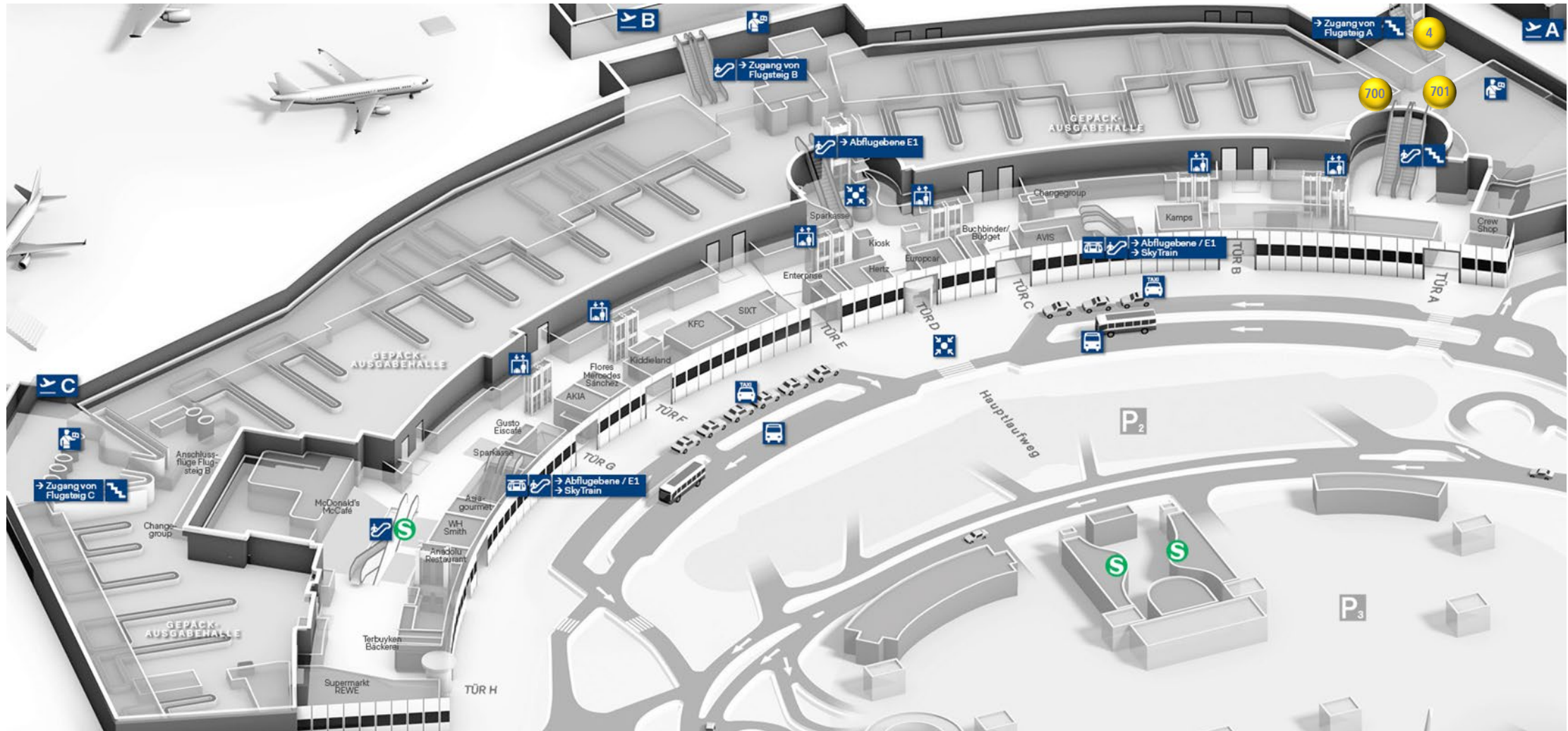
**Bundle 2
Arrival E0
Baggage claim**

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Overview of Backlight Bundle 2



Backlight Indoor Terminal Arrival - Level 0





Price Overview Backlight Bundle 2 - Baggage claim

Area ID	Size in cm	Media price per month	Production costs	Additional costs per month
701	495 x 262	1,999.00 €	820.00 €	100.00 €
700	495 x 262	1,999.00 €	780.00 €	100.00 €
4	431 x 206	6,299.00 €	1,520.00 €	135.00 €
Total media		10,297.00 €	3,120.00 €	335.00 €
Bundle price		7,210.00 €	3,120.00 €	335.00 €

**Additional 15 % price
advantage with a 3-
month term**

6,128.50 €

**20 % price advantage
with a 6-month term**

5,768.00 €



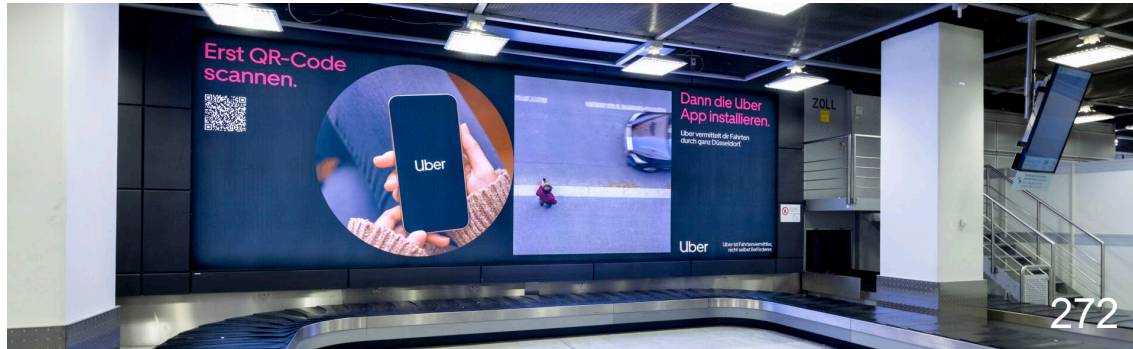
Arrivals



Bundle 3
Arrival E0
Indoor

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Overview of Backlight Bundle 3



Backlight Indoor Terminal Arrival - Level 0





Price Overview Backlight Bundle 3 - Arrival Indoor


Area ID	Size in cm	Media price per month	Production costs	Additional costs per month
285	154 x 194	1,999.00 €	1,030.00 €	95.00 €
80	316 x 243	6,699.00 €	560.00 €	155.00 €
272	836 x 276	3,499.00 €	1,460.00 €	160.00 €
276	836 x 276	2,899.00 €	1,460.00 €	160.00 €
664	400 x 197	2,899.00 €	570.00 €	160.00 €
168	246 x 321	1,999.00 €	610.00 €	105.00 €
Total media		19,994.00 €	5,690.00 €	835.00 €
Bundle price		14,000.00 €	5,690.00 €	835.00 €

**Additional 15 % price
advantage with a 3-
month term**

11,900.00 €

**20 % price advantage
with a 6-month term**

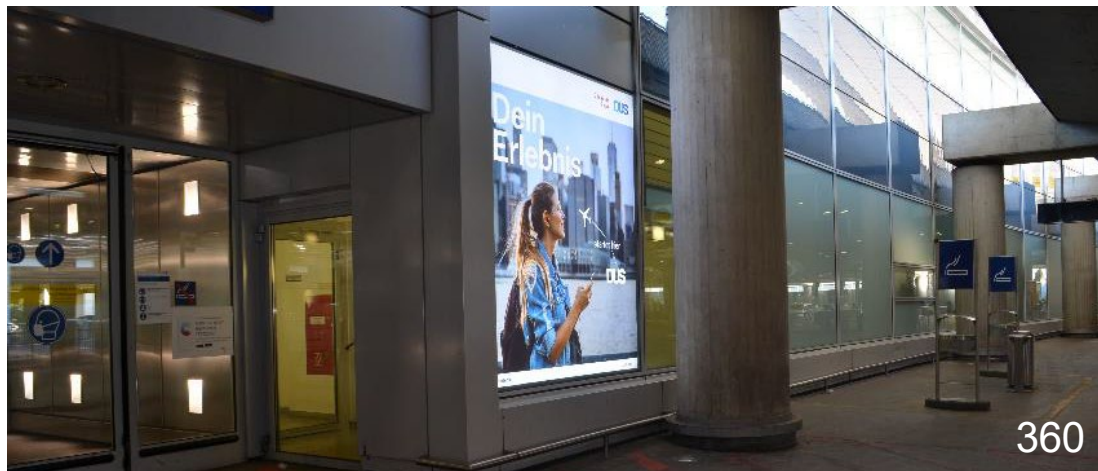
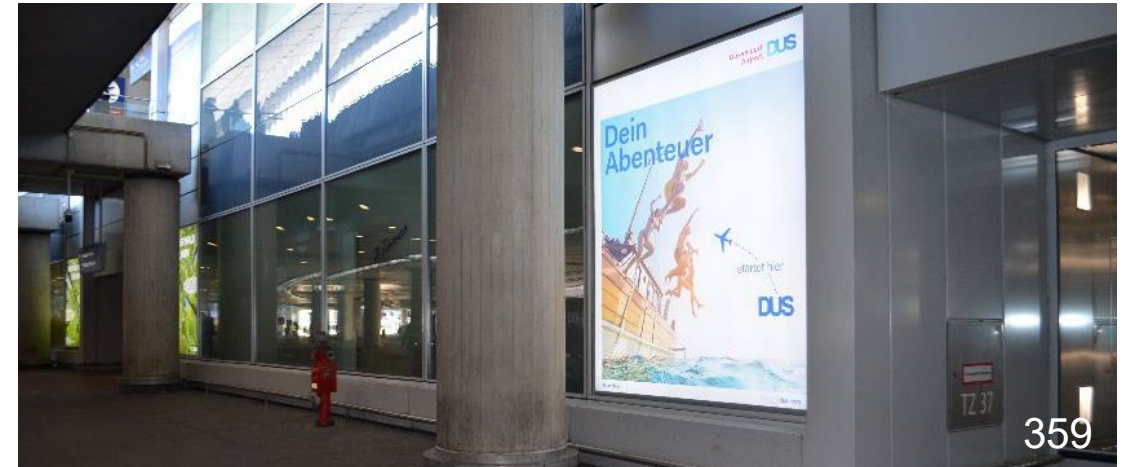
11,200.00 €



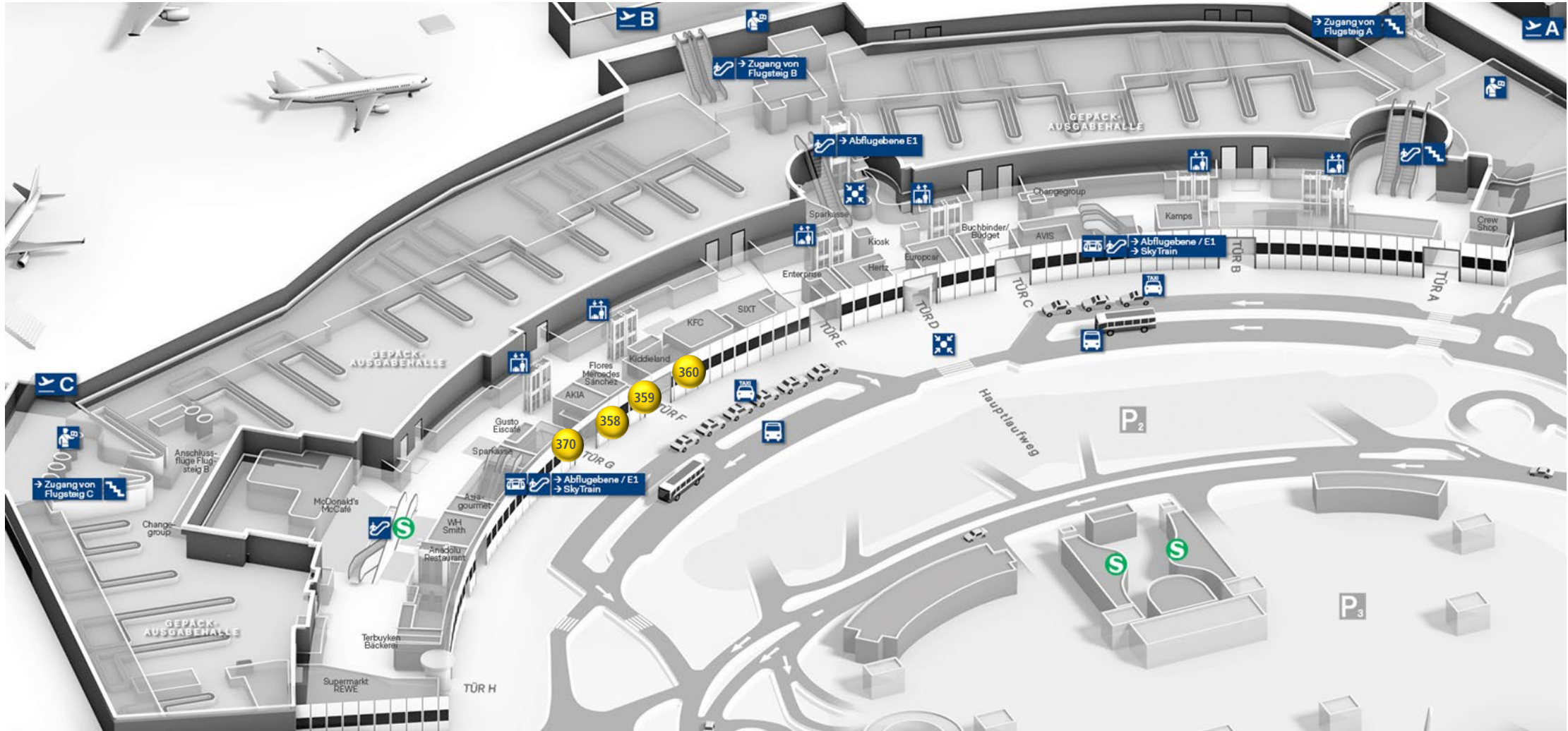
**Bundle 4
Arrival E0
Outdoor**

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Overview of Backlight Bundle 4



Backlight Outdoor Terminal Arrival - Level 0





Price Overview Backlight Bundle 4 - Arrival Outdoor

Area ID	Size in cm	Media price per month	Production costs	Additional costs per month
370	241 x 271	2,799.00 €	610.00 €	100,00 €
358	241 x 271	2,799.00 €	610.00 €	100,00 €
359	241 x 271	2,799.00 €	610.00 €	100,00 €
360	241 x 271	2,799.00 €	610.00 €	100,00 €
Total media		11,196.00 €	2,440.00 €	400,00 €
Bundle price		7,840.00 €	2,440.00 €	400,00 €

**Additional 15 % price
advantage with a 3-
month term**

6,664.00 €

**20 % price advantage
with a 6-month term**

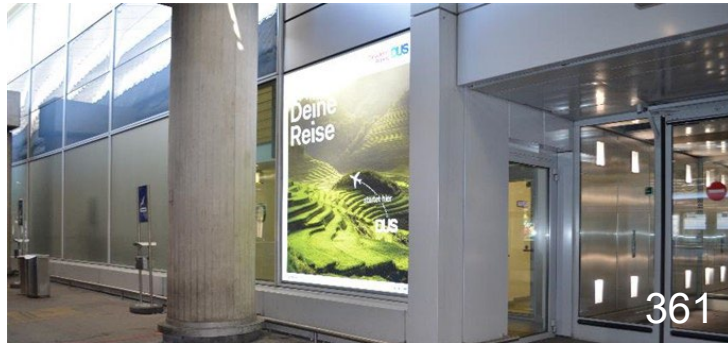
6,272.00 €



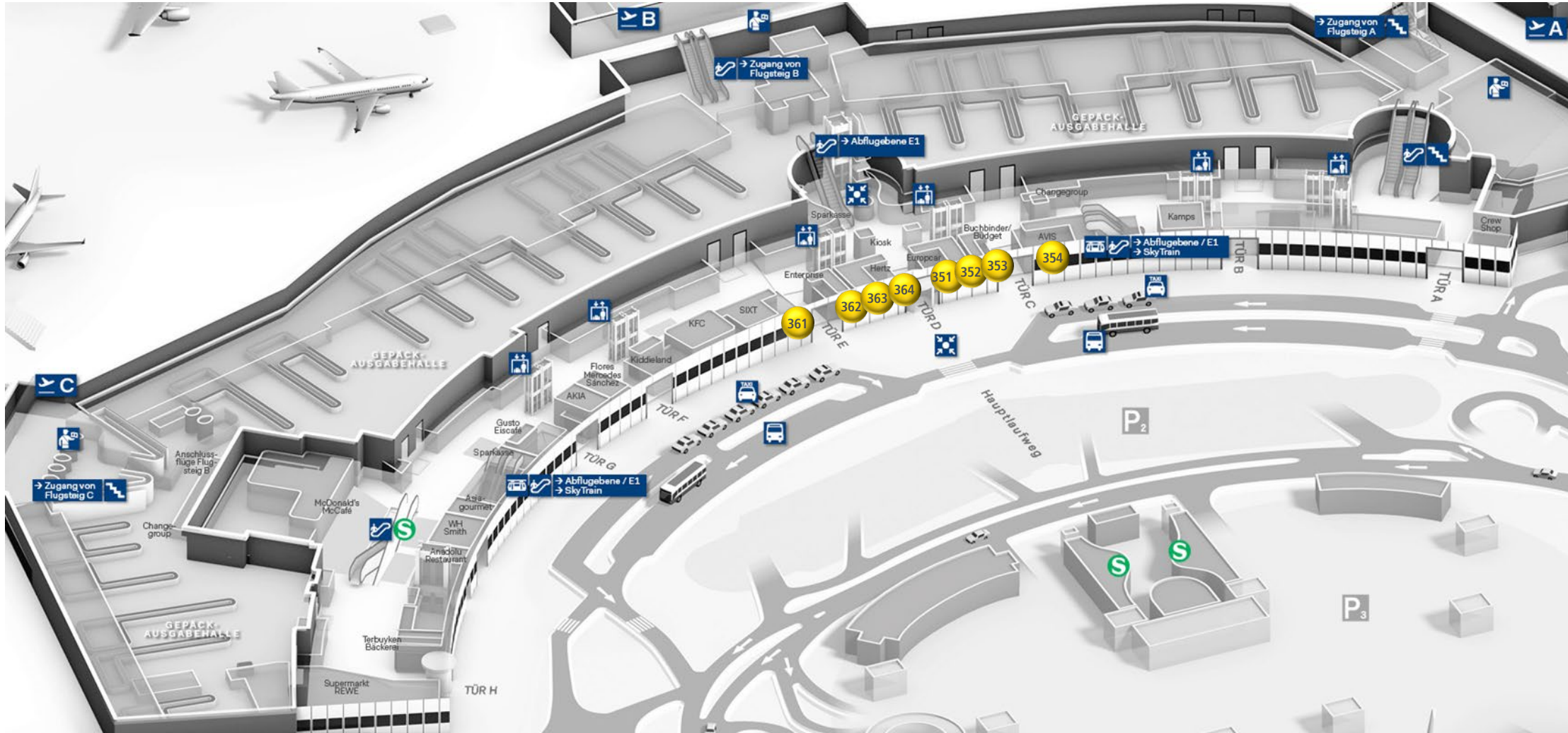
**Bundle 5
Arrival E0
Outdoor**

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Overview of Backlight Bundle 5



Backlight Outdoor Terminal Arrival - Level 0





Price Overview

Backlight Bundle 5 - Arrival Outdoor

Area ID	Size in cm	Media price per month	Production costs	Additional costs per month
361	241 x 270	2,799.00 €	610.00 €	100.00 €
362	241 x 269	2,799.00 €	600.00 €	100.00 €
363	241 x 271	2,799.00 €	610.00 €	100.00 €
364	241 x 271	2,799.00 €	610.00 €	100.00 €
351	241 x 271	2,799.00 €	610.00 €	100.00 €
352	240 x 271	2,799.00 €	610.00 €	100.00 €
353	241 x 271	2,799.00 €	610.00 €	100.00 €
354	241 x 271	2,799.00 €	610.00 €	100.00 €
Total media		22,392.00 €	4,870.00 €	800.00 €
Bundle price		15,680.00 €	4,870.00 €	800.00 €

**Additional 15 % price
advantage with a 3-
month term**

13,328.00 €

**20 % price advantage
with a 6-month term**

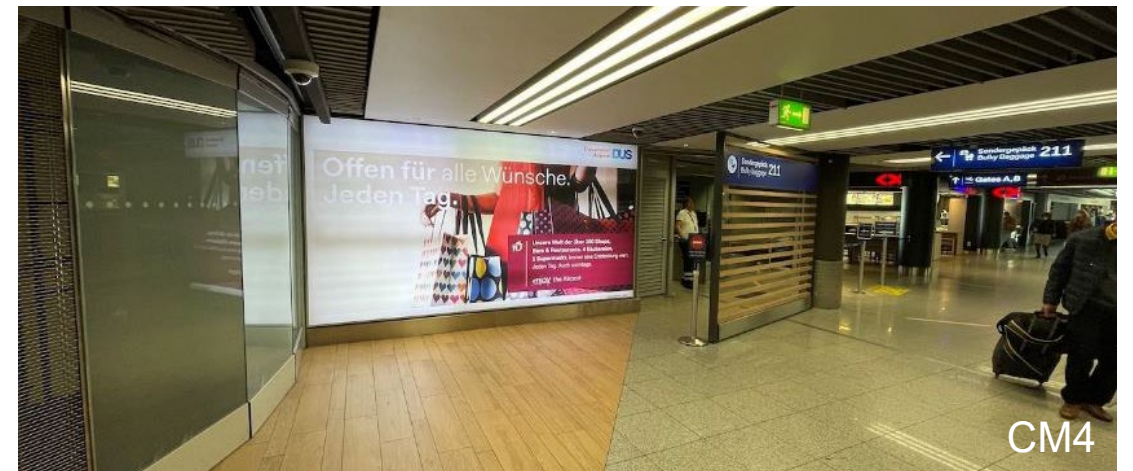
12,544.00 €



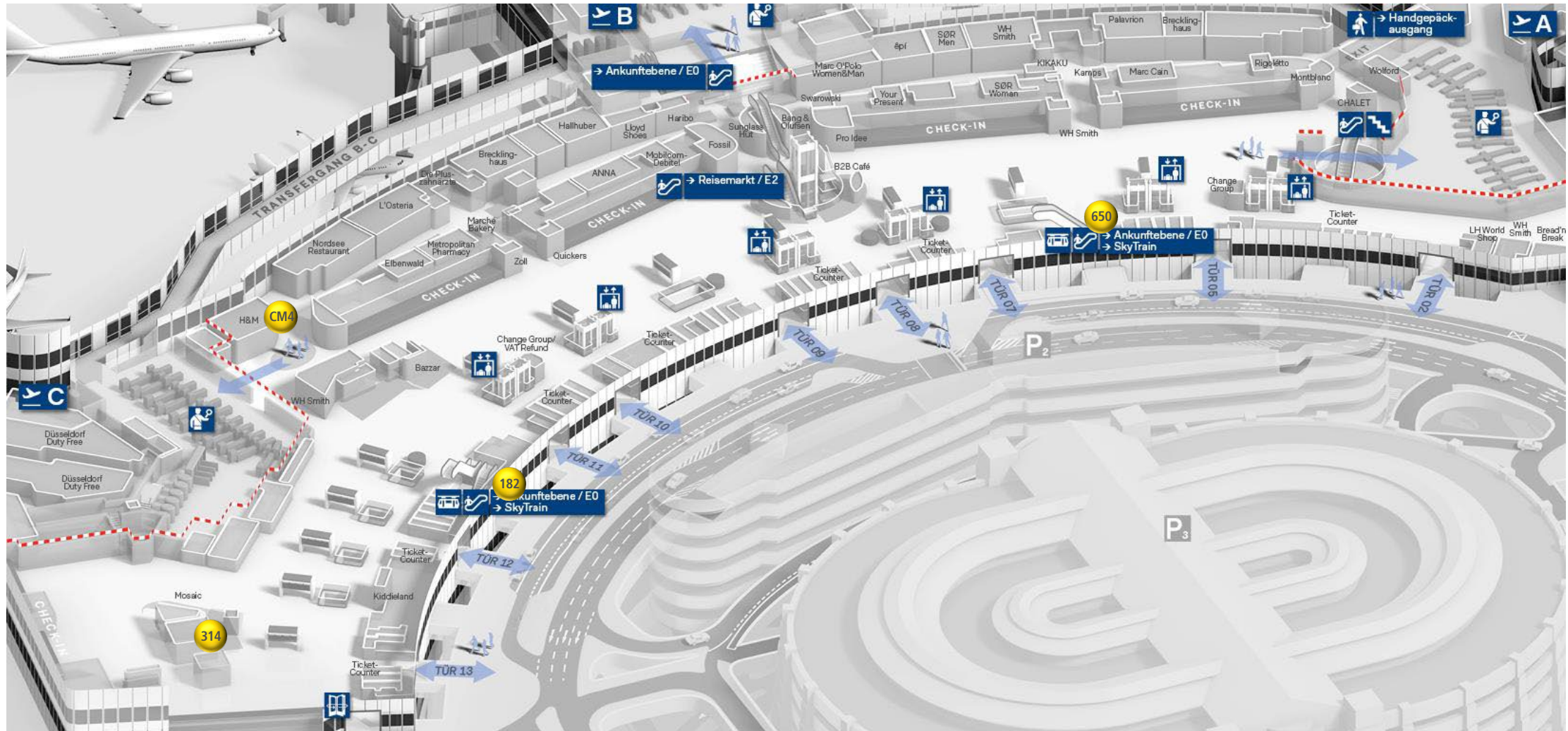
**Bundle 6
Departure E1**

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Overview of Backlight Bundle 6



Backlight Indoor Terminal Departure - Level 1





Price Overview

Backlight Bundle 6 - Departure

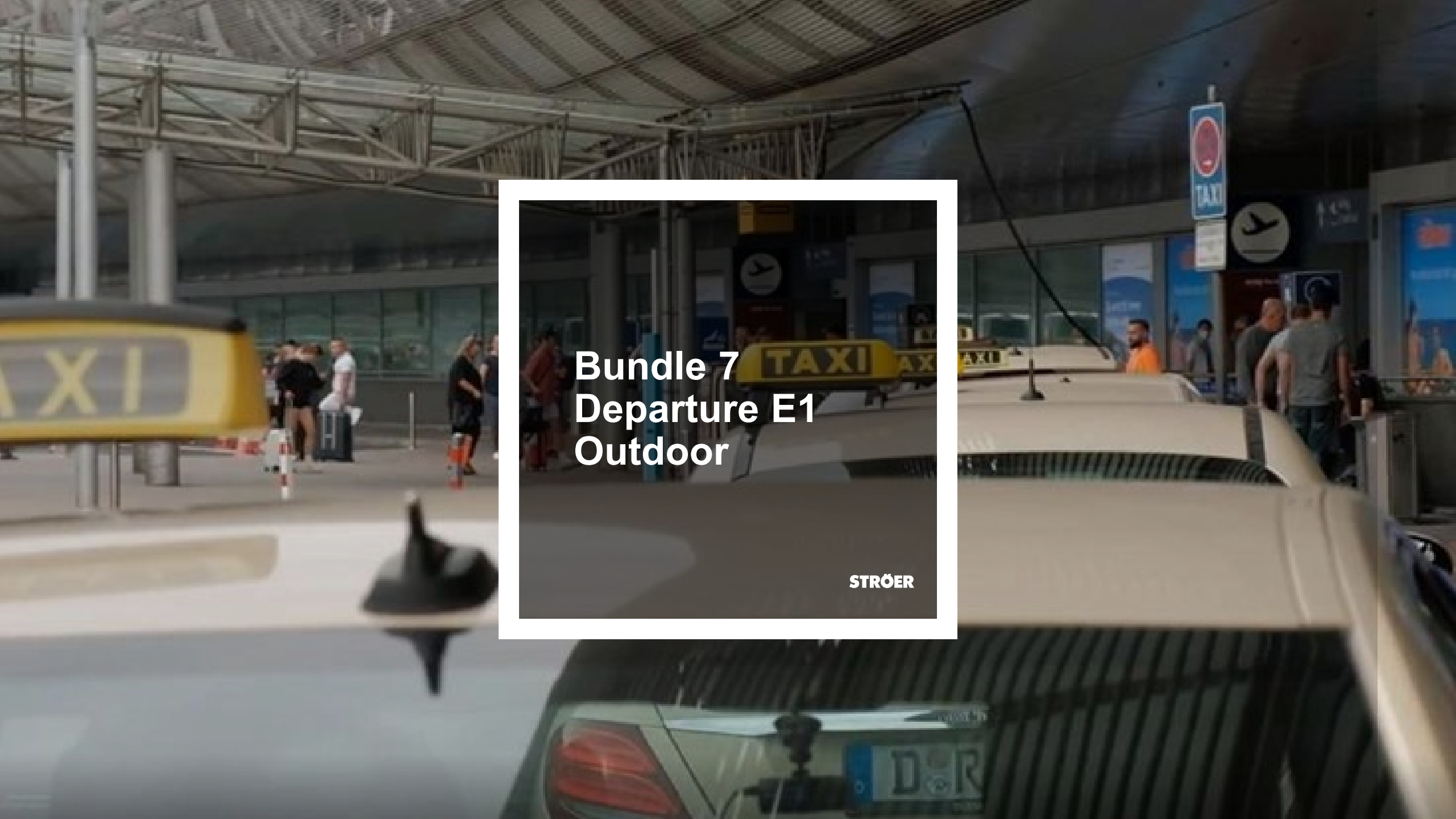
Area ID	Size in cm	Media price per month	Production costs	Additional costs per month
182	320 x 346	4,399.00 €	710.00 €	210.00 €
650	332 x 349	6,699.00 €	680.00 €	215.00 €
314	774 x 229	7,799.00 €	1,930.00 €	320.00 €
CM4	313 x 221	1,599.00 €	640.00 €	140.00 €
Total media		20,496.00 €	3,960.00 €	885.00 €
Bundle price		14,350.00 €	3,960.00 €	885.00 €

**Additional 15 % price
advantage with a 3-
month term**

12,197.50 €

**20 % price advantage
with a 6-month term**

11,480.00 €



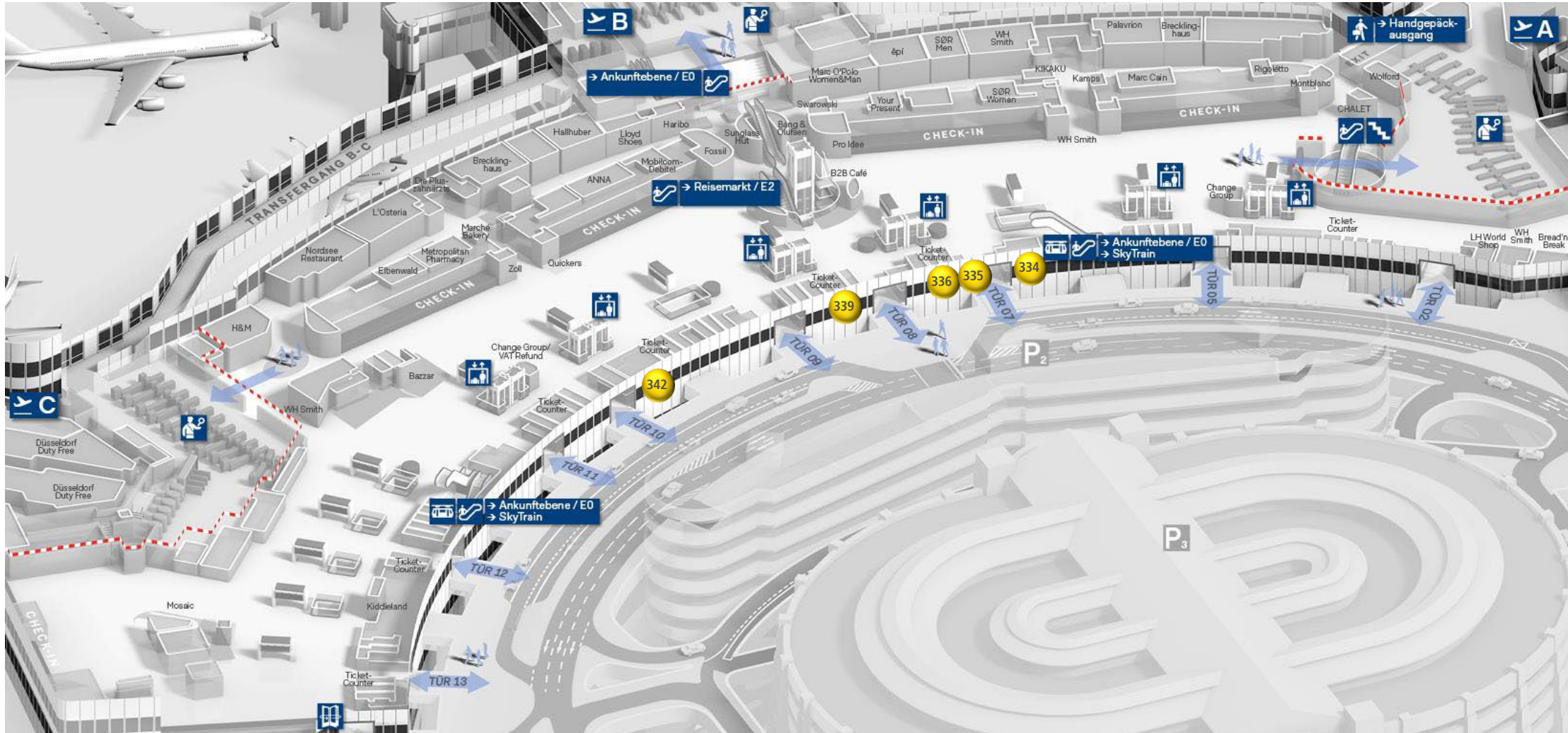
**Bundle 7
Departure E1
Outdoor**

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Overview of Backlight Bundle 7



Backlight Outdoor Terminal Departure - Level 1





Price Overview

Backlight Bundle 7 - Departure Outdoor

Area ID	Size in cm	Media price per month	Production costs	Additional costs per month
342	241 x 269	3,399.00 €	1,220.00 €	100.00 €
339	241 x 269	3,399.00 €	1,220.00 €	100.00 €
336	241 x 269	3,399.00 €	1,220.00 €	100.00 €
335	241 x 269	3,399.00 €	1,220.00 €	100.00 €
334	241 x 271	3,399.00 €	1,230.00 €	100.00 €
Total media		16,995.00 €	6,110.00 €	500.00 €
Bundle price		11,900.00 €	6,110.00 €	500.00 €

**Additional 15 % price
advantage with a 3-
month term**

10,115.00 €

**20 % price advantage
with a 6-month term**

9,520.00 €

Gate
A 40



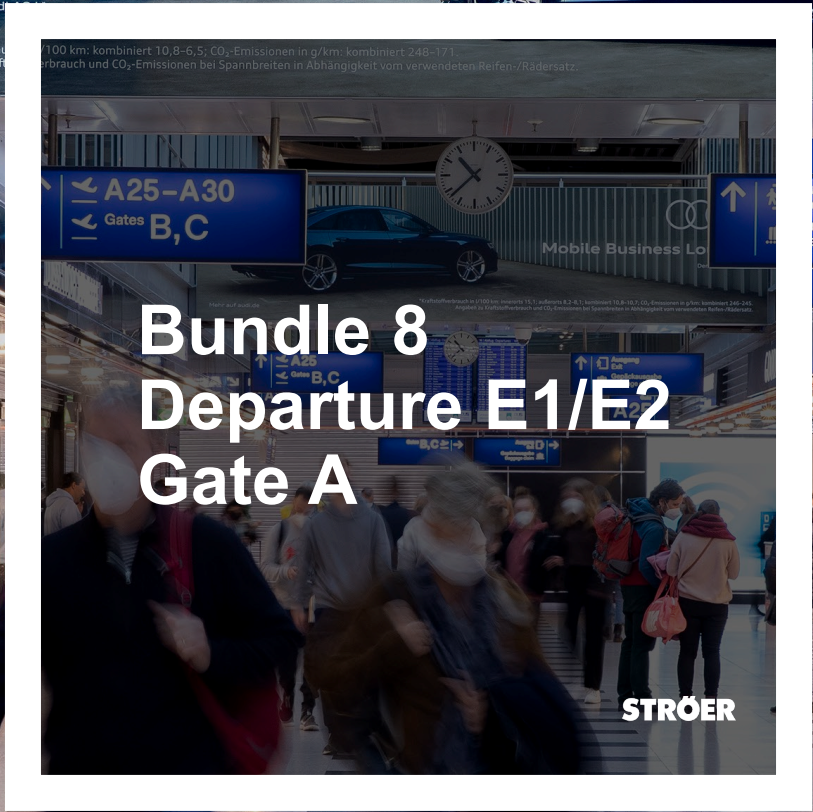
Audi

Mobile Business Lounge.

Der neue Audi...

*Kraftstoffverbrauch (l/100 km): kombiniert 10,8-6,5; CO₂-Emissionen in g/km: kombiniert 248-171.
Angaben zu Kraftstoffverbrauch und CO₂-Emissionen bei Spannbreiten in Abhängigkeit vom verwendeten Reifen-/Radersatz.

Mehr auf audi.de



**Bundle 8
Departure E1/E2
Gate A**

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Gate
A 39

A35, A37

Ausgang
Kofferabgabe
Baggage claim

Toiletten
Toilets



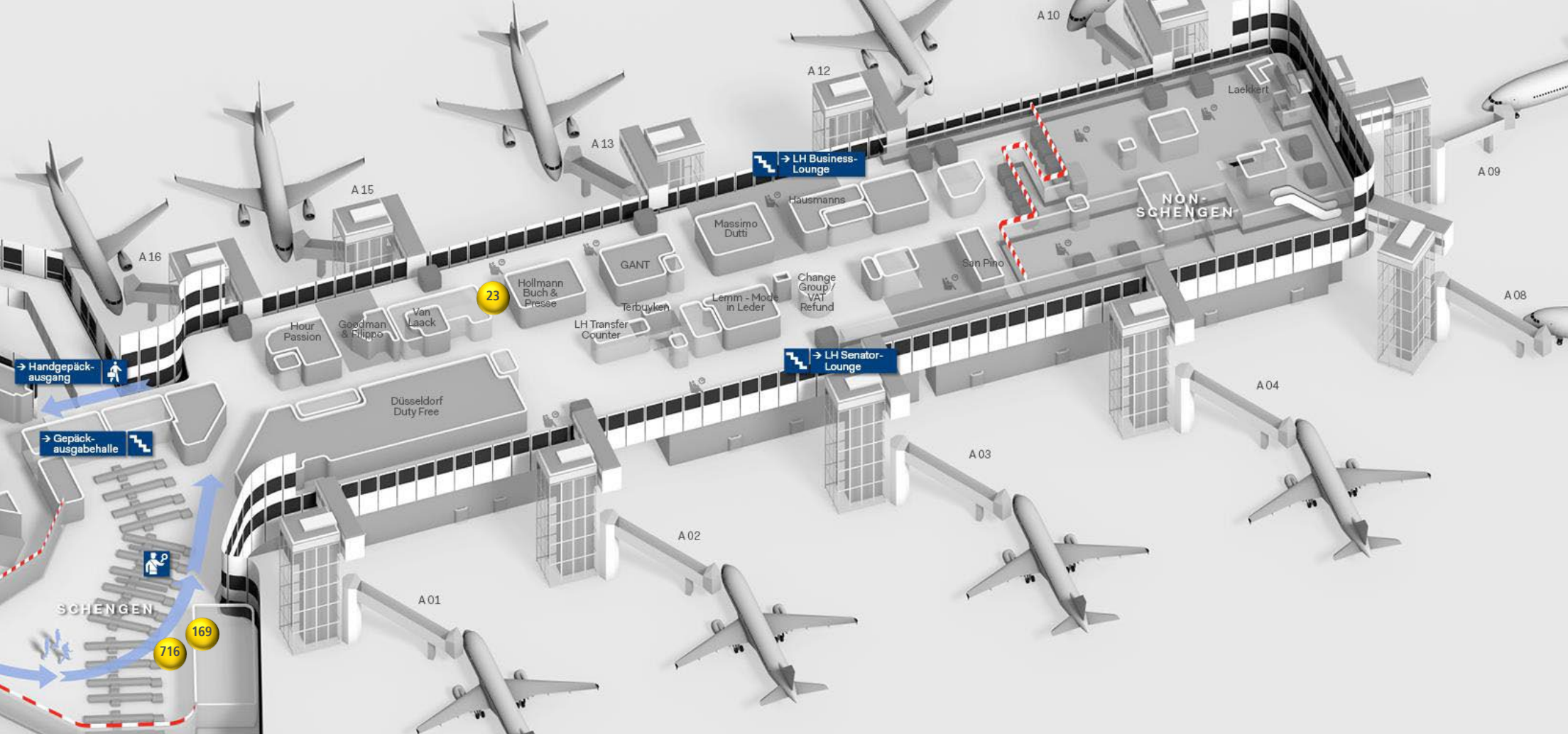
back

GENMALLIVE

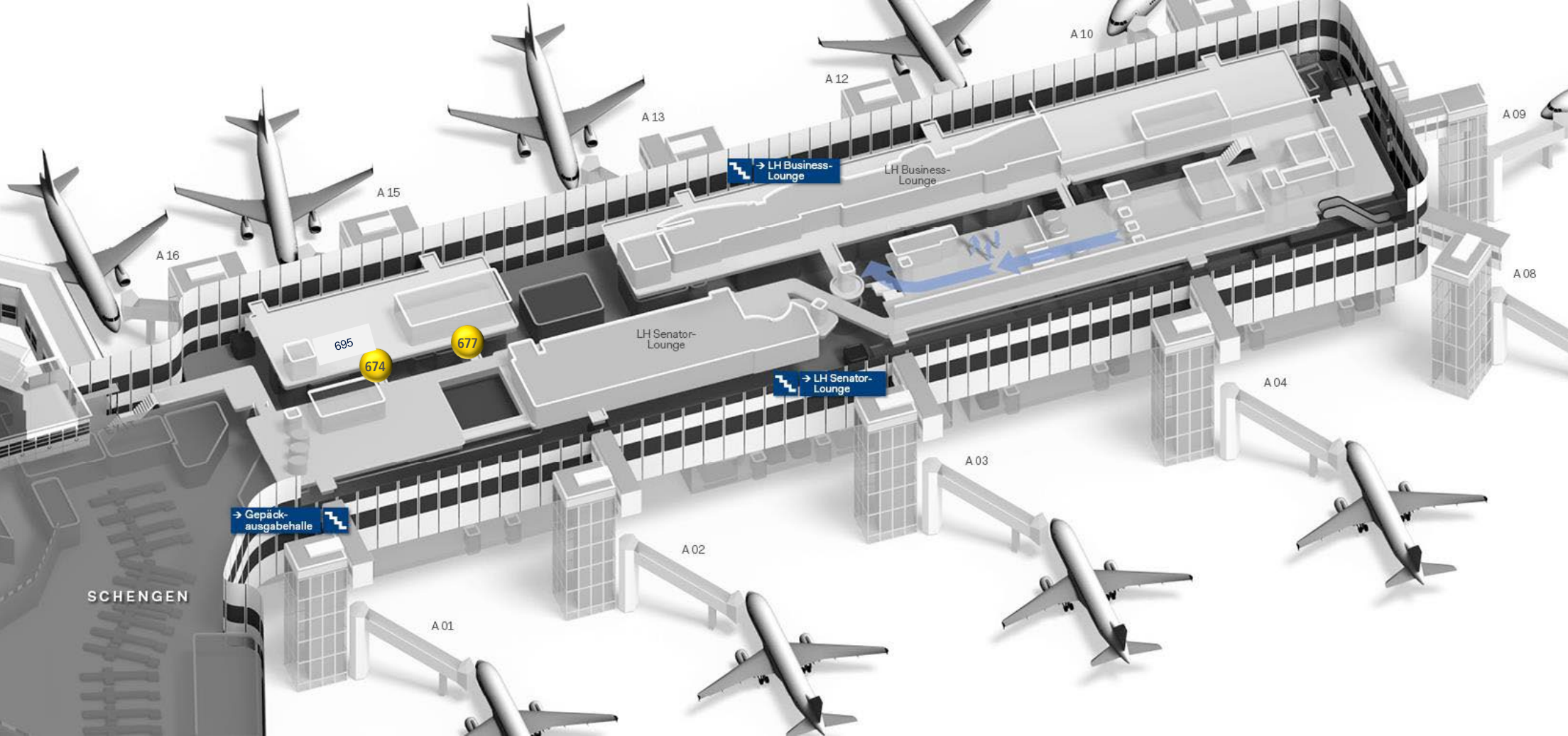
Overview of Backlight Bundle 8



Backlight Indoor Gate A - Level 1



Backlight Indoor Gate A - Level 2





Price Overview

Backlight Bundle 8 - Departure Gate A

Area ID	Size in cm	Media price per month	Production costs	Additional costs per month
716	3.615 x 120	18,999.00 €	4,140.00 €	unlit
169	590 x 237	4,599.00 €	970.00 €	260.00 €
23	144 x 198	8,999.00 €	1,010.00 €	95.00 €
674	544 x 129*	16,299.00 €	1,240.00 €	Unlit
677	544 x 129*	16,299.00 €	1,240.00 €	Unlit
Total media		65,195.00 €	8,600.00 €	355.00 €
Bundle price		45,640.00 €	8,600.00 €	355.00 €

Additional 15 % price advantage with a 3-month term

38,794.00 €

20 % price advantage with a 6-month term

36,512.00 €

Status 15.04.2024. Production incl. assembly and disassembly. Prices plus value added tax.
*Double-sided location (visible from both directions)



**Bundle 9
Departure E2
Gate B**

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Overview of Backlight Bundle 9



Backlight Indoor Gate B - Level 2





Price Overview Backlight Bundle 9 - Departure Gate B

Area ID	Size in cm	Media price per month	Production costs	Additional costs per month
657	434 x 212	3,399.00 €	620.00 €	180.00 €
658	434 x 212	3,399.00 €	600.00 €	180.00 €
Total media		6,798.00 €	1,220.00 €	360.00 €
Bundle price		4,760.00 €	1,220.00 €	360.00 €

**Additional 15 % price
advantage with a 3-
month term**

4,046.00 €

**20 % price advantage
with a 6-month term**

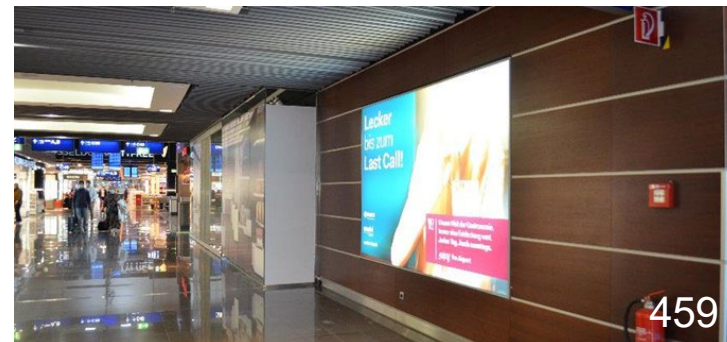
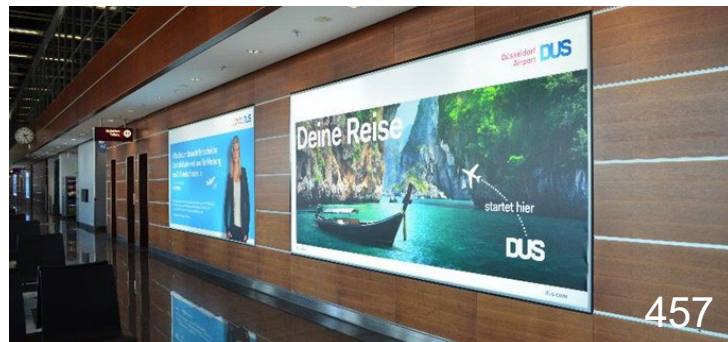
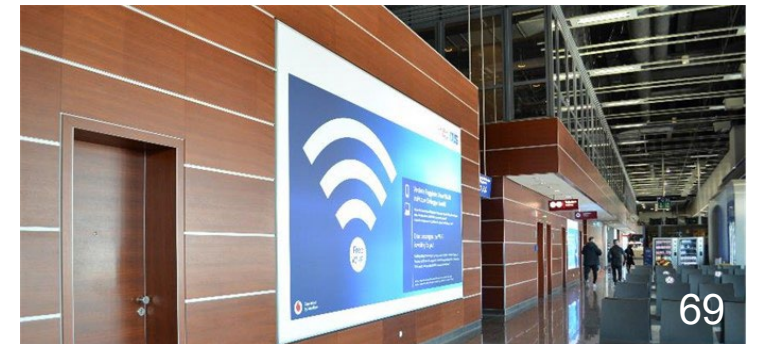
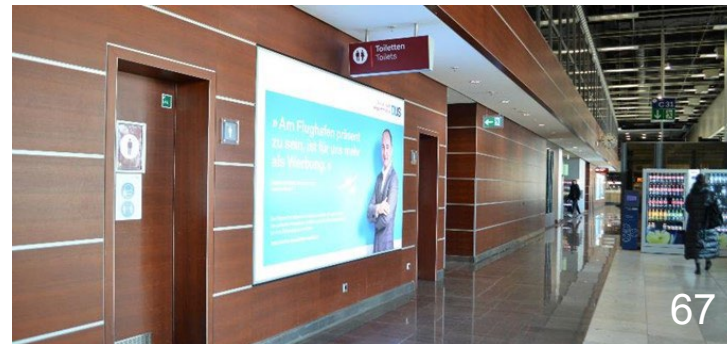
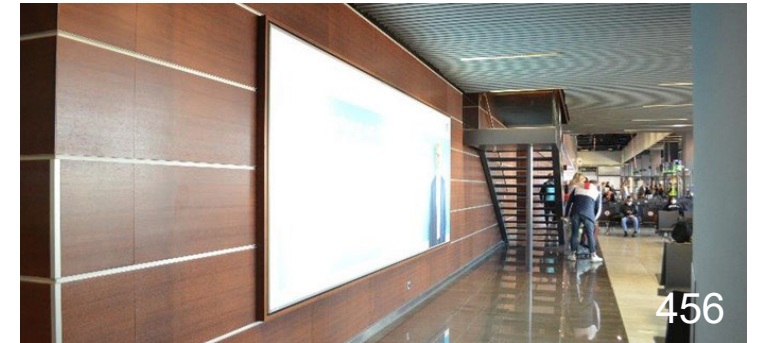
3,808.00 €

A man with short brown hair, wearing a grey t-shirt and a dark blue backpack with orange and white accents, is seen from the back, looking at a large blue flight information board in an airport. The board displays various flight details in white text. In the foreground, a blue sign with the word "Information" and a person icon is visible. The background shows the airport's architecture with windows and structural elements.

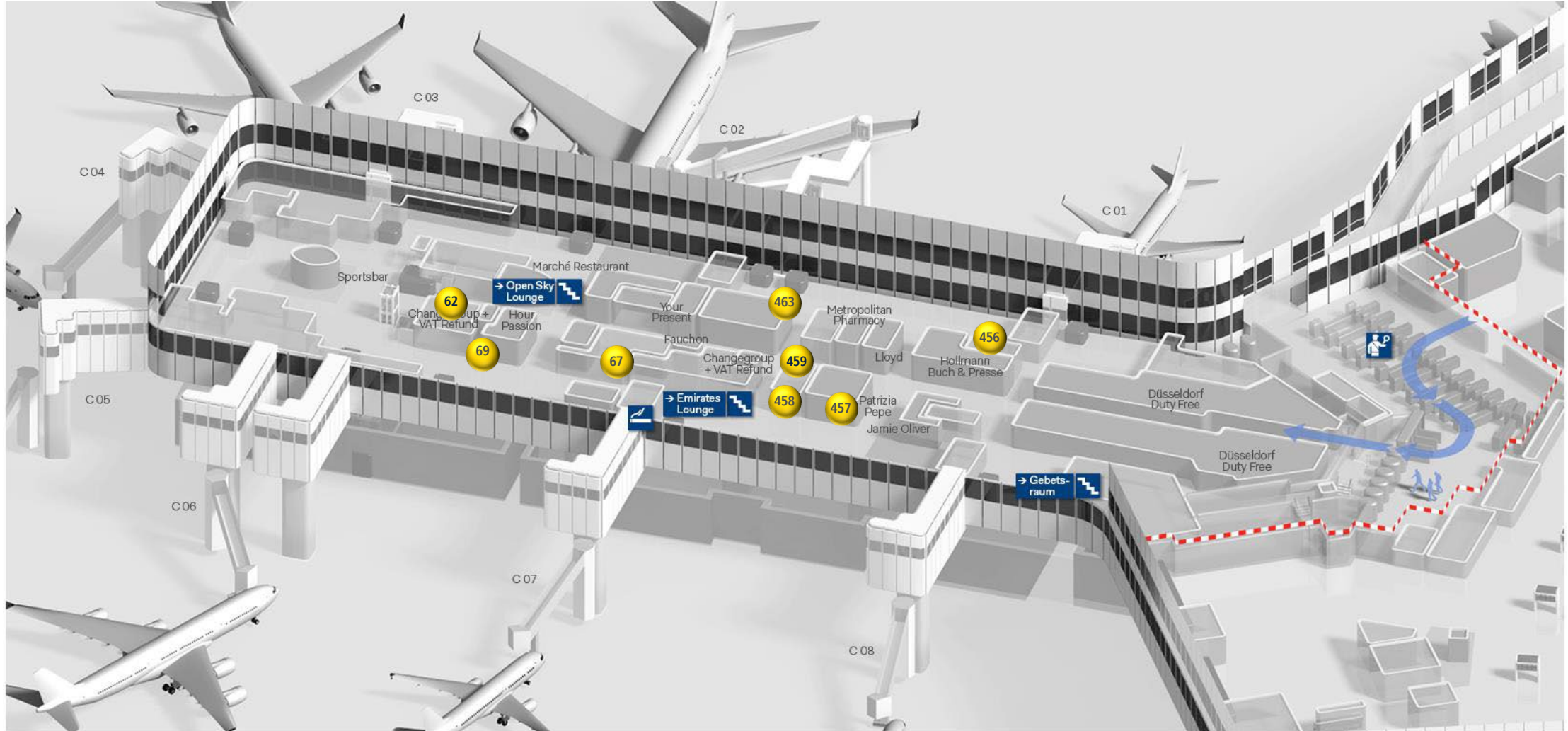
**Bundle 10
Departure E1
Gate C**

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Overview of Backlight Bundle 10



Backlight Indoor Gate C - Level 1





Price Overview

Backlight Bundle 10 - Departure Gate C

Area ID	Size in cm	Media price per month	Production costs	Additional costs per month
456	487 x 171	1,599.00 €	670.00 €	180.00 €
457	293 x 182	1,599.00 €	610.00 €	180.00 €
458	392 x 182	1,599.00 €	600.00 €	150.00 €
459	293 x 182	1,999.00 €	480.00 €	115.00 €
463	387 x 174	1,599.00 €	590.00 €	110.00 €
62	492 x 316	2,199.00 €	1,860.00 €	110.00 €
67	292 x 179	1,599.00 €	500.00 €	85.00 €
69	492 x 271	1,999.00 €	950.00 €	200.00 €
Total media		14,192.00 €	6,260.00 €	1,130.00 €
Bundle price		9,940.00 €	6,260.00 €	1,130.00 €

**Additional 15 % price
advantage with a 3-
month term**

8,449.00 €

**20 % price advantage
with a 6-month term**

7,952.00 €



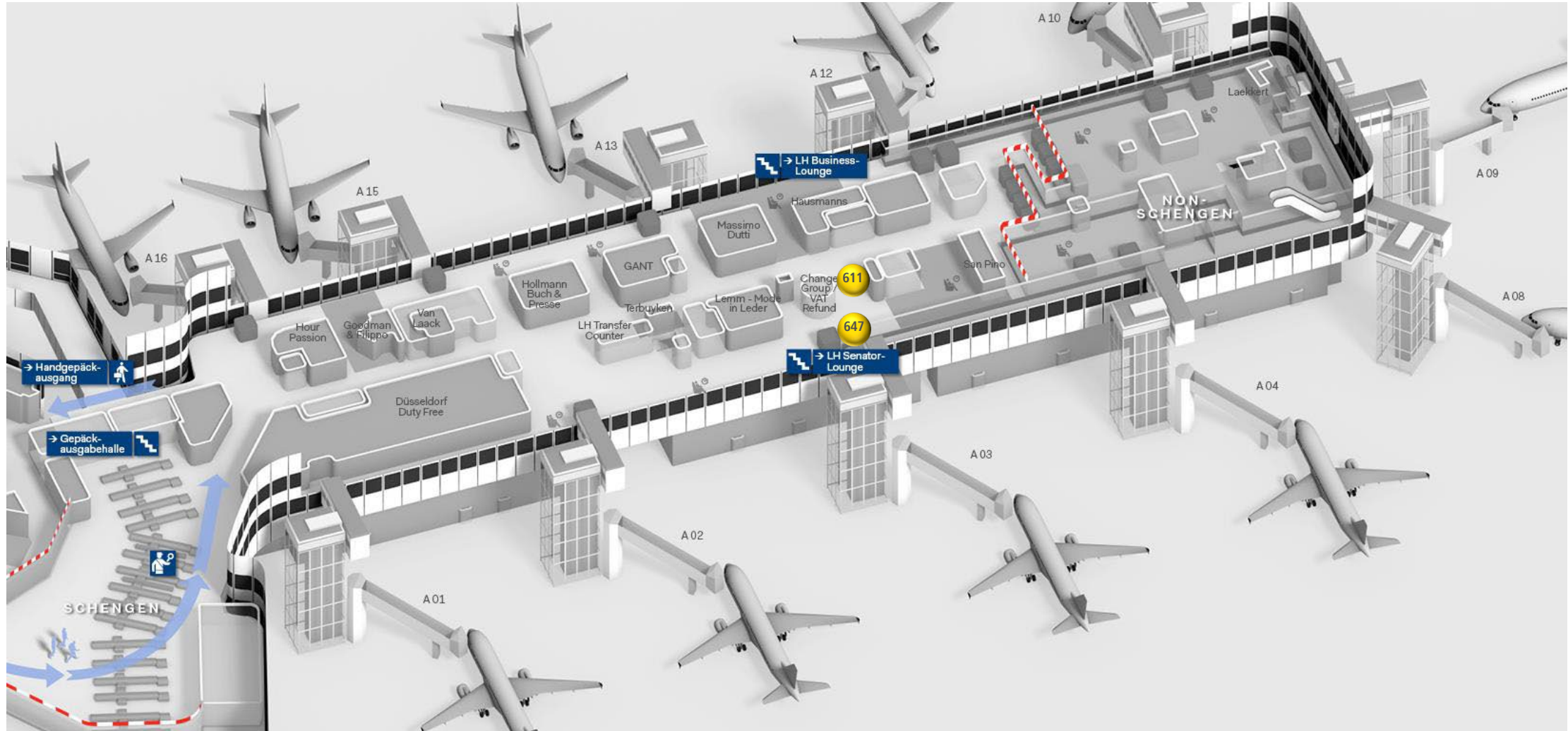
**Bundle 11
Lounges
Gate A-B-C**

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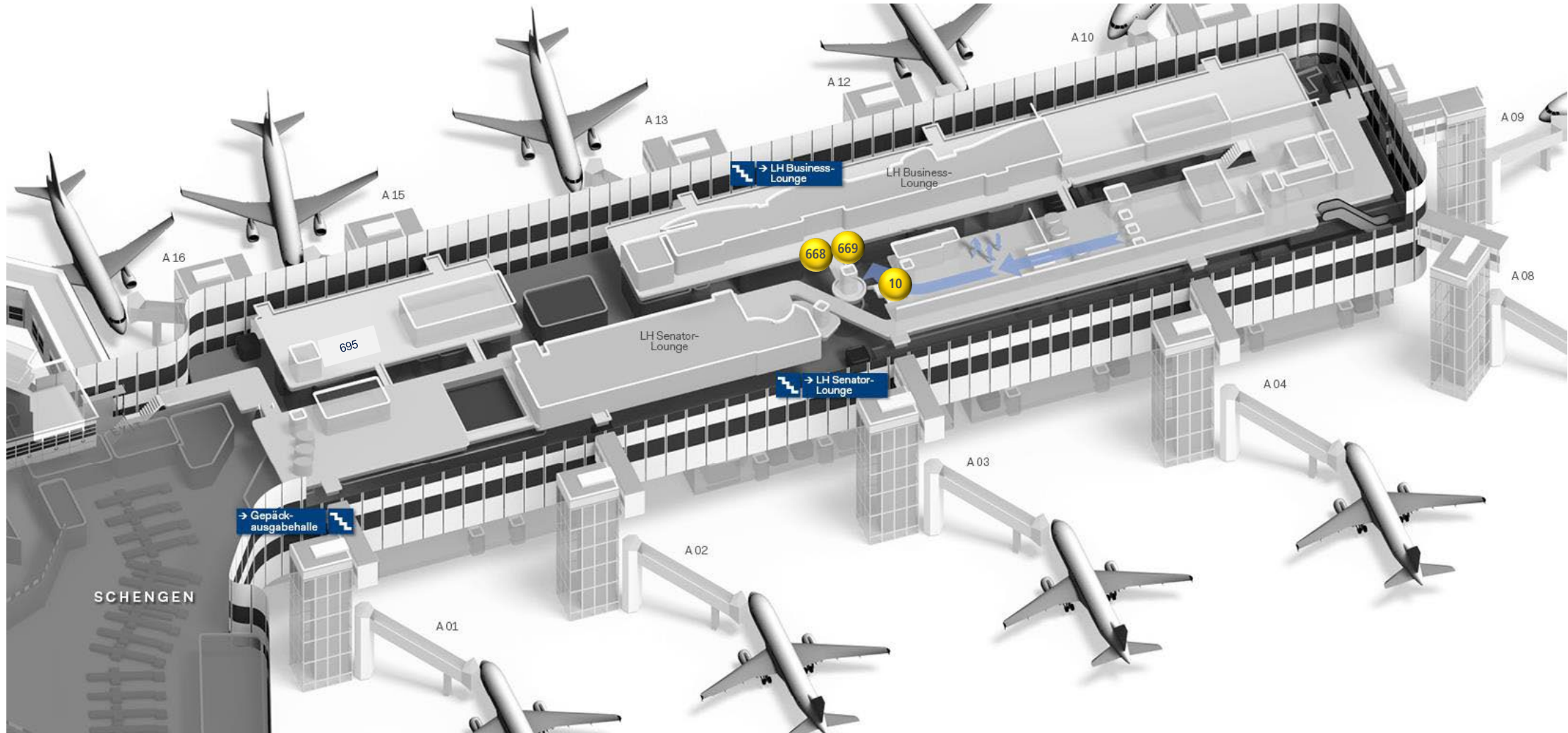
Overview of Backlight Bundle 11



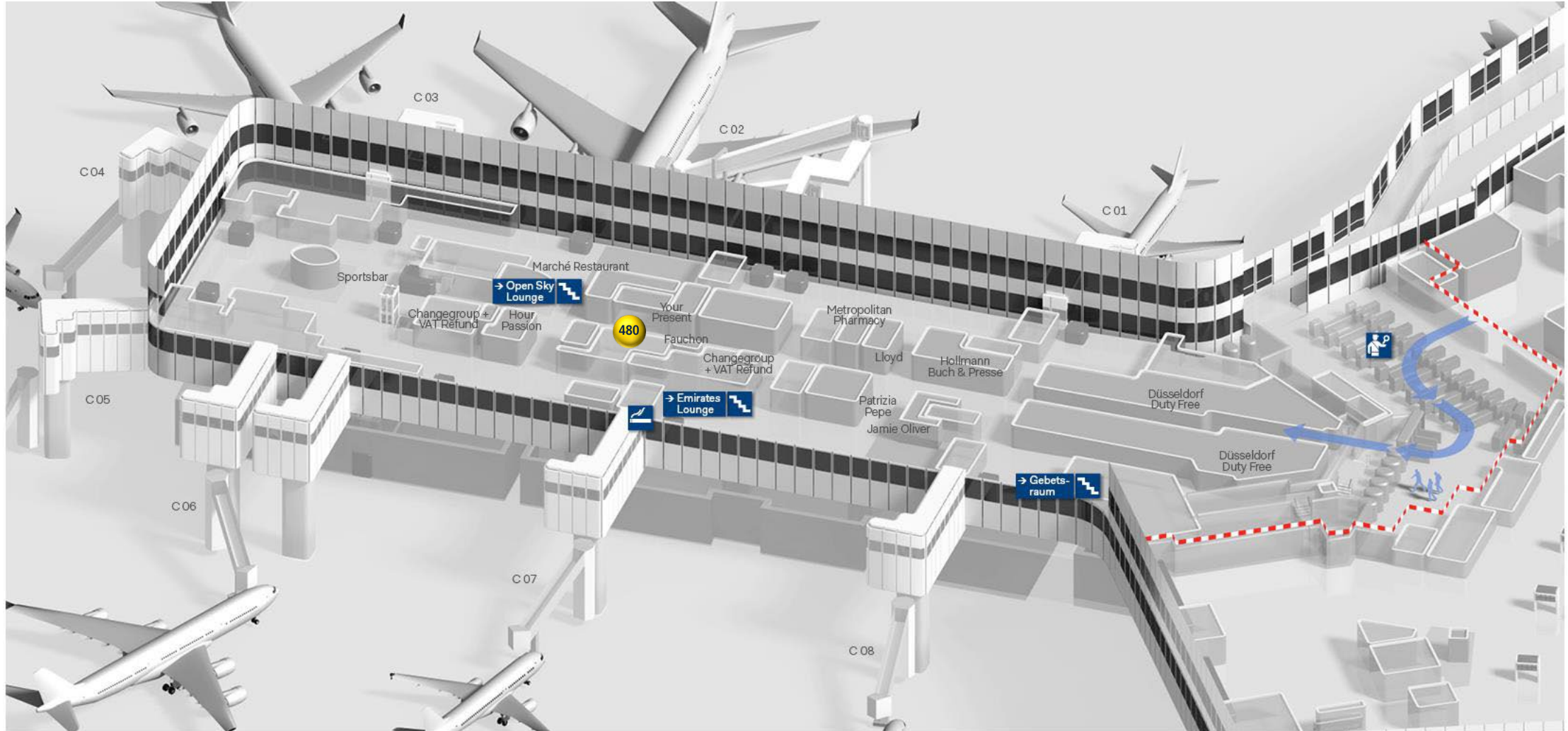
Backlight Indoor Gate A - Level 1



Backlight Indoor Gate A - Level 2



Backlight Indoor Gate C - Level 1





Price Overview

Backlight Bundle 11 - Lounges Gate A-C

Area ID	Size in cm	Media price per month	Production costs	Additional costs per month
611	367 x 276	9,099.00 €	1,380.00 €	195.00 €
647	608 x 280	9,599.00 €	1,830.00 €	310.00 €
668	785 x 129	8,099.00 €	1,210.00 €	Unlit
669	750 x 129	8,099.00 €	1,200.00 €	Unlit
10	283 x 236	3,999.00 €	550.00 €	135.00 €
480	292 x 178	4,299.00 €	480.00 €	85.00 €
Total media		43,194.00 €	6,650.00 €	725.00 €
Bundle price		30,240.00 €	6,650.00 €	725.00 €

**Additional 15 % price
advantage with a 3-
month term**

25,704.00 €

**20 % price advantage
with a 6-month term**

24,192.00 €

General Conditions for the Offer| Backlight Bundle

- The offer is valid at DUS Airport.
- Minimum term: 1 month.
- Additional option 1: 3 months duration = price advantage of 15 % on the media price.
- Additional option 2: 6-month term = price advantage of 20 % on the media price.
- Price basis 2024. Adjustments to media prices and technical costs as well as the flat rate for ancillary costs are possible during the term. The price valid at the time of contract conclusion applies.
- The offer is AE- and SMV-capable when booked via a media agency.
- The conditions offered cannot be combined with other discounts and do not affect any existing agreements in terms of volume or discounts. The offer applies independently of any other existing agreements.
- Media prices exclude expenses for the production, assembly and disassembly of the advertising media. Production, assembly and disassembly of the advertising material shall be carried out exclusively by Ströer. Production and ancillary costs are not subject to discount or commission.
- Booking deadline no later than 35 calendar days before the start of posting. Delivery of the print data no later than 30 calendar days before the start of billposting.
- The offer is non-binding and is subject to availability and motif approval.
- All prices are subject to the statutory VAT applicable at the time the service is provided.
- A minimum order value of € 500.00 net per order applies.
- The information listed is subject to construction/dismantling of the area, tariff changes and errors.

YOUR CONTACT:



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