

## JCDecaux Luxembourg

Network	Universe	Duration	Format	Units	Net Media (€)
Booster Premium National	Street, Train	1 week	2 m <sup>2</sup> , DOOH	145	24 100
Booster Classic National	Street, Train	1 week	2 m <sup>2</sup> , DOOH	145	22 770
Booster Premium City	Street, Train	1 week	2 m <sup>2</sup> , DOOH	140	22 00
Booster Classic City	Street, Train	1 week	2 m <sup>2</sup> , DOOH	140	21 550
Booster Customized 10 faces	Street, Train	1 week	2 m <sup>2</sup> , DOOH	140	22 275
Booster Customized 20 faces	Street, Train	1 week	2 m <sup>2</sup> , DOOH	140	23 000
Booster Customized 30 faces	Street, Train	1 week	2 m <sup>2</sup> , DOOH	140	23 730
Urban 3	Street, Train	1 week	2 m <sup>2</sup> , DOOH	95	15 855
Selecto	Street, Train	1 week	2 m <sup>2</sup>	60	10 250
Digital Network City Move	Street, Train	1 week	DOOH	11	4 750
Giant Horizontal Hall	Train Station	1 year	6 m <sup>2</sup> Lightbox	4	29 750/unit
Departure Lightbox	Train Station	1 year	10 m <sup>2</sup> Lightbox	2	25 500/unit
Giant Lift Sticker	Train Station	1 year	Elevator	1	15 300
Pavillon Sticker	Train Station	1 year	NA	3	10 200/unit
Welcome Wrap	Train Station	1 year	20 m <sup>2</sup>	1	8 500

**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	1 week	2 m <sup>2</sup> , DOOH	200	19 800
<i>lux.blue</i>	Street, Parkings, Cactus	1 week	2 m <sup>2</sup> , DOOH	200	18 620
<i>lux.red</i>	Street, Parkings, Cactus	1 week	2 m <sup>2</sup> , DOOH	200	18 620
<i>lux.sud</i>	Street, Parkings, Cactus	1 week	2 m <sup>2</sup> , DOOH	120	11 880
<i>Cactus</i>	POS Cactus	1 week	2 m <sup>2</sup>	200	15 800
<i>lux.city</i>	Parkings, Cactus	1 week	2 m <sup>2</sup> , DOOH	80	9 520
<i>lux.esch</i>	Street, Parkings, Cactus	1 week	2 m <sup>2</sup> , DOOH	60	7 140
<i>lift.media</i>	Parkings	4 weeks	Doors and Interior	5 Parkings, 44 units	12 450
<i>TICE</i>	61 busses + 37 School Busses	4 weeks	Full back, Rear window, Back banner, Flanc, Bus card, Interior	1	from 450
<i>AVL</i>	82 busses	4 weeks	Back banner, Interior	1	from 450
<i>big.size</i>	Parking and Street Esch/Alzette	4 weeks	4 m <sup>2</sup> , 6 m <sup>2</sup> , 16 m <sup>2</sup>	1	from 450
<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> Cactus on Monday

Start of campaign for avl and tice on Wednesday

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

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 1 795
Full Back	Transit	4 weeks	NA	1	555
Side Poster	Transit	4 weeks	NA	1	365
Double Side Poster	Transit	4 weeks	NA	1	730
Back Banner	Transit	4 weeks	NA	1	210
Flanc	Transit	4 weeks	NA	1	from 265
Out Of Box	Transit	4 weeks	NA	1	from 35/m <sup>2</sup>
HOHO Full Back	Transit	2 weeks	NA	1	1 130
Gare de Luxembourg	Train Station	1 week	Location inside	1	2 110
Gare de Luxembourg	Train Station	1 week	Location outside	1	2 500
Rives De Clausen	Going out	1 week	Habillage de pont	1	1 265
Rives De Clausen	Going out	1 week	Location outside	1	1 510
Rives De Clausen	Going out	1 week	Catwalk	1	3 045
Utopolis Kirchberg	Movie theater	1 week	Catwalk	1	2 000
Utopolis Kirchberg	Movie theater	1 week	Bâche 12 m <sup>2</sup> – rdc	1	2 050
Utopolis Kirchberg	Movie theater	1 week	Bâche 12 m <sup>2</sup> – 1ère étage	1	1 650
Utopolis Kirchberg	Movie theater	4 weeks	Bâche 6 m <sup>2</sup> – 1ère étage	1	1 650
Utopolis Kirchberg	Movie theater	1 week	Location inside	1	1 260
Utopolis Kirchberg	Movie theater	1 week	Sampling through cashier	1	1 512
Kinopolis Belval	Movie theater	1 week	Sampling through cashier	1	960
Utopia Luxembourg	Movie theater	1 week	Sampling through cashier	1	960
Tramedia	2 m <sup>2</sup>	1 week	2 m <sup>2</sup> Abri	43	9 030

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.

