

Price list OOH Audience based

2026



MEGA-LIGHT



CLP



PCLP



BILLBOARD



FULL WRAP PILLAR

Booking Information & Details OoH Audience-based

Product Description

OOH Audience-Based stands for the programmatic booking of traditional Out-of-Home advertising media. Instead of selecting individual media locations, billboard spaces are booked based on the desired number of contacts.

Advertising Media

The following advertising media can be booked on an audience-based model:

- Printed: Billboards, Full wrap pillars
- Backlit: Mega-Light, City-Light-Poster, Premium City-Light-Poster

Contact Volume

The number of contacts can be flexibly scaled, with a minimum booking volume of 50,000€ gross per Deal ID.

Placement Duration

The placement duration for Billboards and Full wrap pillars is one decade (10 days), while for Mega-Light, City-Light-Poster, and Premium City-Light-Poster, it is one week (in accordance with the weekly schedule of the 2026 Out-of-Home media [decade plan](#)).

Planning / Booking

Planning via the [OOH Audience Planer](#)
Booking possible via DSP or Managed Service.

Printing Process

Printing costs for Billboard media are included in the CPM (one design per advertising medium and city included).

Each additional design incurs a CPM surcharge of 0.50€. The maximum number of designs per advertising medium and city is 3.

Pricelist OOH Audience based Managed Service Programmatic Guaranteed	
Base CPM gross (1 design)	Base CPM
CLP/ PCLP	4,60 €
ML	6,20 €
Billboard	5,10 €
Large Format (ML, Billboard)	5,10 €
Backlit (CLP, PCLP, ML)	5,10 €
Run of Network (ML, CLP, PCLP, Billboard, Full wrap pillar)	4,60 €
Selection of Region (Federal State, City Size, City)	CPM-Surcharge
Federal State/Federal States ¹	+ 0.00 €
Metropolises > 500 thousand inhabitants	+ 0.50 €
City Selection	+ 1.00 €
KPI Selection	CPM-Surcharge
Reach target ²	+ 1.00 €
Printing Process	CPM-Surcharge
1 Design	Included
Each additional design ³	+ 0.50 €

Displayed are gross CPM and CPM surcharges for booking options; the minimum booking volume is €50,000.

¹ If one or more city-states are selected, at least one federal state with a larger area must also be selected.

² Prior to the booking order, a sample plan is created based on the planned gross contacts and selection criteria, which determines the net reach target in the campaign area (MA OOH) for the booking.

³ A maximum of 3 creatives per advertising medium..

Booking Information & Details TV+ Out-of-Home
<p>Product description</p> <p>The TV+ Out-of-Home product offers an easy-to-book and cost-effective way of placing out-of-home advertising in cities with lower TV coverage in order to achieve the desired advertising pressure and impact in these TV-weak regions.</p> <p>Campaign bookings are made on a contact basis. The contacts are targeted directly at common TV target groups and billed accordingly. The product can be booked for the following target groups: Adults aged 14-39, adults aged 20-59, householders aged 20-59.</p>
<p>Advertising media</p> <p>Only large-format 18/1 advertising media are used: Billboards and Mega-Lights.</p>
<p>Cities</p> <p>Based on fundamental analyses, we have identified the top 30 TV-less-watched cities (cities in which TV campaigns traditionally tend to generate little reach and advertising pressure)</p> <p>When booking TV+ Out-of-Home, the booked contact volume is distributed across these 30 cities in proportion to their population.</p> <p>The following cities are included: Aachen, Baden-Baden, Bamberg, Bonn, Braunschweig, Bremen, Darmstadt, Düsseldorf, Dresden, Erlangen, Frankfurt am Main, Freiburg im Breisgau, Hamburg, Hanover, Heidelberg, Heilbronn, Ingolstadt, Jena, Karlsruhe, Cologne, Mainz, Mannheim, Munich, Münster, Nuremberg, Stuttgart, Tübingen, Ulm, Wiesbaden, Würzburg</p>
<p>Contact Volume</p> <p>The contacts can be scaled flexibly, from a minimum contact volume of 20 million contacts in the desired target group. The booked contact volume is distributed across the 30 above-mentioned cities in proportion to their population.</p> <p>Only the contacts that are realised with the target group are calculated. The contacts are calculated in the ma out of home.</p>
<p>Placement Duration</p> <p>The minimum placement duration is one decade for billboards and one week for Mega-Light (in accordance with the weekly schedule of the 2025 Out-of-Home media decade plan).</p> <p>The service can also be provided over a longer period, but it must be continuous.</p>
<p>Planning / Booking</p> <p>Booking via Managed Service.</p>
<p>Printing Process</p> <p>The printing costs for the billboard media are included in the CPM (one design per advertising medium and city included).</p> <p>Each additional design incurs a CPM surcharge of 0.50€. The maximum number of designs per advertising medium and city is 3.</p>

Price TV+ Out-of-Home Managed Service	
Target Groups for Audience Booking	CPM-Surcharge
Adults, 14-39 years	12.95 €
Adults, 20-59 years	8.15 €
Household managers, 20-59 years	13.25 €
Printing Process	CPM-Surcharge
1 design	Included
Each additional design*	+ 0.50 €

The service must be booked over a continuous period (minimum booking duration is one decade).
The distribution of contacts is based on the population numbers of the cities.
*The calculation of target group contacts is done using the ma Out of Home data.