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JCDecaux Metro Stations

With the Digital screens in Brussels metro stations you reach ± 500 000 people a day. ± 90% of them lives in Brussels and ±10% are daily commuters. In terms of target we reach a young and highly educated population, 43% is younger than 34. The large offer of formats, going from 2 m² to

digital screens, is a good complement to national campaigns but also an appropriate touchpoint for local campaigns. The qualitative environment of metro stations with long dwell times are two more advantages for efficient communication.

Network	Type	Duration	SOT	Coverage	Units	Net Media Cost Index 100 (€)	Taxes (€)	Tech. Cost (€)
Metro Digital	DOOH	1 week	16.67%	17 Metro Stations	160	55 475	587	500
Metro Digital LED Montgomery	DOOH	4 weeks	16.67%	Metro Montgomery	1	13 130	250	500
Metro Backlite Merode	OOH	4 weeks	–	Metro Merode	1	10 500	250	850
Metro Backlite Porte de Namur	OOH	4 weeks	–	Metro Porte De Namur	1	10 500	250	950
Insert Proximetro	OOH	1 week	–	65 Metro Stations	1 500	39 000	1 768	–



Metro Digital LED Montgomery



Metro Digital ± 10 000 000 contacts / week

Week	1	2	3	4	5	6	7	8	9	10	11
Index	100	100	100	100	100	100	95	100	105	105	105
Week	12	13	14	15	16	17	18	19	20	21	22
Index	105	105	95	95	100	100	105	105	105	–	105
Week	23	24	25	26	27	28	29	30	31	32	33
Index	105	100	100	90	90	80	80	80	80	80	80
Week	34	35	36	37	38	39	40	41	42	43	44
Index	100	110	110	110	110	100	100	100	100	100	95
Week	45	46	47	48	49	50	51	52			
Index	100	100	100	120	120	120	120	95			

Lijncom Premetro

Lijncom offers 60 paper panels of 2 m² in 11 Antwerp premetro stations. Besides these paper panels, there are also 22 digital screens of 75" in 6 stations. These digital screens have an average reach of almost 1 million people per week.

With more than 81 million tram commuters each year, the Antwerp premetro is the ideal place to reach these people due to the dwell time in the stations.



DOOH



2 m² Poster

Network	Type	Duration	SOT	Coverage	Units	Gross Media Cost Index 100 (€)	Taxes (€)	Prod. Cost (€)
Full Package Premetro	OOH	2 weeks	–	11 stations	60	6 120	60	1 999
Select Package Premetro	OOH	2 weeks	–	4 stations	30	4 080	30	1 168
DOOH Premetro	DOOH	1 week	15%	6 stations	22	11 500	–	–

Full Package Stations: Astrid, Diamant, Elizabeth, Groenplaats, Handel, Meir, Plantin, Schijnpoort, Sport, Van Eeden, Zegel

Select Package: Astrid, Diamant, Groenplaats, Meir

DOOH Metro: Astrid, Diamant, Groenplaats, Meir, Opera, Sport

Lijncom will add 4 digital screens in the station Opera.

Publifer Train Stations

About 65% of the travellers are between 18 and 54 years old. Which turns the train stations into an interesting touchpoint. You will find countless possibilities to communicate, whether in paper or digital formats. In comparison to advertising in the streets, the range of options in stations to stand out in a creative way is wider. The audience you will find in this universe is the active population and the college/university students

who are easily reached because of the dwell time. With the LED-Walls and Cubes, Elevator Walls (XL), PDP-screens, Charging stations, Showcase Window, ... it's possible to build a campaign with a very high impact.

According to the target group, the geographical objectives and the available budget, it's possible to focus on specific stations or to go nationwide.



Elevator Walls XL



LED-Wall

Publifer Train Stations



BeStation



DNN

The BeStation panels and the DNN screens are distributed respectively across 73 and 37 stations. They can be booked alone or in combination with other networks and/or universes. According to the client's briefing, it's possible to build tailor-made

campaigns and select only the stations and the screens that are relevant to reach your objectives. Standard campaigns last 1 week, starting on Tuesday.



Premium Digital Panoramic

18 large screens distributed across the following stations: Brussels-South (7), Brussels-Luxembourg (1), Brussels-Shuman (1), Bruges (1), Antwerp-Central (1), Namur (1), Liège-Guillemins (4) and

Ghent-Saint-Pieters (2). These very impactful digital screens cover the top stations and can't be missed ; they are perfect to combine with other networks.

Network	Type	Duration	SOT	Coverage	Units	Gross Media Cost basis 100 (€)
Digital National Network (DNN)	DOOH	1 week	20%	37 Train Stations	150	81 400
BeStation 750	OOH	1 week	–	71 Train Stations	750	87 000
Standard Banner Cube	OOH	2 weeks	–	Selected Train Station	1	7 435–9 900
LED Cube 90°	DOOH	2 weeks	–	Selected Train Station	1	11 820
LED Cube 360°	DOOH	2 weeks	–	Selected Train Station	1	13 130
Elevator Walls	DOOH	3 weeks	–	Selected Train Station	1	–
Elevator Walls XL	DOOH	3 weeks	–	Selected Train Station	1	–
PDP FULL	DOOH	2 weeks	15%	8 Train Stations	15	45 000

JCDecaux Airport

Each year, around 35 million travellers pass through Belgian airports. Airports are a unique environment for communication. Passengers spend quite a long time in the airport. They dwell

around, are receptive to advertising messages and interested in discovering new products. This environment is also very interesting to reach a highly educated, international audience.



The Exhibition Stand

€ 38 000 – € 60 000 for one month

The exhibition stand is the perfect way to get potential customers in touch with your brand. In addition to this stand, you can put all the information of your product on the display right next to the exhibition stand.



The Luggage Reclaim

€ 12 000 for one month

Digital screens in the luggage reclaim zone. Most of them hang right above the carousel with all the luggage so people can easily notice the advertisements shown on the screens.



The Digital Cube Connector

€ 26 000 for one month

Digital four-sided cube at the entrance of the tax free zone towards the departure/waiting hall and also seen at the arrival.

JCDecaux Airport



The Welcome LED Wall Connector

€ 20 000 for one month

12 m² LED screen connecting the arrival area and the exit area. High-impact screen that all arriving passengers have to walk by, making it impossible to miss.



Full Digital Network

€ 12 000 for one month

45 digital screens to create a full digital domination at Brussels Airport. This full coverage network increases the visibility and the frequency of your message in order to make it unmissable and remembered.



The Gateway LED Connector

€ 22 000 for one month

The 15 m² screen right above the stairs at the gateway guarantees contact with the people going down the stairs.

JCDecaux Airport



€ 15 000 – € 32 000 for one month
Lightboxes from 10 m² up to 62 m² spread over the whole airport at connector, arrival and departure area and at the waiting halls. High-impact screens, with high visibility following passengers through their journey.



Lightbox

Guidooh Airport

Unskippable messages in the toilets of the airports to guarantee a long duration contact with the customers. The frames hang in front of them

at the toilet or at the sink. Because of the long contact time, it's possible to highlight a message with more content than usual.



Airport	Duration	Frames	Gross Media (€)	Production (€)
Face2Face National	2 weeks	450	23 995	1 146
Face2Face Brussels Airport	2 weeks	350	21 305	1 125
Face2Face Brussels South Airport	2 weeks	100	7 555	1 070