

## JCDecaux Luxembourg

Network	Universe	Duration	Format	Units	Net Media (€)
Booster National Premium	Street, Train Stations	1 week	2 m <sup>2</sup> , DOOH	145	25 220
Booster National Classic	Street, Train Stations	1 week	2 m <sup>2</sup> , DOOH	135	22 480
Booster City Premium	Street, Train Stations	1 week	2 m <sup>2</sup> , DOOH	140	23 590
Booster City Classic	Street, Train Stations	1 week	2 m <sup>2</sup> , DOOH	130	20 910
Booster City Base	Street, Train Stations	1 week	2 m <sup>2</sup> , DOOH	130	19 975
City Connect	Street, Train Stations	1 week	2 m <sup>2</sup> , DOOH	110	19 060
Urban	Street, Train Stations	1 week	2 m <sup>2</sup> , DOOH	90	15 360
Selecto	Street, Train Stations	1 week	2 m <sup>2</sup>	70	12 450
Smartboxes National	Train Stations	1 week	1 144 cm × 1 565 cm	43	4 660
Smartboxes City	Lux-City Main Train Station	1 week	1 144 cm × 1 565 cm	26	2 930
City & Airport Move	Lux-Central Station & Lux-Airport	1 week	DOOH	30	7 650
City Move	Lux-Central Station	1 week	DOOH	11	4 420
The Cube Outdoor	Lux-City Main Train Station	1 week	OOH	1	3 825
The Cube Indoor	Lux-City Main Train Station	1 week	OOH	1	3 460
Booster National « Premium »	Lux-Central Station, Lux-City Street, Inside Train Station	1 week	2 m <sup>2</sup> , DOOH	145	25 220
Summer Life	Lux-Central Station, Lux-City Street, Inside Train Station	1 week	2 m <sup>2</sup> , DOOH	145	24 275
Summer Partner Package	Lux-Central Station, Lux-City Street, Inside Train Station	4 weeks	2 m <sup>2</sup> , DOOH	80	50 150

**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

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 (€)
lux.gdl (National Premium)	Street, Parkings, Cactus	1 week	2 m <sup>2</sup> , DOOH	220	20 460
lux.gdl (National Sélectif Urbain)	Street, Parkings	1 week	2 m <sup>2</sup> , DOOH	220	20 460
lux.sud	Street, Parkings, Cactus (South)	1 week	2 m <sup>2</sup> , DOOH	130	12 870
Cactus	POS Cactus	1 week	2 m <sup>2</sup>	150	13 950
lux.city	Street, Parkings, Cactus	1 week	2 m <sup>2</sup> , DOOH	100	11 200
lux.esch	Street, Parkings, Cactus	1 week	2 m <sup>2</sup> , DOOH	60	7 140
lift.media	Parkings	4 weeks	Doors and Interior	47	On demand
TICE	101 Buses	4 weeks	Fullback, Demi-fullback, Window, Interior	1	from 450
AVL	82 busses	4 weeks	Back banner, Interior	1	from 450
big.size	Parking and Street	4 weeks	3 x 16 m <sup>2</sup> = 48 m <sup>2</sup>	1	2 600
lux.lc	Street, Bus & Cactus	12 weeks	2 m <sup>2</sup> , DOOH	1	from 943
lux.floating	Street & Cactus	1 year	2 m <sup>2</sup>	20	from 1 495
lux.digit	Parkings Luxembourg-ville, Esch, Dudelange & Diekirch	1 week	DOOH	40	7 800

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	13 180
Full Back Complet	Transit	4 weeks	NA	1	1 500
Full Back	Transit	4 weeks	NA	1	1 300
Side Poster	Transit	4 weeks	NA	1	890
Double Side Poster	Transit	4 weeks	NA	1	1 480
Back Banner	Transit	4 weeks	NA	1	520
Side Banner 2,5 m <sup>2</sup>	Transit	4 weeks	NA	1	630
Side Banner 3 m <sup>2</sup>	Transit	4 weeks	NA	1	730
Out Of Box	Transit	4 weeks	NA	1	45/m <sup>2</sup>
HoHo Full Back	Transit	2 weeks	NA	1	1 310
Pack Nord Full Back	Transit	4 weeks	NA	1	1 126
Pack Sud Full Back	Transit	4 weeks	NA	1	1 184
Tramedia	2 m <sup>2</sup>	1 week	2 m <sup>2</sup> Abri	41	8 815
Tramedia	Digital	1 week	Screens in tram	56	1 554
Luxair	Airplane	1 week	DOOH	120 screens	644 or 1 288
Kinepolis Kirchberg	Movie Theater	2 weeks	Suspended billboards	2 recto verso faces	6 000
Kinepolis Kirchberg	Movie Theater	1 month	Backlight 9 m <sup>2</sup> – rdc	1	3 750
Kinepolis Kirchberg	Movie Theater	1 month	Backlight 15 m <sup>2</sup> – rdc	1	3 750
Kinepolis Kirchberg	Movie Theater	1 month	Backlight 15 m <sup>2</sup> – 1 <sup>ère</sup> étage	1	3 350
Kinepolis Kirchberg	Movie Theater	1 week	Location inside	1	1 450
Kinepolis Kirchberg	Movie Theater	1 week	Sampling through cashier	1	1 600
Kinepolis Kirchberg	Movie Theater	1 week	DOOH	2 wallscreens & 5 totems	1 428
Kinepolis Belval	Movie Theater	1 week	Location inside	1	820
Kinepolis Belval	Movie Theater	1 week	Sampling through cashier	1	984
Kinepolis Kirchberg & Belval	Movie Theaters	1 week	DOOH	2 wallscreens & 5 totems (Kirchberg), 2 totems (Belval)	On demand
Utopia Luxembourg	Movie Theater	1 week	Sampling through cashier	1	984
Cinekursaal	Movie Theater	1 week	Location inside	1	300
Cinekursaal	Movie Theater	1 week	Sampling through cashier	1	360
Cinewasserhaus	Movie Theater	1 week	Location inside	1	450
Cinewasserhaus	Movie Theater	1 week	Sampling through cashier	1	540

IP Out-Of-Home campaigns in Luxembourg.



## Big Bang

<i>Network</i>	<i>Universe</i>	<i>SOT</i>	<i>Duration</i>	<i>Format</i>	<i>Units</i>	<i>Gross Media (€)</i>
Full Screen	Office Building Luxembourg	20%	1 week	48"	81	8 000
Format Screen	Office Building Luxembourg	20%	1 week	48"	81	4 000
Section Sponsor	Office Building Luxembourg	20%	1 year	48"	81	On demand
Heading	Office Building Luxembourg	20%	1 year	NA	81	On demand
Brochure Display	Office Building Luxembourg	20%	Till end campaign	NA	81	On demand
Covering	Office Building Luxembourg	20%	Till end campaign	Totem Covering	81	On demand
Building Marketing	Office Building Luxembourg	20%	Till end campaign	–	81	On demand

