

# JCDecaux Luxembourg

Network	Universe	Duration	Format	Units	Net Media (€)
Booster Classic	Street	1 week	2 m <sup>2</sup>	140	19 900
Booster Premium	Street	1 week	2 m <sup>2</sup>	145	21 930
Booster Customized – 10	Street	1 week	2 m <sup>2</sup>	140	20 600
Booster Customized – 20	Street	1 week	2 m <sup>2</sup>	140	21 300
Booster Customized – 30	Street	1 week	2 m <sup>2</sup>	140	22 015
Urban 3	Street	1 week	2 m <sup>2</sup>	95	15 215
Selecto	Street	1 week	2 m <sup>2</sup>	60	10 000
Selecto Arlon 100	Street	1 week	2 m <sup>2</sup>	100	11 520
Selecto Arlon 50	Street	1 week	2 m <sup>2</sup>	50	6 300
Extension Digitale Network	Street	1 week	Screens	26	4 250

**Net rates**, no agency commission applicable

Start of campaign on Tuesday

Size (H × W) • 2 m<sup>2</sup> 1,75 × 1,18

Summer conditions on demand: week 27 until week 34

All OOH possibilities in Airport are on demand

2 m<sup>2</sup> JCDecaux Out-Of-Home campaigns in Luxembourg.



## Publi.lux

Network	Universe	Duration	Format	Units	Gross Media (€)
<i>lux.blanc</i>	Street, Parkings, Stations CFL	1 week	2 m <sup>2</sup>	200	19 800
<i>lux.blue</i>	Street, Parkings, Stations CFL, Cactus	1 week	2 m <sup>2</sup>	200	18 620
<i>lux.red</i>	Street, Parkings, Stations CFL, Cactus	1 week	2 m <sup>2</sup>	200	18 620
<i>lux.sud</i>	Street, Parkings, Stations CFL	1 week	2 m <sup>2</sup>	120	11 880
<i>Cactus</i>	POS Cactus	1 week	2 m <sup>2</sup>	200	15 800
<i>lux.city</i>	Parkings, Stations CFL, Cactus	1 week	2 m <sup>2</sup>	80	9 520
<i>lux.+</i>	<i>lux.red/blue</i> + <i>lux.city</i>	1 week	2 m <sup>2</sup>	280	25 059
<i>lux.digit</i>	Luxembourg Station + Parking Knuedler	1 week	Digital Screens 2 m <sup>2</sup>	5	900
<i>lift.media</i>	Parkings	4 weeks	Doors and Interior	5 Parkings	12 450
<i>Full Back</i>	tice	4 weeks	3,612 m <sup>2</sup>	1	from 520
<i>Exterior Bus</i>	tice	4 weeks	170 × 65 cm	1	260
<i>Left Flanc</i>	tice	4 weeks	6,358 m <sup>2</sup>	1	from 750
<i>Interiors Bus</i>	tice	4 weeks	100 × 25 cm	1	30
<i>Bus.Cards</i>	tice	1 week	–	50 Busses	2 000
<i>Exterior Bus</i>	avl	4 weeks	73 × 75 cm, 140 × 60 cm, 170 × 50 cm	1	from 300 to 390
<i>Interiors Bus</i>	avl	4 weeks	100 × 25 cm	1	30
<i>lux.bike</i>	Street	1 day	Bike with trailer – 1 m <sup>2</sup>	1	800

Start of campaign for 2 m<sup>2</sup> Street and Parking on Tuesday

Start of campaign for 2 m<sup>2</sup> CFL and Cactus on Monday

Start of campaign for avl and tice on Wednesday

Size (H × W) • 2 m<sup>2</sup> 1,76 × 1,18,5

All other OOH possibilities are on demand.

2 m<sup>2</sup> Publi.lux Out-Of-Home campaigns in Luxembourg.



# IP OOH

Network	Universe	Duration	Format	Units	Gross Media (€)
Full Bus	Transit	4 weeks	NA	1	from 1 770
Full Back	Transit	4 weeks	NA	1	545
Side Poster	Transit	4 weeks	NA	1	360
Back Banner	Transit	4 weeks	NA	1	205
Flanc	Transit	4 weeks	NA	1	from 260
Out Of Box	Transit	4 weeks	NA	1	from 30/m <sup>2</sup>
HOHO Full Back	Transit	2 weeks	NA	1	565
FLIBCO Full Back	Transit	4 weeks	NA	1	545
Pack Nord Full Back	Transit	4 weeks	NA	1	382
Pack Sud Full Back	Transit	4 weeks	NA	1	436
Belval Plaza	Shopping Center	1 week	Cube, Stand, Expo, Distribution	1	from 936
Gare de Luxembourg	Train Station	1 week	Cube, Stand, Expo	1	from 2 080
Rives De Clausen	Going out	4 weeks	Habillage de pont – 20 m	1	4 160
Rives De Clausen	Going out	1 week	Cube, Stand, Expo, Distribution	1	from 1 310
Rives De Clausen	Going out	1 week	Fullscreen – Digital Screens	2	from 320
Utopolis Kirchberg	Movie theater	1 week	Catwalk	12	2 000
Utopolis Kirchberg	Movie theater	4 weeks	Bâche 12 m <sup>2</sup> – rdc	1	2 050
Utopolis Kirchberg	Movie theater	4 weeks	Bâche 12 m <sup>2</sup> – entrance movie rooms	1	1 650
Utopolis Kirchberg	Movie theater	4 weeks	Bâche 6 m <sup>2</sup> – at escalator	1	1 650
Utopolis Kirchberg	Movie theater	1 week	2 m <sup>2</sup>	19	1 550
Utopolis Kirchberg	Movie theater	1 week	Cube, Stand, Expo, Distribution	1	1 260
Utopolis Kirchberg	Movie theater	1 week	Sampling through cashier	1	1 512
Utopolis Kirchberg	Movie theater	1 week	Fullscreen – Digital Screens	2	from 600
Utopolis Belval	Movie theater	1 week	Cube, Stand, Expo, Distribution	1	800
Utopia Luxembourg	Movie theater	1 week	Sampling through cashier	1	960
Luxair	Airplanes	1 week	Digital Screens	120	from 602

IP Out-Of-Home campaigns in Luxembourg.



## City Image

<i>Network</i>	<i>Universe</i>	<i>Duration</i>	<i>Format</i>	<i>Units</i>	<i>Gross Media (€)</i>
<i>Réseau Urbain</i>	Street	1 month	120 × 176 cm and 80 × 120 cm	11	980
<i>Sport et Loisirs</i>	Fitness, Bowling, Swimming Pool	1 month	Digital Screens 42 inch	14	980
<i>Détente et Loisirs</i>	Hair Dressers	1 month	Digital Screens 42 inch	14	980
<i>Sortie Restaurants</i>	Dining places	1 month	Digital Screens 42 inch	22	980
<i>Sortie Lounge</i>	Going out	1 month	Digital Screens 42 inch	16	980
<i>Sortie Discothèques</i>	Going out	1 month	Digital Screens 42 inch	15	980
<i>Alima Primavera</i>	Supermarkets	1 month	Digital Screens 42 inch	13	980

All other OOH possibilities are on demand.

